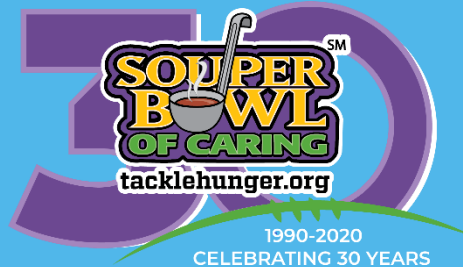


Transforming the energy surrounding the Big Game into a nation-wide movement inspiring people to give locally and make a collective impact on hunger.

## Because Tackling Hunger is Bigger Than the Bowl.



### WHO WE ARE

Souper Bowl of Caring is a national youth-led movement of people, working with groups in their communities using the energy of the Big Super Bowl football game to fight hunger and poverty. The idea for the Souper Bowl of Caring grew from a prayer spoken over 30 years ago: “Lord, even as we enjoy this Super Bowl football game, help us be mindful of those that do not have a bowl of soup to eat.”



### WHAT WE DO

Groups and compassionate individuals collect cash and food items for people in need in their local community. They give their donations directly to the local charity of their choice. Participating groups report their totals to Souper Bowl of Caring, so the nation can follow the collections as they add up and see the collective impact made by so many small acts of generosity. We wonder, “What if everyone watching the Big Game or ANY game gave just one dollar or one can of food to those in need in their community?”



### WHY WE DO IT

More than 40 million Americans, including 11 million children, suffer from hunger because they live in food insecure households. We believe hunger and poverty have a negative impact on individuals and the communities in which they reside, yet there is joy in serving and giving to those in need. When we are neighbors to everyone, we end up helping no one. Being sure our neighbors get healthy food is essential to health communities.



### HOW TO HELP

Over 30 years, over 2 million youth and over \$163 million has been reportedly raised through the Souper Bowl of Caring campaign. Join us today by registering your team to tackle hunger and encourage others to join the team and change the game. Our cause is bigger than the bowl, so you can host a Souper Bowl of Caring campaign anytime of the year!

### YOUR GAME PLAN



**Register:** Sign up online to let us know your group will be participating. We will send you materials to promote your event.



**Collect:** Hold your collection  
**Donate:** 100 percent to a charity in your community.



**Report:** Let us know how much you collected by reporting back to us online. We will add you to the national totals.

Our National Movement of Caring Needs You! To Participate, Donate or Learn More, go to [www.tacklehunger.org](http://www.tacklehunger.org).