

PLAYBOOK 2020



OFFENSIVE PLAY

COVID AFTERMATH
HUNGER STATS

TIME TO ACT IS NOW

COVID AFTERMATH

There were 37 million Americans who were food insecure pre-COVID.

Since the economic shutdown, estimates of 53 million Americans are now food insecure.

McKinsey and Co estimates that 17 billion pounds of food will be necessary in the next 12 months to feed hungry Americans.

The entire network of over 100K food charities will be in great need for the foreseeable future to provide over 14 billion meals in 12 months.

The state of our country amid COVID.



NAME ON OUR JERSEY

TACKLE HUNGER

Souper Bowl of Caring is a national support network driven to tackle hunger at field level year-round.

Our Mission:

- empowers youth
- unites communities
- supports local charities
- gets neighbors fed
- uses the energy of the BIG GAME to focus on the food insecure

**WE MOBILIZE GRASSROOTS RESOURCES
WITH NATIONAL REACH AND DIRECT LOCAL IMPACT**





The History of Souper Bowl of Caring –
As told by our Founder, Rev. Dr. Brad Smith



THE GAME PLAN



ENGAGE

ENGAGING GROUPS TO SUPPORT LOCAL CHARITIES

CONNECT

CONNECTING GROUPS AND INTERESTED
INDIVIDUALS TO LOCAL CHARITIES

SUPPORT

CREATING SUPPORT AND COLLABORATIVE NETWORKS
FOR ALL FOOD CHARITIES

WIN

DONATE LOCALLY AND MAKE A COLLECTIVE
IMPACT ON HUNGER!

ON THE FIELD

MEETING THE CHALLENGE



THE NUMBERS

CONTINUE TO GROW AMID COVID

CURRENTLY THERE ARE OVER
53 MILLION FOOD INSECURE
PEOPLE IN THE US.

47% ARE FAMILIES.



FOOD CHARITIES

MAJORITY WITH LIMITED MEDIA EXPOSURE

THERE ARE MORE THAN
100,000 FOOD CHARITIES IN
THE UNITED STATES TODAY.



KNOWLEDGE

CONNECTING GRASS ROOT RESOURCES

50% OF INDIVIDUALS POLLED
DON'T KNOW WHERE THEIR
LOCAL FOOD CHARITY LIVES.



Over 50% of adults in the US don't know where and what to donate to local food charities but would.

TEAMING UP

To support local charities meeting the extra demands for food due to COVID, Souper Bowl of Caring partnered with the Department of Defense, the Joint Artificial Intelligence Center and Northern Command in the development of an interactive map to pinpoint food charities and their needs in real time in towns across the nation.



CONSIDER THIS:

60% of all US food charities operate without any outside assistance.

CLICK HERE TO EXPLORE OUR TACKLE HUNGER MAP



PINPOINT charities within minutes of your location needing support.



SBOC is committed to working with ALL food charities to support ongoing needs.

GAME CHANGER



Unique

This map, with its portal, leverages our relationships with over ten thousand charities to jumpstart program



First to Market

No other nonprofit supports food charities directly and provides a way to see their needs in real time.



Real Time

Cash donations are directed immediately to the charity of the donor's choosing.



Simple

Simple graphics tell the story that the grassroots effort can support.

HOW THE TACKLE HUNGER MAP WORKS:



Find & help a local food charity today!

INSTRUCTIONS

Southeast Dallas Emergency Food Center

6670 Military Pkwy, Dallas, TX 75227

[Get Directions](#)

8.38 miles away

This site needs non-perishables - they need your help!

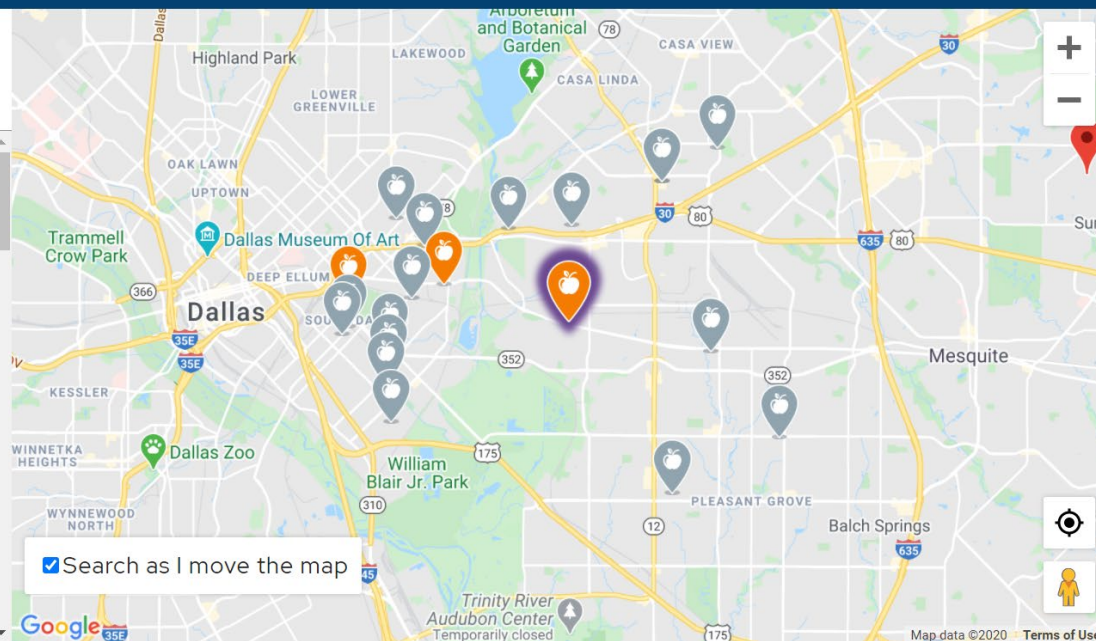
Type: Generic Charity Site

[HOST A FOOD DRIVE](#)

[DONATE](#)

Dallas Baptist Association

8001 E R L Thornton Fwy, Dallas, TX 75228




LOGIN - LOCATE - LEARN


MAKE YOUR PLAY

Pinpoint your charity of choice.
Pick the way(s) you want to give:

- ✓ Host a food drive
- ✓ Supply needed food items
- ✓ Donate cash direct charities in real time.
- ✓ **ALL THE ABOVE - GREAT PLAY!**





MAKE A DONATION

 **TEEN/LIFE CHALLENGE OF DALLAS** ▾

1401 Robin Meadow Dr

SELECT DONATION TYPE

 CASH
  GIFT CARD

Select amount

FIELD GOALS

MAKING EVERY POINT COUNT

2020 RECORD YEAR:

- \$10.6 million collected
- 290 million unique views
- 70,000 website visitors
- Campaigns held in all 50 States
- 9 NFL Teams Participate
- First year SOUPER BOWL CHALLENGE between Super Bowl Teams

SUCCESS SINCE 1990

- \$163 million collected for hunger relief
- 12,000 charities have been impacted
- 300,000 groups have participated
- 2,000,000 youth have been engaged

\$1 = \$30 ONGOING MISSION

- Every dollar specially donated to Souper Bowl of Caring becomes over thirty dollars for local food charities.



MAKE THE TEAM



Click [here](#) to see the many ways our partners impact hunger relief with SBOC

WAYS TO PARTNER
WITH SOUPER
BOWL OF CARING



SUIT UP

SBOC TEAMMATES
DRIVEN TO
TACKLE HUNGER



Places of Worship

Souper Bowl of Caring was originally founded by a church youth group. Even though the movement has expanded outside the faith community, we continue to be fueled by those coming together to worship.

Schools and Youth

Holding a collection at schools can be a great way to get students excited around the Big Game and make it about something more. Souper Bowl of Caring is a youth-inspired and youth-led movement which provides many opportunities to build upon leadership skills.

Charities

Every penny, dollar or food item collected by Souper Bowl of Caring participants goes directly to hunger-relief charities of their choice.

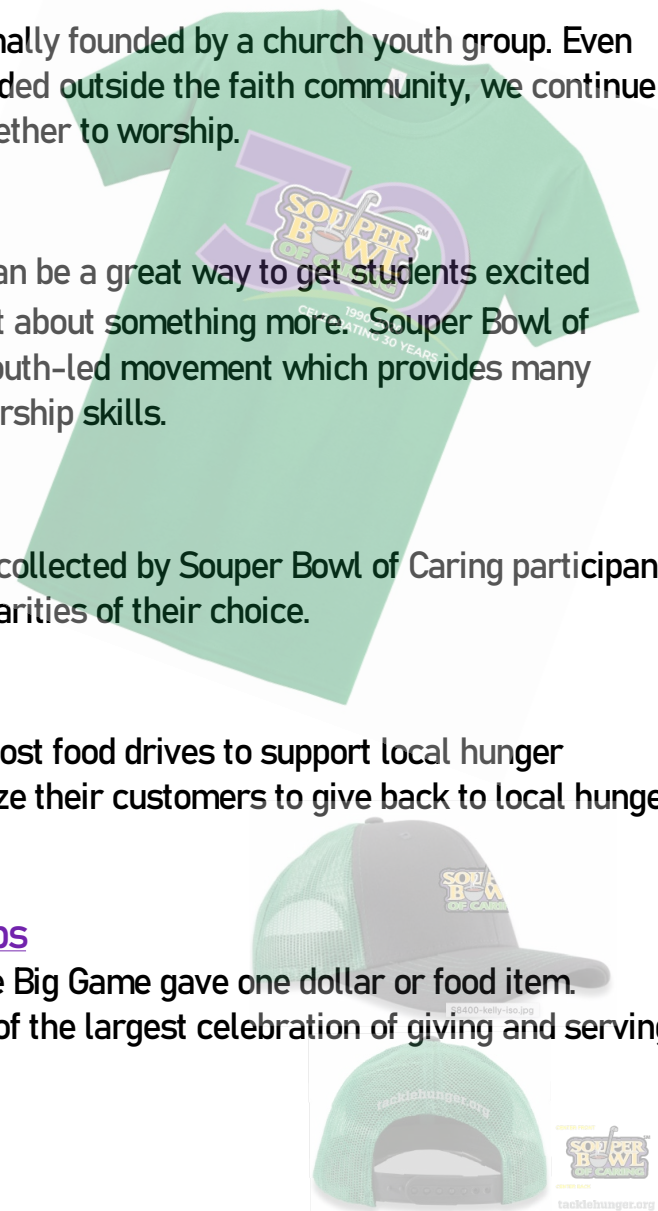
Corporations

Businesses around the country host food drives to support local hunger relief. They find it easy to mobilize their customers to give back to local hunger relief.

NFL Advocates & Partnerships

Imagine if everyone watching the Big Game gave one dollar or food item. Imagine if your team was a part of the largest celebration of giving and serving through Souper Bowl of Caring.

tacklehunger.org



Los Angeles Rams tackle hunger

By Gianna Spiro on February 8, 2019

Like 0

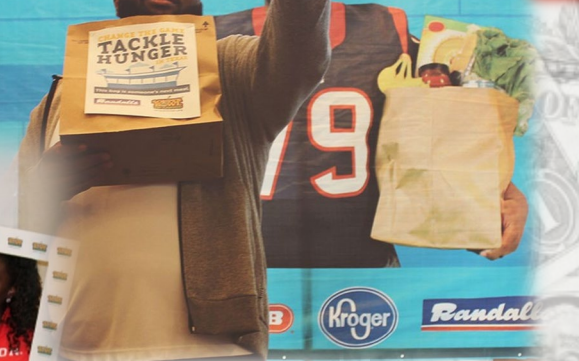
Tweet

Save



FRONT LINE

NFL ALUMNI JOIN
NFL ADVOCATES FOR



WHAT IF?

EVERY PERSON WATCHING THE BIG GAME
DONATED \$1 TO THEIR LOCAL CHARITY?

99.9 million viewers

Joe Flint. The Kansas City Chiefs' dramatic comeback win over the San Francisco 49ers Sunday in Super Bowl LIV attracted 102 million viewers on the Fox network as well as digital platforms and its Spanish-language channel, according to Nelsen. The Fox network audience for the game was 99.9 million viewers. Feb 3, 2020



tacklehunger.org

PRACTICE STARTS NOW

TAKE THE NEXT STEPS

Bigger than the Bowl



CONTACT: ALISON REESE, EXECUTIVE DIRECTOR

ALISON.REESE@SOUPERBOWL.ORG

1-800-358-SOUP EXT 702

COACHING STAFF

AND VALUED PLAY ADVISORS

Alison Reese
Executive
Director, Souper
Bowl of Caring



Rhett Grametbauer
Marketing and
Communications
Director, Souper Bowl
of Caring



Rev. Dr. Brad Smith
Senior Pastor,
Eastminster
Presbyterian Church,
Chair Emeritus, SBOC



Edward Hicks
Collective Analytics
Advisor, Dell
Technologies



Debbie Summers
Field Director and
Participation Logistics,
Souper Bowl of Caring



Max Stuart
Map Designer and Data
Engineer, Souper Bowl
of Caring

