



2020, YPD @
Bethel-Madison, IL



2008, St. Catherine of
Siena Parish, TX



2004, Laura Bush @
Central Food Bank, D.C.



2014 Kansas City
Kick-off

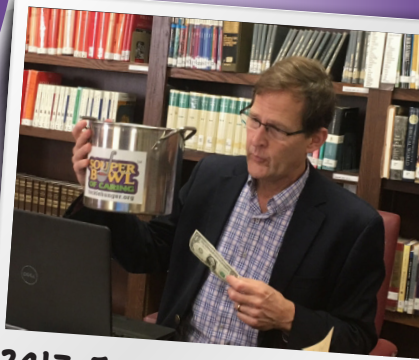


2008, Jacksonville, FL

Bigger than the Bowl



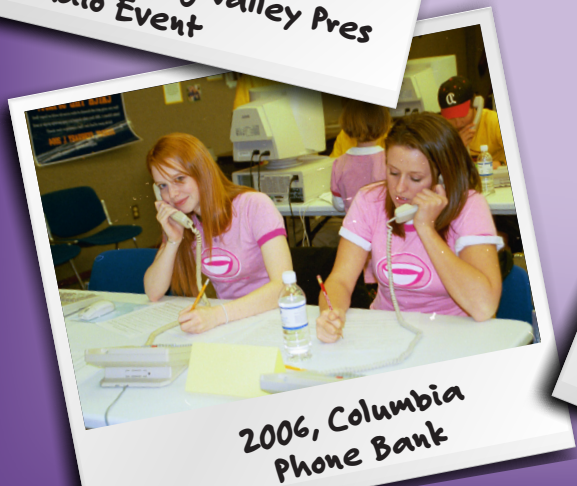
2019, longtime ambassador
Bruce Broyles, New England



2017, Founder Brad Smith
@ Eastminster Pres



2003, Spring Valley Pres
Radio Event



2006, Columbia
Phone Bank

Uniting communities
and empowering youth
to tackle hunger.



2004, Caravan
with Soupmobile



2004, Super Bowl Event



A Word from the Executive Director:

Very few small nonprofit organizations like the Souper Bowl of Caring live to be thirty years old! A testament to the story of our organization and all of the leaders before me who have helped to shape our work, SBoC celebrated its anniversary with a record-breaking campaign in February, with over \$10.6 million donated to local charities all over the country. Without our campaign, many of our largest food banks would not have been able to respond quickly to the needs of families due to the shutdown of our economy in March.



(From Left to Right) SBoC Founder, Dr. Brad Smith, Executive Director, Alison Reese, Board Member, John Meredith.

Uniquely positioned as the only charity whose mission is to support local hunger relief, we think it matters that ANY local effort to tackle hunger should have support networks including churches, schools, civic groups and caring individuals. Working to help federal government groups such as the Joint Artificial Intelligence Center and the Department of Defense to support all food charities, the COVID-19 pandemic has opened our eyes to the opportunity to support our beneficiaries even more. The Tackle Hunger Map, debuting nationally in August 2020, will help every interested party to see where their local food charity lives and what they need to help neighbors in need right now. The COVID-19 pandemic has heightened the food insecurity need exponentially: most pantries and food banks have seen their distributions at least triple.



Tackling hunger can't just be a once a year effort that churches and groups support in the weeks before the Big Game. Although the Souper Bowl campaign will always be our signature event, we want groups to think "Bigger Than the Bowl." What that means is that we want every food charity to have a support network and the Tackle Hunger Map will help. What if everyone watching EVERY game gave just one can or one dollar to feed neighbors in need? We are the only organization supporting ALL food charities and we play a very important national role in hunger relief.

Thank you for your support. Since we encourage groups to give locally and not necessarily to us, we always struggle to stay alive. We are invigorated to support a need that is growing quickly. Please review the sponsorship opportunities here to help us continue our important work.

With gratitude,

A handwritten signature in black ink that reads 'Alison Reese'.

Alison Reese
Executive Director, Souper Bowl of Caring



THANK YOU to all of our participants, donors, local businesses, grocery and media partners, NFL advocates and hunger-relief charities who have helped grow the idea of a simple prayer to a national movement of caring.

Since 1990, Souper Bowl of Caring has inspired people to care for one another, united communities and helped us to “be mindful of those that do not have a bowl of soup to eat” during the time of the Big Game. Let us continue to give and serve for those in need beyond the bowl.



First Presbyterian Church, Newton, NJ

**Groups
reported:
5,123**

**Number of
Charities
Impacted:
3,877**

**This Year's
Record-Breaking
Nationwide
Total:
\$10,635,021**

**Number of
potential meals
to those
in need:
80 million**

OVER \$163 MILLION

in food and monetary donations have been reported through the national Souper Bowl of Caring campaign since it's inception.



Marion Area YPD in Conway, SC



St. Thomas the Apostle Church in Oxford, CT

OVER
\$10,635,021
MILLION

**cash and food items has been collected and reported
through Souper Bowl of Caring this year.**

STATE	COLLECTED	STATE	COLLECTED
Alabama	\$37,584.96	Nebraska	\$14,967.04
Alaska	\$6,058.88	Nevada	\$9,583.87
Arizona	\$20,648.90	New Hampshire	\$13,982.09
Arkansas	\$58,027.79	New Jersey	\$84,056.08
California	\$57,129.85	New Mexico	\$57,216.76
Colorado	\$23,642.59	New York	\$136,830.68
Connecticut	\$35,474.35	North Carolina	\$437,201.99
Delaware	\$9,455.28	North Dakota	\$4,975.67
Florida	\$181,203.52	Ohio	\$117,511.70
Georgia	\$45,263.50	Oklahoma	\$7,465.51
Hawaii	\$433.43	Oregon	\$34,035.26
Idaho	\$7,076.33	Pennsylvania	\$237,589.06
Illinois	\$327,503.12	Rhode Island	\$4,407.71
Indiana	\$50,013.18	South Carolina	\$224,492.31
Iowa	\$43,327.87	South Dakota	\$2,874.12
Kansas	\$17,602.57	Tennessee	\$50,456.97
Kentucky	\$36,934.95	Texas	\$5,931,034.06
Louisiana	\$102,266.50	Utah	\$1,545,734.54
Maine	\$36,100.44	Vermont	\$4,655.03
Maryland	\$72,723.86	Virginia	\$149,524.77
Massachusetts	\$55,011.22	Washington	\$25,123.95
Michigan	\$75,609.71	Washington, DC	\$2,856.55
Minnesota	\$43,722.01	West Virginia	\$30,046.16
Mississippi	\$15,934.12	Wisconsin	\$49,137.33
Missouri	\$73,457.71	Wyoming	\$1,236.89
Montana	\$5,552.74		

**As of April 21, 2020. For live results visit TackleHunger.org.*

Introducing



The Souper Bowl of Caring has been tackling hunger in local communities like yours for over thirty years. We have long known that food charities need help to make sure that their neighbors know where they are and what they need to do their important work of feeding our most vulnerable. Our new Tackle Hunger Map has been created to help provide just that type of information to anyone wanting to help tackle hunger locally!

Working with the Dept. of Defense, Joint Artificial Intelligence Center, and Northern Command, this map shares with the user the location of ALL food charities as well as what supply and demand needs those charities have in real-time. When you go to tacklehunger.org, you will be greeted with information to help you tackle hunger right in your neighborhood. Please share this map with friends, family and at your office as this innovative platform is the first of its kind!



STORIES FROM AROUND THE COUNTRY

Feeding Utah's Children

We are excited that school foundations in Utah have been using the Souper Bowl of Caring campaign each year to support students in their districts who are food insecure. They have had great success using their campaign proceeds to support food pantries in their schools to support families who need help. Over \$1.5 million was collected during the 2020 campaign with many youth-led events for Utah.

Not even one child should be hungry. Principal Pantries are helping eliminate hunger during class, after school, on weekends and over holidays. Principal Pantries, in addition to food banks, food trucks and community services, are critical as they can meet the immediate needs of a child.

Hunger knows no boundaries. Food from Principal Pantries has helped homeless children, couch surfers, children forced to live with grandparents, uncles, and aunts who do not have the means to provide food. Pantries are greatly appreciated by high school students living in tents behind strip malls, in cars with drug-addicted parents, students who are living on benches and children who are raising and caring for younger siblings. The list of those in need goes on and on.

Students serving students. High school students do service projects to raise money and resources for Principal Pantries. Each year, the high school student body officers promote fundraisers to serve various human needs. They make a big impact providing money and products for food packs to distribute to schools throughout the district. Religious groups, businesses, Boy Scouts and Girl Scouts and youth groups help assemble pantry packs, which are the basic staple in our pantries: **Weekend packs** which are ziplock bags with easily prepared food for any age (mac and cheese, soup, oatmeal, crackers, granola bars, fruit snacks, fruit cups, shelf stable milk) and **Snack Packs** which are ziplock bags filled with crackers, fruit, granola bars and Goldfish.

Most of the pantries are accessed daily and have clothes, hygiene products, shoes, coats, cleaning supplies and school supplies in addition to these food items. Each school determines the needs at their school.

Thanks to Mr. Steven Hall, Executive Director at Jordan School Foundation. He is happy to help any school interested in this initiative. steven.hall@jordandistrict.org



Jordan Education Foundation's, Souper Bowl of Caring campaign, Salt Lake City, UT

Souper News

e-Newsletter

Bigger than the Bowl



need. Our Bigger Than the Bowl campaign culminates in our traditional Souper Sunday events and happen all over the country. February 7, 2021 will be a special day for churches and groups around the country.

Tackling hunger is bigger than just one day a year. We officially kick-off our campaign on Labor Day this year, asking groups to use the football season as an opportunity to care for their neighbors in

Stay up-to-date with news and information on how people and organizations are tackling hunger in their communities. Our monthly newsletter is full of inspirational stories that celebrate local heroes helping their friends and neighbors experiencing food insecurity.

Go to TackleHunger.org to sign up for our mailing list and we'll start sending you good news on tackling hunger and information on how you can make a difference in your own community. Sign up today!



Change the Game and Donate Today!

Our Offense Needs Your Help to Change the Game

Consider helping Souper Bowl of Caring tackle hunger. We are the only national charity focused on supporting local food charities to be sure every neighbor is fed. When you give \$1 to Souper Bowl of Caring, you can create over \$30 for local hunger relief. Please help us find others to help carry the ball forward to keep Souper Bowl of Caring's good work growing.

☐ Legend \$10,000

☐ Champion \$5,000

☐ MVP \$1,000

☐ Gamechanger \$500

☐ Touchdown \$100

☐ Other \$ _____

Name _____

Address _____

City, State, Zip Code _____

Credit Card Number _____

CVV _____ Expiration Date _____ Email Address _____

Please make checks payable to Souper Bowl of Caring, or Go Online to **tacklehunger.org** to donate.

Mail to: SBoC, 6260 Westpark Dr, Suite 260, Houston, TX 77057.

Please contact us to learn about corporate sponsorships available including:

Our Annual Campaign Signature Sponsorship

Tackle Hunger Map Sponsorship

Annual Playbook Sponsorship

Digital Media Sponsorship

See our website or contact Alison Reese at alison@souperbowl.org for more details.



Update 2020

6260 Westpark Drive
Suite 260
Houston, TX 77057



NON PROFIT ORG
US POSTAGE
PAID
COLUMBIA, SC
PERMIT 735

JOIN US
AS WE HELP
SUPPORT
OUR LOCAL
COMMUNITIES

Ways to Help Tackle Hunger in Your Community.

Tackle Hunger Map The Tackle Hunger Map is an innovative, interactive way to see food charities in your area and support them in real time. The map allows you to donate directly to the charity of your choice or start your own food drive to fill their specific needs.

Bigger than the Bowl Hunger is a bigger issue than a football game and bigger than one Sunday a year! This is why we are introducing our Bigger than the Bowl campaign. The Tackle Hunger Map and e-Newsletter are just two ways we are changing the game in how we tackle hunger as our mission is Bigger than the Bowl. Find out more at tacklehunger.org.

E-Newsletter We want to keep you informed about good things going on around the country where youth and communities are tackling hunger. Go to tacklehunger.org and join our mailing list. Join Us!



The Souper Bowl of Caring mobilizes grassroots resources to support local hunger relief. Tackle hunger today!