Bigger than the Bowl

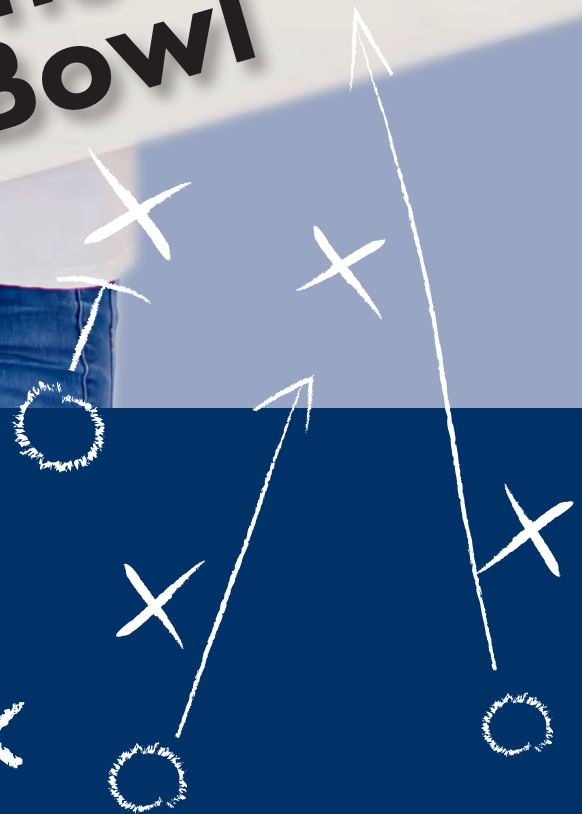**PLAYBOOK 2020-2021**

We mobilize grassroots resources with a national effort and direct local impact. Our mission empowers youth, unites communities, supports local charities and gets neighbors fed.

BE A SOUPER STAR

1. Explore - check out our Tackle Hunger Map

2. Register - register at *tacklehunger.org* to host a food drive or collect donations for the neighborhood charity of your choice that you either already work with or found on the Tackle Hunger Map.

3. Collect - determine whether you will collect food items, cash donations, or both. Check out our free resources for great ideas at *tacklehunger.org*

4. Donate - deliver your collection to the neighborhood food charity of your choice. Be sure to record your totals!

5. Report - come back to *tacklehunger.org* to report your totals. You can report the number of cans, pounds of food, or dollars donated and where you donated them. You will get a certificate upon completion of your report.

6. View - check out the collective totals of each year's Souper Bowl of Caring efforts at *tacklehunger.org.*

7. Share - encourage others to support the effort to tackle hunger in local neighborhoods across our country and share your efforts on social media! Use #TackleHunger

CHECKLIST

☑ **DETERMINE** a time frame between now and the Big Game on February 7th, 2021 to hold your event, or consider multiple events throughout the year!

☑ **EXPLORE** by using the Tackle Hunger Map to find your neighborhood charity and their needs right now.

☑ **SELECT** a local hunger relief charity to receive your donations.

☑ **DECIDE** what type of collection you will organize (money and/or food items)

☑ **SET A GOAL** for the number of dollars and/or food items you want to collect

☑ **PROMOTE** your collection with items provided in this kit (the poster and soup pot labels). You can purchase more at our **tacklehunger.org** online store.

☑ **FIND** additional resources and ideas to support your collection, including lesson plans, bulletin inserts and our playbook poster on the Resources page at **tacklehunger.org**

☑ **SHOP** team gear to get in the spirit of Souper Bowl of Caring *proceeds of your purchase help support our administration efforts.*

☑ **SHARE** your photos and stories on social media and our website using #TackleHunger to help inspire others to tackle hunger

GAME CHANGER

CONSIDER THIS: There are over 100,000 food charities in the United States and each one needs help to tackle hunger in their community.

TACKLE HUNGER
A Program of SBOC

Check out the Souper Bowl of Caring's NEWEST TOOL to #TackleHunger in EVERY NEIGHBORHOOD!

SOUPER BOWL OF CARING
EST. 1990
tacklehunger.org

Bigger than the Bowl

The Tackle Hunger Map allows you to SEE where your local charity is and what it needs to feed neighbors in need. Scan now to see it in action and HELP your local charity all year round!

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

EXTRA POINTS

CUSTOMIZE YOUR TEAM You can now customize Souper Bowl of Caring apparel through our NEW team store at tacklehunger.org. Put your team's logo on the back of your Souper Bowl of Caring shirts!

SERVICE BLITZ Use the energy of the Big Game to inspire your team to help tackle hunger. Souper Bowl of Caring encourages groups and individuals to serve/volunteer at your neighborhood food charity and create a support network for the food charity that needs your help.

SUPPORT Help further our mission and vision to #TackleHunger across the country and unite communities to support hunger relief. Your gift will help our organization continue to grow.

Give online at TackleHunger.org or through the mail:
Souper Bowl of Caring
6260 Westpark Dr., Suite 260, Houston, TX 77057 or 1.800.358.SOUP [7687]

A Timeless Tradition

Wendy Sherman and her son, Will, are examples of the timelessness of the Souper Bowl of Caring campaign. Wendy was one of the original youth who helped when the Souper Bowl of Caring campaign first began at Spring Valley Presbyterian Church in Columbia, SC. Now, it's her son, Will's turn to help tackle hunger as a South Carolina Souper Bowl of Caring Youth Advisory Board member.

Wendy Sherman, far right, during an early years' campaign.

Wendy commented about the impact this program has had around the country:

"Watching youth make a difference one dollar at a time continues to be an amazing sight.

I never realized how amazing it would be to see my own teen serving others!

There are no words to describe, when something that was a huge part of your spiritual journey and teen years becomes part of your own teen's life and journey."

Will Sherman, S. Carolina Youth Advisory Board Member 2020

Bigger than the Bowl

$163 MILLION

Since 1990, the Souper Bowl of Caring has collected over $163 million with 100% providing hunger relief in local communities.

300,000 UNIQUE GROUPS

Over 300,000 groups, including churches, schools, businesses, organizations, and individuals have helped our efforts to tackle hunger in local communities across the country.

12,000 CHARITIES BENEFITED

More than 12,000 charities have benefitted from a Souper Bowl of Caring campaign over the years.

2,000,000 YOUTH

The Souper Bowl of Caring has empowered over 2 million youth to help tackle hunger in their communities.

9 NFL TEAMS

There are currently 9 NFL teams and numerous NFL Alumni who advocate for tackling hunger through the Souper Bowl of Caring.

Ways NFL Alumni Can Tackle Hunger In Their Local Communities:

- **BE AN INFLUENCER:** Follow Souper Bowl of Caring on social media and use your social media platforms to promote Souper Bowl of Caring efforts and the Tackle Hunger Map.

- **SUIT UP:** Reach out to local charities, schools and corporations about the program. Get them to host food drives or online fundraisers through our Tackle Hunger Map with all of the proceeds going to the charity you support in your community.

- **GET ON THE FIELD:** Be the celebrity speaker at local events. Participate in the Souper Bowl Challenge by competing with other chapters to raise the most money or cans for local charities.

- **QUARTERBACK A TACKLE HUNGER CAMPAIGN:** We can create a unique campaign for you and the charity you support so donations can go directly to that cause in real time.