

**FOOD
SHOULDN'T
BE AN**

**IMPOSSIBLE
CHOICE**

HUNGER ACTION MONTH

WHAT IS HUNGER ACTION MONTH?

September is Hunger Action Month, and Feeding Westchester encourages everyone — together — to take action to end hunger. Through Feeding America's nationwide campaign designed to raise awareness of hunger across the United States, our goal is to inspire Westchester residents to learn about hunger in their communities and join our mission to nourish our neighbors in the fight against hunger.



WHAT IS HUNGER ACTION DAY?

Friday, September 17 is Hunger Action Day — a day where collective efforts across the country are focused for greater impact.

WHY SHOULD YOU GET INVOLVED?

For hundreds of thousands right here in Westchester, a daily meal is a choice — an impossible choice — between food and other critical needs: medicine, electricity, or childcare. No one should have to make those types of choices.

HOW CAN YOU GET INVOLVED?

Engage your friends, family, co-workers, and community by leveraging the materials, ideas, and resources throughout this toolkit.

EDUCATE

- Learn about hunger in Westchester
- Share your support on social media

DONATE

- Give a gift
- Start a fundraiser
- Participate in our food drive
- Sign up to volunteer

ADVOCATE

- Advocate for hunger relief policies



HUNGER ACTION MONTH

HUNGER ACTION MONTH CAMPAIGN OVERVIEW

Food shouldn't be an impossible choice.

For many, a daily meal is a simple choice of what to eat. But for people facing hunger, a daily meal poses a very different type of choice.

For hundreds of thousands right here in Westchester, a daily meal is a choice — an impossible choice — between food and other critical needs: medicine, electricity, or childcare. No one should have to make those types of choices.

This month, you have the choice to act and provide hope — to work towards ending hunger in your community. There are so many ways to make an impact. You can choose to donate or advocate, to volunteer or raise awareness.

How will you choose to end hunger?



HUNGER ACTION MONTH



WAYS TO GET INVOLVED

Go Orange: Orange is the color of hunger relief. Wear orange — a shirt, hat, sneakers, whatever you have! — to show your support during Hunger Action Month. Take a photo of you, your friends, or your colleagues to share on social media and tag [#FeedingWestchester](#) [#HungerActionMonth](#) to spread the message of hunger awareness.

Educate: Make your support known — post a flyer, share messages of support, add a social profile photo frame, and create awareness across your own networks.

Advocate: Hunger can affect anyone — even here in Westchester. Use your voice to advocate for local, state, and federal policies that support your neighbors in need.

Get Involved: Host an online fundraiser, donate food items to our Hunger Action Month Food Drive, create Help From Home bags, sign up to volunteer. There are many ways you can make an impact, provide food — and hope.

RESOURCES

Download materials to share with your own networks, send a message to lawmakers supporting hunger relief, and get involved during Hunger Action Month.

HUNGER
ACTION MONTH
RESOURCES

CLICK
HERE

- Share Your Support on Social Media
- Use Our Hunger Action Month Facebook Frame
- Hunger Action Month Food Drive Flyer
- Hunger Action Month Help From Home Bags
- Tell Congress to End Child Hunger
- Tell Congress to End Military Hunger
- Fight Against SNAP Cuts
- Host an Online Food Drive
- Sign Up to Volunteer



HUNGER ACTION MONTH

KEY MESSAGING

Share these messages across your social media network

September is Hunger Action Month — a time when Feeding Westchester’s nearly 300 community partners and meal programs — and you! — come together to raise awareness and inspire action to help people facing the impossible choices of hunger. Food shouldn’t be an impossible choice. Take action at feedingwestchester.org/hungeractionmonth #FeedingWestchester #HungerActionMonth

For thousands of your neighbors in Westchester, a daily meal isn’t a choice between different dishes. It’s a choice between food and other crucial needs — like medicine, electricity, or childcare. Take action at feedingwestchester.org/hungeractionmonth #FeedingWestchester #HungerActionMonth

You have a choice. Choose to end hunger. Take action this Hunger Action Month at feedingwestchester.org/hungeractionmonth #FeedingWestchester #HungerActionMonth

SOCIAL MEDIA IMAGES

Use these images along with your social media messages



Be sure to tag Feeding Westchester, and use the hashtags:

#FeedingWestchester

#HungerActionMonth



HUNGER ACTION MONTH

MAKE YOUR IMPACT Key Dates

September 1: Hunger Action Month Kickoff

September 1 – 30:

- Hunger Action Month Food Drive
- Hunger Action Month Help From Home

September 7: Advocate
Tell Congress to End Child Hunger

September 14: Advocate
Tell Congress to End Military Hunger

September 17: Hunger Action Day

- Drive-Thru Food Drive
- Westchester Goes Orange:
Mario M. Cuomo Bridge
Empire City Casino
Westchester County Center
Yonkers City Hall Clock Tower
- Go Orange:
Wear orange — at work, at home, at school

September 21: Advocate
Tell Congress to Fight Against SNAP Cuts

**September 25: Join Feeding Westchester at Westchester Magazine's
Grand Tasting Village at Kensico Dam, Valhalla, NY**



HUNGER ACTION MONTH



ABOUT HUNGER IN WESTCHESTER

An estimated 28 percent of households in Westchester are at risk of food insecurity, as wages fail to keep pace with the cost of living and household essentials in Westchester. (Source: 2020 ALICE Report, United Way of Westchester & Putnam)

Based on estimates from Feeding America, in 2020 10.7 percent of residents and 15.8 percent of children are food insecure in Westchester — numbers that have increased since the COVID-19 pandemic.

In 2020, Feeding Westchester delivered 22 million pounds of food or 18.4 million meals through soup kitchens, food pantries, schools, shelters, residential programs, and mobile distributions.

In 2021, more than 230,000 individuals each month on average are still in need of food. Prior to COVID-19, our network had been serving 125,000 to 150,000 individuals each month.

ABOUT FEEDING WESTCHESTER

Feeding Westchester is the county's leading nonprofit hunger-relief organization at the heart of a network of nearly 300 community partners and meal programs. With a mission to nourish our neighbors in the fight against hunger, Feeding Westchester sources and distributes good, nutritious food and other resources throughout every community in Westchester County.

Our nonprofit is committed to creating a community where all people have access to the food they need today, and the fundamental resources to build a better tomorrow.

Every \$1 donated to our mission helps us provide three meals to local children, seniors, and families.