



Hunger Challenge Fundraising Options

Each 33-pound box of food provides 216 meals and costs \$65 for the food ingredients, packaging supplies, event costs, and some help with shipping.

Number of boxes x \$65 = Total funds to be raised

This can look like a daunting number – but there are many ways to approach fundraising. Take a look at these ideas. Most groups use a combination of these approaches.

Individual Sponsors. This is essentially a “pay to play” option, where each person who registers to participate for two hours in the Hunger Challenge donates \$65 to pay for the cost of the box of food he/she will package. One big advantage of this approach is that people are committed to showing up for their volunteer time slot because they have personally invested in the project.

Table Sponsorships. Individuals, businesses, and churches are asked to be Table Sponsors, paying \$780 for a table of 12 volunteers to work together for a two-hour block of time. The table sponsor can gather the 12 volunteers who will work at the Hunger Challenge OR they can donate the 12 spots for the team to fill with willing volunteers.

Frequently, churches will choose to participate in this way, writing a check from the church for the \$780 or \$1,560 and selecting a specific time period when 12 or 24 people from the church will participate. We’ve also had success asking businesses and professional people in the community to be table sponsors. For example, a doctor or medical practice pays for a time slot and then involves their staff in the packaging process. We’ve also had nursing homes make Table Sponsor donations and then bring their residents and staff to package the food.

Large donors can challenge their children’s schoolmates or their fellow church members to fill a certain number of volunteer spots. For example, if someone donated \$2,400, that would provide 36 spots ($\$2,400 / \$65 = 36$) for volunteers to work at the Hunger Challenge.

Corporate Partners or Local Foundations. In some communities, resources are available from major corporations and/or foundations. We encourage you to tap these resources early on. Also look for large donors who would be willing to provide “matching funds” of a certain amount if you are able to raise a similar amount. Some employers will also match contributions that their employees make.

Summary. In reality, most groups that host a Hunger Challenge utilize some combination of all of these methods. A middle-aged couple might be very willing and able to pay \$130 for the two of them to participate in the Hunger Challenge. However, a family of six might need some scholarship funds in order for all of them to participate together. Consider asking them to pay for three spots

and then scholarship them for three spots. Our online registration system allows you to set up Coupon Codes to help with this process.

You can also use large donations collected early in the process to offset, for example, half the total cost of the project, and then ask participants to pay just \$30 or \$35 each when they register. Again, our registration software allows us to set the cost of registration at an amount that makes sense for your situation.

We're glad to talk with you about your ideas for fundraising and to customize your online registration to work for you.