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August 10, 2016

Dear Partner and Hunger Advocate,

Hunger Action Month (HAM) in September is right around the corner. This year, Mid-Ohio Foodbank is providing a Hunger Action Month toolkit to network partner agencies to help further expand on all of the great work you do in helping raise awareness during this critical month.

Hunger Action Month is a national campaign that runs the entire month of September. The campaign brings greater attention to hunger in Ohio and our communities and promotes ways for people everywhere to get involved in the movement to fight it.

There could not be a more important time to commit to doing everything we can in the fight against hunger, as many individuals in communities all across Ohio are still struggling in our recovering economy. ***Sadly, 1 of 4 children in Ohio and 1 of 6 Ohioans are food insecure.***

To inform others in the community about hunger, we are asking our partners to utilize this toolkit during Hunger Action Month. In the toolkit you’ll find the following:

* Social Media Messaging (based off the Hunger Action Month calendar)
* Advocacy/Legislative Priorities
* Press Release Templates
* Branded Foodbank Merchandise Order Form
* County Resource Cards
* SNAP Challenge Toolkit
* Hunger Facts
* Hunger Action Month Calendar
* Panera coupon to share with public

**Useful Links**:

Mid-Ohio Foodbank’s Hunger Action Month web page [here](http://www.midohiofoodbank.org/ham).

Feeding America Map the Meal Gap county specific information [here](http://map.feedingamerica.org/county/2014/overall).

Find your elected officials [here](http://act.commoncause.org/site/PageServer?pagename=sunlight_advocacy_list_page).

**Key Messaging**: *Get a Fresh Perspective on Hunger*

*Get a Fresh Perspective* by focusing attention on the shift towards fresh food. *Get a Fresh Perspective* by taking a different look at our hungry neighbors and focusing on their resiliency. *Get a Fresh Perspective* by looking at ourselves – and the judgements we may knowingly, or unknowingly, put forth.

**HAM Calendar Themes Defined:**

This year’s HAM Calendar is focused around a different theme each week.

**Week 1: Food & Learning** – Every day a child goes to school hungry is one more day of lost learning.

**Week 2: Food & Home** – Deciding between food & shelter seems impossible, but is a choice some families make every day.

**Week 3: Food & Income** – Not earning a sustainable wage cane make it difficult for families to provide consistently nutritious meals.

**Week 4: Food & Health** – The cost of fresh food for low-income families is a barrier to good health.

If you have any questions in the meantime about Hunger Action Month or the toolkit, please contact me at [ahoman@midohiofoodbank.org](https://remote.cityofpowell.us/OWA/redir.aspx?REF=brBu7zcxCpL7DBx9cWkk9GeoUFsHvSNf_z9APrRcqcx9dCLgXnrTCAFtYWlsdG86YWhvbWFuQG1pZG9oaW9mb29kYmFuay5vcmc.) or call at 614-317-9480. Thank you for your partnership and efforts to build a hunger-free and healthier Ohio.

Sincerely,



Matt Habash

President & CEO