



KIDS HELPING KIDS



VIRTUAL FOOD DRIVE

November 1-30, 2021

Kids Helping Kids is an anti-hunger campaign to mobilize students in Montgomery County schools to raise food and funds for their peers at risk of food insecurity across the county. This campaign teaches children valuable lessons about hunger, engages students in giving, and shows young people that they have the power to make a difference in their community.

Due to COVID-19, the Kids Helping Kids Campaign will be virtual this year. Each participating school will receive a custom link to an interactive Virtual Food Drive. We invite all Montgomery County schools to join our digital campaign. [Please fill out the online registration form by Friday, October 29, 2021.](#)

Your virtual food drive will enable our neighbors at risk for hunger to get nutritious food they need. **Together we can fight hunger & feed hope in Montgomery County!**

What is a Virtual Food Drive?

COVID-19 has fundamentally altered how we learn, socialize, and interact with food. In response to the pandemic, Manna Food Center will collaborate with MCPS and local area schools to launch virtual food drives supporting The Kids Helping Kids Campaign.

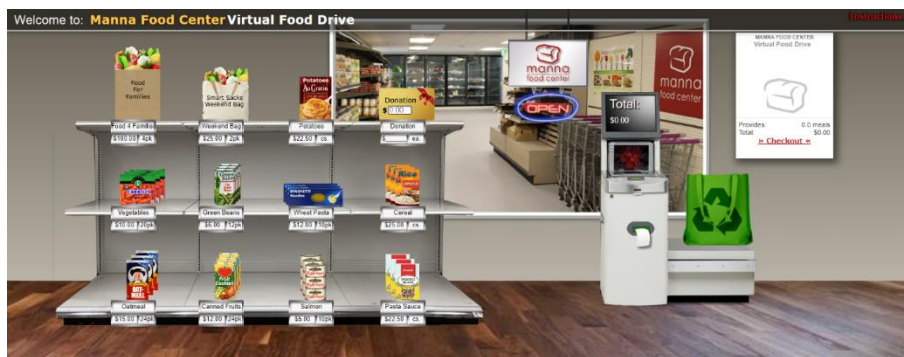
Manna Food Center will provide schools with access to an interactive 'Virtual Food Drive' website, allowing students to become a part of Manna's mission to help feed those who are food insecure in our community.

Examples of 'Virtual Food Drive' items include

- ❖ Smart Sacks Weekend Bag
- ❖ Food for Families Box
- ❖ canned fish packed in water
- ❖ canned fruits in its own juice
- ❖ brown rice and whole wheat pasta

MOST NEEDED FOODS LIST

GRAINS	Instant oatmeal packets, original flavor Brown rice (16 oz) Whole grain pasta (16 oz)
PROTEIN	Tuna, Salmon, or Chicken (in water) Dry or canned beans (low sodium) Natural nut butters
FRUITS AND VEGETABLES	Canned vegetables (low-sodium) Canned fruit (in juice) Fruit cups
OTHER HEALTHY ITEMS	Shelf-stable, individual milk boxes Cooking oil & spices Infant formula & baby foods



How to Hold a Virtual Food & Funds Drive

1. **Register** your school for the Virtual Food Drive using the Google form [linked here](#).

When the primary contact at your school registers, they will receive a custom Virtual Food Drive link. For every dollar donated, \$0.94 goes directly into programs that provide essential food support and nutrition education in Montgomery County.

2. **Set** a goal for your school to reach by the end of the Kids Helping Kids Campaign.

When you set goals and measure your progress, you stay on track and experience the excitement of achievement that will propel your campaign.

3. **Share** your food drive link where participants can purchase from the "Most Needed Foods List" displayed on the virtual drive shelves.



4. **Advertise** your food & funds drive.

Manna Food Center will supply promotional graphics and educational information for your students and the wider community. Utilize the tools provided to get the word out about your drive using social media, email, and by communicating the program's impact to your friends and family.

- Email your friends and neighbors to rally support & send reminders throughout the drive.
- Include details in your newsletters, bulletins, listservs, websites, and social media.
- Set a goal and keep your group engaged by sending reminders.

5. **Celebrate your success!**

After November 30, Manna Food Center will send you your school's total. The school that donates the most food (monetary value) will be featured on Manna's website & social media. Your efforts will make a big difference in helping feed neighbors in need in our community. At the end of the campaign, we encourage all schools to let the community know of the great work that you did and make sure to tag Manna (@mannafoodcenter) so we can re-post on Facebook, Twitter, and Instagram.



For Inquiries, Contact:
info@mannafood.org
301-755-5213

12301 Old Columbia Pike
Suite 200
Silver Spring, MD 20904
www.mannafood.org