



# FEEDING KIDS IN YOUR OWN BACKYARD

***April & May 2023***

Tens of millions of low-income families are struggling more now than ever due to the rising costs of groceries, housing, and energy, along with SNAP benefits being cut last month and inflation on the horizon. This perfect storm of our nation's current economic state will affect children facing food insecurity the hardest, leaving them with even fewer safety nets and support systems. But that is where Blessings in a Backpack and partners like you come in! Together, we can close the 65-hour weekend nutrition gap for children all over the United States.

Join our **Feedings Kids in Your Own Backyard** campaign by engaging in one of our established fundraising opportunities or getting creative with your own! This campaign will run for April and May, culminating on World Hunger Day, May 28th. Let's come together and answer the question of who will feed the kids this weekend with a resounding, "We will!"

## **Corporate Engagement Opportunities**

The following are ways that companies and organizations can participate and support Blessings this spring:

- **Established Blessings in a Backpack Fundraising Opportunities**
  - **Host an in-person packing event:** A Blessings in a Backpack packing event allows your team members to be directly involved in our work by assembling food packs to be distributed to local children in need of weekend nutrition.
    - Because the end of the school year is approaching, activating this opportunity will depend on when and where you would like to host this activity. [Please inquire immediately on feasibility through this form.](#)
  - **Host a "Fill the Backpack" campaign:** Using our simple online giving platform, you and your team members can easily raise funds to help eliminate childhood hunger on the weekends right from your computers and phones! [Follow this link to learn more.](#)
  - **Become a School Investor:** Make hunger-free weekends possible for children in your community throughout the 2023-2024 academic year. You can connect directly with Alexis Hartman ([alexisH@blessingsinabackpack.org](mailto:alexisH@blessingsinabackpack.org)) to learn more.
  - **In-kind contributions:** Looking to donate short-dated food items to local Blessings programs? Contact Aijalon Powell ([ajjalonp@blessingsinabackpack.org](mailto:ajjalonp@blessingsinabackpack.org)) for more information.
  - **Cause Marketing donations:** Conduct a cash register checkout campaign and ask customers to round up to support Blessings in Backpack. Contact Alexis Hartman ([alexisH@blessingsinabackpack.org](mailto:alexisH@blessingsinabackpack.org)) to discuss activation details further.