



Campaign Fact Sheet

The Need

More than 53,000 children in Northwest Indiana are living in poverty and receive free or reduced meals at school through the National Free and Reduced Lunch meal program. When school is out for the weekend, these little ones are not sure if they will eat a well balanced meal.

June 1 - August 31

\$5 feeds one child for the weekend!

The Solution

The Food Bank of Northwest Indiana's Backpack program provides free weekend meal boxes. Each box contains enough food for six healthy meals, two nutritious snacks, and fresh apples and oranges. Every Friday, participating children are guaranteed that they will not go to bed hungry.



Your Employees Can Help Feed More Children

Consider joining the 2010 Brown Bag it for Hunger Campaign. Beginning June 1st - August 31st, your employees can "brown bag" it to work and donate what they would have spent eating out to lunch to the Food Bank of Northwest Indiana. All proceeds will be used to purchase food to fill the weekend meal boxes.

Joining the campaign is as easy as 1,2,3...

1. Register your company as a "Brown Bag It!" sponsor. The Food Bank will provide complimentary promotional materials and collection envelopes.
2. Identify the dates that you will run your campaign. It can be as simple as a one day campaign or extended to a month long collection.
3. Set your goal and start collecting your employee donations!

