



CAPTAIN

# TOOLKIT

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The Shelve Hunger Challenge activity may contain sensitive content for those that have lived experience with food insecurity. The engagement portion of this program is by suggestion only. Team members may choose to exclusively participate in the fundraising portion. The challenge activity is intended to provide insight and awareness of restricted food choices. This is only one aspect of the difficult decisions that someone with limited access to food would have to make each day. **This activity is not meant to replicate all the difficult choices food insecure people face on a daily basis.**



## PROGRAM

# OVERVIEW

Food Banks Canada is summoning businesses across the country to come together to learn more about

## FOOD INSECURITY IN CANADA

and help 'shelve hunger' by taking part in Food Bank Canada's Shelve Hunger Challenge.

### ACTIVITY – EMBRACE THE 5-DAY CHALLENGE

Preparing meals means making choices.

To raise awareness for what it could be like to face restricted food choices, we have opted to challenge you by limiting the type of food in your meal preparation. With this activity, we challenge you to think about your lunch choices with this same lens, as you prepare your lunch using only shelf-stable food items for five days. Open up your pantries and get cooking!



Food Banks Canada works to provide relief from hunger today and prevent hunger tomorrow in collaboration with the food bank network in Canada. We have never needed your support more. As the need continues to grow and food bank visits continue to rise, the issue of food insecurity can affect any one of us. You can help by fundraising along with your colleagues through the Shelve Hunger Challenge and help put food on the table for those who need it most!

**Shelve Hunger Challenge is a corporate fundraising and employee engagement program, created to increase awareness of food insecurity and raise funds for Food Banks Canada.**



### THE 5-DAY CHALLENGE CAN BE COMPLETED

1

Once a day for a work week.

OR

2

Once a week for five weeks.  
(ex. Every Friday for 5 weeks).

### THIS 5-DAY CHALLENGE HAS THREE PARTS:

- 1 Register (individually or within your company/department team).
- 2 Learn about the hunger crisis in Canada.
- 3 Ask your network to sponsor you by donating to your personal fundraising page, as you take on the challenge of preparing your lunch with only shelf-stable items for 5 days.



**The Shelve Hunger Challenge activity is intended to provide insight and awareness of restricted food choices.**

This is only one aspect of the difficult decisions that someone with limited access to food would have to make each day. This activity is not meant to replicate all the difficult choices food insecure people face on a daily basis.

Although food banks across Canada graciously offer fresh produce, meat, and dairy, some of the easiest and quickest types of food to transport and stock for food banks are shelf-stable items.

**These high-demand, shelf-stable (sometimes called non-perishable) items include food like:**



**Whole Grains:**  
oatmeal, barley, cereals, pasta.



**Lean Proteins:**  
canned tuna/salmon/chicken/beef, peanut butter, beans, lentils.



**Canned Fruit/Veg:**  
peaches, pears, pineapple, oranges, mangoes, cherries, apricots.



**Milk Alternatives:**  
powdered, almond, rice milks.

This is a challenge that can be done while working from home or the office. Participants will prepare one meal per day (for each of the 5 challenge days) using only shelf-stable food items.

For many people across the country, access to certain types of food is difficult – for example fresh, perishable food can be a luxury,

for a variety of reasons. As part of this challenge – and to raise awareness for what it could be like to face restricted food choices, we have opted to challenge you by limiting the type of food in your meal preparation. To make this activity broadly accessible for the majority of participants, the food type permitted as part of this challenge is all shelf-stable/pantry items. In addition, the difficulty of this challenge extends beyond your food choices – preparation of meals using restricted food types can take a lot of decision-making.



**OPEN YOUR PANTRIES AND LET YOUR INNER MASTER-CHEF GET CREATIVE!**

Participants are encouraged to share their fundraising page and badge with their network on their social media platforms using the hashtag **#ShelveHungerChallenge** to let people know that they are participating.





To further enhance your teambuilding activity – create a Zoom/ Teams/ Slack channel dedicated to the ‘**Shelve Hunger Challenge**’ and on challenge days, encourage participants to post pictures in the channel of the lunches they made using only shelf-stable ingredients. **This part of the challenge tends to spark some friendly competition.**



## REFLECTION QUESTIONS

Each day of the challenge, connect with your team by internal email or chat boards. Present the ‘**Refection of the Day**’ and request your team members to respond to the question and share a photo of the lunch they prepared.



**Day 1** **Make the most of what you have.** Use up the food you currently have before buying more food. Were you able to gather ingredients existing in your pantry to make a meal?

**Day 2** **Only buy what you really need.** If you find that you do not have the ingredients you need to make a meal, limit the amount you spend on the food you want. Were you able to access the food you wanted?

**Day 3** **Waste not – want not.** Preparing leftovers in a new way makes for an exciting meal. How can you use your shelf-stable leftovers to recreate a new meal?

**Day 4** **Meal plan with common ingredients.** When you regularly use the same ingredients in multiple ways, you’re less likely to waste food. What ingredients did you use in multiple meals?

**Day 5** **Pots, pans, cooktop, and electricity.** Many people do not have access to these tools or amenities. Did you use any of these in your food preparation and could you prepare your meal without them?

All participants will receive a 'Participant Playbook' that explains the program and shares samples of social media posts that they can use to let people know about the challenge and how to donate to their personal fundraising page.

Overall, we want employees to feel empowered to learn, grow, and share their Shelve Hunger Challenge experience internally with each other, and their fundraising with their networks.



## GETTING STARTED



- 1 Register your team.
- 2 Set your goal: Complete the Goal Planning Worksheet - get familiar with your Captain's Page - set a goal for your team and encourage them to set their own personal fundraising goals. Create a theme for your team. Superheroes, Iron Chefs, Pirates, Rock n' Roll – whatever inspires the team – get creative and have fun!
- 3 Recruit your team participants: Review the guide to recruiting and communication tools - start building your team.
- 4 Manage your Team Captain Checklist.

### REGISTER YOUR TEAM

Visit the Shelve Hunger Challenge homepage and select Register at the top right of the page.



#### Create Your Team

##### Team Info

##### Team Security

Open to Everyone  Password Protected



1- Captains need to choose 'Select a company' and 'Create a team'. As a first-time user, you will choose to 'Create an account' and register your team name and goal.

## Register Another Participant

### Additional Participants

If you are registering several participants add them here. If not you can skip this step.

[Add Participant](#)

[Back](#)

[Skip this step](#)



## Thank You for Registering as a Team Captain!

Start Fundraising Now using a full suite of tools available to help you and your team members raise money!

- Customize your fundraising page
- Access sample fundraising letters
- Invite team Members
- Create an emailing list
- Email friends and family to ask for support
- Monitor response to emails and target follow-ups
- Monitor team progress & email team members
- Create facebook autoposts
- and much more!



2- You will have an option to add participants (choose **'Skip'** if not registering others), as well as an option to self-donate (choose **'Continue'** if not donating right now). Captains will review and submit the registration to complete the process.

## PERSONAL & TEAM FUNDRAISING PAGES

Take a 45 second tour of your Participant Centre pages (personal & team tab views) to explore the powerful fundraising tools to help you reach your goal.

Alternately, you can view the [SHC Participant Centre Video Tutorials](#) and [User Guide](#) to help you navigate your fundraising experience.

This resource will answer your questions about your Username and Password, Personalizing your Page, Updating your Goal, Making a Self-Donation, Adding Contacts, Emailing Team Members, Editing Templates, Thanking Donors, using My Fundraising Badge, and Sharing on Social.



**WATCH TUTORIALS**

YSP Foundation Walk Dashboard

Achieved: **\$356** (Personal goal \$475 - 67% goal)

12 Number of donations, 24 Emails sent, 15 Shared on social media

7 Team Donations, 12 Team Members, 4 Reached Goals

GET DONATIONS: Email contacts

Welcome to Angela's page

Team: Star Celebrities City, Toronto

Achieved: **\$3,345** (GOAL \$5,000 - 31%)

3,211 DONATIONS, \$1,500 BIGGEST DONATION

Support My Journey: I am participating in this event to raise money for a great cause. Please sponsor me and help make a difference. Together, with your support, we can reach our fundraising goal. I am participating in this event to raise money for a great cause. Please sponsor me and help make a difference. Together, with your support, we can reach our fundraising goal.

TEAM HONOUR ROLL

Thomas-Jeandeaux	\$20.00
Joan Thomas	\$3.45
Theo Bodeaux	\$3
Helene Murphy	\$2
Thomas-bodeaux	\$1
Edith Prickley	\$1
Thomas	\$
Joan Thomas	\$

Support My Journey: I am participating in this event to raise money for a great cause. Please sponsor me and help make a difference. Together, with your support, we can reach our fundraising goal.



# GOAL PLANNING WORKSHEET

Goal setting helps to measure your challenge's success and gives your team and team members a target for success.

By completing this worksheet, you'll be setting specific, measurable goals where you can track progress and adjust as needed to ensure your efforts, and that of your teammates, are on track to meet the fundraising goals.

The Goal Planning Worksheet can be found in the *SHC – Communication Tools for Captains folder*.

FOOD BANKS CANADA  
SHELVE HUNGER CHALLENGE 2013

## GOAL PLANNING WORKSHEET

Team Name: \_\_\_\_\_

### Team Fundraising Goal

How many participants will you recruit for your team? \_\_\_\_\_

Average dollar amount raised by each team participant: \_\_\_\_\_

\_\_\_\_\_ X \$ \_\_\_\_\_ = \$ \_\_\_\_\_

# of members      Avg. \$ raised / team participant      Team Fundraising Goal

### Personal Fundraising Goal

My Personal Donation \$ \_\_\_\_\_

## GUIDE TO

# RECRUITING

As the team Captain, you are your company's Shelve Hunger Challenge most valuable champion. Not only are you working your magic on building your team to fundraise, but you have also become your company's biggest advocate with staff by developing a positive ripple effect.

Read on for **four steps** to help you begin cultivating strong, ambitious teams in recruiting your 'Shelve Hunger Challenge' participants.

**Step 1:** **Identify potential teammates to participate in the Shelve Hunger Challenge at your company**

The first step in recruiting your team is to take stock of who is already in your corner. You may have company staff that lead other activities



internally and are the perfect fit (Ex. a social or event committee).

Reach out to those existing committees to form and register teams. Also reach out to staff who may already be in leadership positions or have informal influence in a social sense.

By identifying strong participants to start, your team will grow faster, naturally.

## Let's take a look at who they might be:

- ✓ Targeting staff who already lead formally or informally.
- ✓ You might also find team participants in unexpected places. You might have staff who are philanthropic or volunteer outside or inside of work. They may have social media accounts that show they are aligned to the issues around the 'Shelve Hunger Challenge'.
- ✓ Shout out to employees who volunteer to participate in company events, and/or are part of existing clubs/committees at your company.

### Step 2:

#### Personalize your ask

Now that you have a list of possible participants for Shelve Hunger Challenge internally, you can approach your future teammates in a personal way. Let them know why you are championing this challenge, and why fundraising for Food Banks Canada is important to you.

#### Know your audience

When you reach out to these individuals – whether by phone, email, or in-person for that special ask – think about how you'll speak to their 'why'. What do you know about them that might make them a great participant, whether it's their work ethic, their influence with others, or philanthropic interests.

#### Lead with appreciation

There isn't a one-size-fits-all approach to making your ask for them to join your team. What matters most is that the person you're approaching feels like they aren't just a name on a list. Let them know you recognize their passion and that you know they will make a great asset to your team for the Shelve Hunger Challenge. Your confidence in them speaks volumes.

### Step 3:

#### Pave their way with useful resources



You're asking your future teammates to take on a commitment that will require some time and effort on their part, but you're also providing them with an engagement opportunity that will be a lot of fun! Start by getting them onboarded early and let them know they'll receive the Food Banks Canada Shelve Hunger Challenge Participant Playbook upon registration, so they can feel fully prepared to fundraise, learn, and participate in the 5-day Challenge.

### Step 4:

#### Express gratitude, in more ways than one.

Thx! 

As a team Captain, you'll help steward your teammates towards participation, fun, competition, and fundraising! A peer-to-peer campaign's success hinges on how Captains can guide and inspire their team members. With the communication tools outlined here in your toolkit, you'll be able to meet your team member's needs throughout the Challenge thank them – sincerely!

#### Supporting your teammates:

- ✓ Ensure participants are successfully registered and have customized their page with a personal message and photo. Shoot your teammates a quick email to tell them it looks great and thank them again for setting a good example.
- ✓ When you notice that someone on your team is almost at their goal, send them a note/message or pick up the phone to encourage them to keep fundraising and share how inspired you feel that they are almost at their goal.

✔ Along the way, communicate with your team and encourage them to share with their sponsors ‘Where the money goes’. This could also include some of the Food Banks Canada awareness messaging below found in your Communication Tools.

✔ Encourage friendly competition within your team. Many employee groups set goals and challenges between teams as a fun way to motivate each other, like the highest fundraiser or the team member with the most unique contribution.

✔ When the campaign wraps up, make sure to send a handwritten note or personal email to each member so that their unique contribution is recognized.

As a Captain, you are encouraged to be genuine, thoughtful, and attentive to your teammate’s personal communication style. **Not everyone wants a spotlight, each team member should feel seen and appreciated, every step of the way.**

## COMMUNICATION TOOLS



The Shelve Hunger Challenge **Fundraising Badge and Email Signature** allows your team to communicate their participation in the program and request donations in email and text messages, blogs, and social posts using this icon. The badge should be used as the promotional image for the program, and your team members can add their fundraising link to the bottom of the image so that people can easily access their page and donate. Each team member can also download the badge from the Participant Centre, and they’ll receive links to both the badge and email signature in their Participant Playbook.



The Shelve Hunger Challenge **FBC Educational Videos and Lunch & Learn Video** can be used as additional resources for you to share with your team at any time during the challenge.



### ACCESS FOLDER

The tools provided in this folder are essential to the success of your challenge.

These videos are commonly used at the start of a challenge and part of a kick-off event, where Captains use the videos to explain why the team is raising awareness and funds for Food Banks Canada. The Lunch & Learn video series in particular gives your team members a more in-depth understanding of the impossible choices some people must make in their lives around food insecurity and is very impactful learning. These videos can be found on the SHC – Communication Tools for Captains link in the FBC Educational Videos folder.



### WATCH THE VIDEOS



## PARTICIPANT CENTRE VIDEO TUTORIALS

The following video tutorials are available on the SHC - Communication Tools link in the SHC Participant Centre Video Tutorials folder for you to reference and learn more about managing your fundraising page in the Participant Centre:



- Adding Contacts
- Editing Templates
- Making a Self-Donation
- Personalize Page
- Sharing on Social
- Social Sharing
- Team Members
- Thanking Donors
- Update Goal
- Update Username and Password
- Username and Password

## \$25+ FUNDRAISING PRIZE

Each participant that completes the challenge and raises \$25 or more will receive a Food Banks Canada insulated lunch bag for their personal use as a token of our appreciation.

Team Captains will receive the lunch bags from Food Banks Canada within 6-8 weeks following the close of the challenge so the Captains can distribute them to the team members who raised at least \$25 as part of the challenge.



## MESSAGE TEMPLATES FOR CAPTAINS

Food Banks Canada is providing you with message templates for all your communications and they can be found on the SHC – Communication Tools for Captains link in the SHC Message Templates for Captains folder.

### Messaging that explains the need for fundraising and support for Food Banks Canada

Here are some key messages from Food Banks Canada to share with your team when you need to explain the tremendous need for the food bank network in our communities.



Food Banks Canada believes that everyone in Canada has a role to play in ending hunger. Their mission is to relieve hunger today and prevent hunger tomorrow. Together with the network, Food Banks Canada works toward a vision of a Canada where no one goes hungry.

On average, in Canada, people visit food banks nearly 1.5 million times each month. That's why Food Banks Canada works tirelessly to advocate for meaningful actions that counter hunger and its root causes - to eliminate the need for food banks one day.

Food Banks Canada works coast-to-coast-to coast to maximize the efforts of more than 4,750 food banks and community organizations, investing in, championing, and supporting their important work. Through research, Food Banks Canada studies the underlying causes of food insecurity and creates action based on that knowledge.

Your support of Food Banks Canada will help keep local food bank shelves stocked to help those who need it most.



## ACCESS TO FOOD

Restrictions on food can come from many factors. Gaining access to healthy and affordable food can be a challenge for many people, especially in rural areas - called food deserts, where there is a lack of food retailers.

Access to food may also be limited for some due to financial constraints or other factors, such as transportation

challenges. Many must rely on more expensive food types available at local gas stations or convenience stores. Sometimes people face a long drive to supermarkets that stock fresh produce, milk, and eggs.

Anyone can face food restriction depending on their financial situation, their geography, and more!



## FBC CAPACITY GRANTS

Food Banks Canada has developed a series of capacity-boosting granting programs for food banks to improve their food storage and distribution capacity through investments in equipment and staffing.

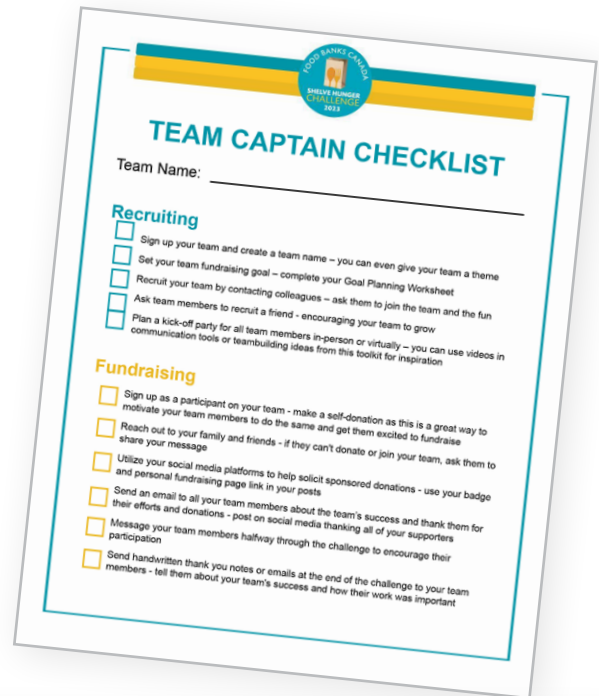
**These grants allow for further support of access to fresh food and help identify the root causes of food bank use and inform long-term solutions to hunger.**

# TEAM CAPTAIN CHECKLIST

Utilize this checklist to help you execute a successful Shelve Hunger Challenge for your team. The Team Captain Checklist can be found in the *SHC – Communication Tools for Captains folder*.



GET THE CHECKLIST



## TEAMBUILDING & FUNDRAISING

### IDEAS

The Shelve Hunger Challenge program's shelf-stable activity can be used as a fun team building exercise and can help with extra team fundraising. To enhance your experience as participants in this challenge, your team could choose to host these unique events:

- **Shelve Hunger Challenge Potluck**  
Getting your team together during your challenge can increase employee engagement in the program and be a fun way to spend some time together. This can be done in-person or virtually, and it's easy as setting up a date and time during your challenge to ask everyone to bring along their shelf-stable meal and share their meal in-person or experience in creation virtually.

- **Shelve Hunger Challenge Recipe Exchange**

Sharing recipes of shelf-stable meal creations can be exciting. Provide the **Recipe Card** below to your teammates and ask them to record their ingredients, directions, and even a recipe name.


Participants can share their recipes in-person, by email, or a Zoom chat. Together you could even create a private group social page like this one **FBrecipeexchange** to keep all your recipes and conversations in one place.

You'll be pleasantly surprised how many people will love this activity as it's our most popular event!



CHECK OUT THIS SAMPLE GROUP





\_\_\_\_\_

prep time \_\_\_\_\_ cook time \_\_\_\_\_ serves \_\_\_\_\_

**INGREDIENTS**

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**DIRECTIONS**

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- **Shelve Hunger Challenge Cookbook**

Your team could work together to build a team cookbook that displays all their recipes and meals in one place. This could be done manually or virtually.

Having your team submit photos and videos of their creations, along with the recipe instructions will help create a very special workplace memory of your challenge together!

The **Cookbook Page** template below can be used to display your recipes, or you can use the group cookbook app **Cookbook Manager** to create an online version of your cookbook.



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prep time \_\_\_\_\_ cook time \_\_\_\_\_ serves \_\_\_\_\_

**INGREDIENTS**

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**NOTES**

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**DIRECTIONS**

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**CREATE AN ONLINE COOKBOOK**



In each of these events, your extra fundraising activity could be to ask all participants to donate the value of their potluck or recipe meal to the team fundraiser, helping to reach your goal!



### LAUNCH & GRATITUDE EVENTS

Don't forget to celebrate with your team before your challenge starts and after it ends. By hosting an in-person or virtual launch event, you'll have the opportunity to connect with your team, ensure they have all the resources they need to get started, and provide some genuine encouragement to get cookin'!

Once your challenges closes, a gratitude event gets your team together so that you can say thank you.

At this time, tokens of appreciation can be gifted and inspiring words of thanks so that your team understands the positive impact they've made.

# THANK YOU!



For leading your team in the **Shelve Hunger Challenge** for Food Banks Canada.

