

# TACKLE HUNGER

*With Us in 2012*



[TACKLEHUNGER.ORG](http://TACKLEHUNGER.ORG)

January 16 - February 5, 2012



*Amanda Lambert, Pittstown, NJ; Albert Coronado, Fort Worth, TX; Ivey Dyson, Waukomis, OK and Jonathan Dover, Charlotte, NC - National Youth Advisory Board Members (NYAB)*

## SO SIMPLE.

Souper Bowl of Caring is a national movement of youth working to fight hunger and poverty in their own communities around the time of the Super Bowl football game.

Participating is so simple. In the weeks leading up to or on Super Bowl Sunday, young people take up a collection (many use a soup pot), asking for one dollar or one item of food for people in need. They give 100% of their donation directly to the local hunger-relief charity of their choice.



## SO GOOD.

Last year more than 260,000 youth participated in Souper Bowl of Caring, collecting more than \$9.5 million in dollars and food for local hunger-relief charities. More than \$81 million has been collected since the movement began in 1990! This year's goal is to empower 275,000 young people to collect \$11 million for charities in their communities.

***Follow this simple game plan to be part of the movement to tackle hunger in America!***

## DO MORE.

***Service Blitz*** – Young people volunteer at their chosen charity on the Saturday before the Big Game.

***National Youth Advisory Board (NYAB)*** – High school students selected from across the nation assume a leadership role that helps the Souper Bowl of Caring movement grow.

***National Student Alliance (NSA)*** – Student leaders of all ages can join this national community and play a more significant role in sharing Souper Bowl of Caring with others.

◀ *"For us, this experience goes beyond the joy we get from helping others. Through Souper Bowl of Caring we've learned we can make a powerful difference in this world. That's something we carry with us throughout our lives."*

***Dava Donaldson***

*National Youth Advisory Board  
Elyria, Ohio*

▶ *"Because the money and food we collect goes directly to local charities, hungry people are being fed, people in need find hope, and our nation's biggest weekend of football is becoming its largest weekend of giving."*

***AJ Mitchell***

*National Youth Advisory Board  
Jacksonville, FL*



*Your 2012*  
**GAME PLAN**

**1**

**REGISTER**

Register to receive your free promotional materials.

**2**

**COLLECT**

Collect money or canned goods before or on Super Bowl Sunday (January 16 - February 5, 2012).

**3**

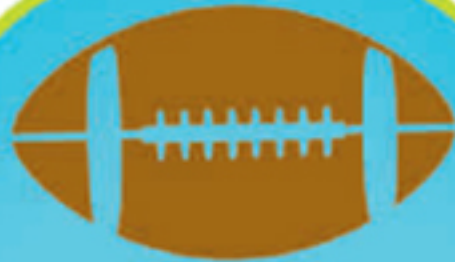
**REPORT**

Report your results at [tacklehunger.org](http://tacklehunger.org) to share your victory and inspire others.

**4**

**DONATE**

Donate 100% of your collection to the charity of your choice.



# WHY TACKLE HUNGER?



The number of Americans living in poverty is the highest it has been in 52 years. One in seven households in our nation is food insecure, which affects more than 16 million children. Research shows that hungry children do poorly in school and have lower academic achievement because they cannot concentrate.

This is why we need your help on Super Bowl weekend.

**The good we do lasts all year!**

*sources: U.S. Census Bureau, USDA*



▶ **Cassie Watters**

National Youth Advisory Board  
Chapel Hill, NC

100% of the money youth collect through Souper Bowl of Caring each year is donated directly to local charities. We provide the resources your group needs free of charge. You can help support our administrative costs with a gift to Souper Bowl of Caring. Learn more at [tacklehunger.org/donate](http://tacklehunger.org/donate).



**KEEP THE MOVEMENT GROWING!**

Join us on Facebook and Twitter and share Souper Bowl of Caring with your friends! Find us at [facebook.com/souperbowlofcaring](https://facebook.com/souperbowlofcaring) and [twitter.com/souperbowl](https://twitter.com/souperbowl).

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