

2020 FFA Hunger Champions

Rules – Parameters - Prizes

At Meals from the Heartland (MFTH) we are looking not just for hunger fighters, but Hunger Champions. The ones who will carry the torch for the cause of the hungry here in Iowa and across the globe. The ones who will be the voice for the forgotten and overlooked.

Consider the 1 in 6 children in Iowa who struggles with hunger, the orphan looking for their next meal, or the child born into desolation and struggles for life. Who will carry their cause and be their voice?

We are looking to the Iowa FFA. We believe the next great Champions are coming from the Iowa FFA.

For those who have never packed before, we invite you to join the fight! For those who are already engaged, show us why you should be called a Hunger Champion!

We challenge the Iowa FFA Chapters to:

- Pack 1,000,000 during the 2019-2020 school year!
- Create a 90 second video with the theme “**Living to Serve**” that shows how you have educated your peers, rallied your community, led a meal packaging event with MFTH and impacted your world!

The winner will be announced at the 2020 Iowa State FFA Convention. Show us why you should be called a **Hunger Champion!**

2020 Updates

- Theme – “Living to Serve”
- Length – Target length of 90 seconds (80-100 seconds acceptable)
- Deadline – Midnight of Monday, April 6th, 2020.

A. Rules & Parameters

1. Contest Name – Hunger Champions
2. Video Theme – “**Living to Serve**”
3. Video Goals & Parameters–
 - a. The winning video will best incorporate the “**Living to Serve**” theme into their Meal Packaging Event.
 - b. The scope of the video should cover 4 parts:
 - i. Peer Education
 - ii. Community Involvement – Funding and Awareness
 - iii. Event Execution
 - iv. Impact
 - c. The video must be longer than 80 seconds but not longer than 100 seconds.
 - d. All videos must be submitted between January 1, 2020 and midnight of Monday, April 6th 2020.
4. Submission – To submit your video:
 - a. Upload your video to YouTube.com and make video **Public**.
 - b. Email your YouTube link to:
 - i. Subject Line: 19-20 FFA Video Submission
 - ii. To: Georgie.filber@mealsfromtheheartland.org
 - iii. Include: Video Link, Your Name, High School Name & City, FFA Advisor Name, Email and Phone Number

B. Awards

1. First Place Prize
 - a. A plaque will be presented to the winning chapter.
 - b. \$1,000 grant for the following year meal packaging event.

- c. Travel Package to Des Moines to visit MFTH Headquarters and area Agri-Science facilities. Also enjoy fun teambuilding activities and great food!
2. Second Place Prize - \$500 grant for the following year meal packaging event.
3. Third Place Prize - \$250 grant for the following year meal packaging event.

FFA Hunger Champions

Video Rubric

| ACTIVITY | <u>Exemplary</u> | <u>Proficient</u> | <u>Partially Proficient</u> | <u>Incomplete</u> | <u>Points Earned</u> |
|---|--|---|--|--|-----------------------------|
| Story & Concept | 20-25 points Your video tells a clear, creative, and compelling story from start to finish. Interviews, graphics, and footage were well used. | 10-19 points Your video tells a clear story from start to finish. The viewer easily understands the story and concept. | 5-9 points Your video is hard to follow and seems to jump without logical transitions. | 0-4 points Your video lacks evidence of a story or overall concept. | |
| Quality (Picture, Sound, Lighting) | 20-25 points Your video had clear picture and sound. The lighting wasn't too bright or too dark. Audio and other enhancements were well used. | 10-19 points Your video had clear picture and sound. The lighting wasn't too bright or too dark. | 5-9 points Your video lacked clear sound and picture. The lighting was dark or bright at times. | 0-4 points Your video was blurry and hard to hear. | |
| Theme & Scope | 15-20 points Your video was inspirational and incorporated | 10-14 points Your video incorporated the "Living to Serve" them | 5-9 points Your video did not incorporate the "Living | 0-4 points Your video failed to incorporate the "Living to | |

| | | | | | |
|-----------------------------------|--|---|--|--|---------------------|
| | the “Living to Serve” theme throughout and covered all 4 parts outlined in A.3.b. | and covered all 4 parts outlines in A.3.b. | to Serve” one very wall and did not cover all 4 parts outlined in A.3.b. | Serve” them or cover the 4 parts outlined in A.3.b. | |
| Editing & Organization | 15-20 points Your editing is seamless. Your video has a clear and logical flow from start to finish. | 10-14 points Your editing is mostly seamless. Some parts of your video seem out of order. | 5-9 points Your video has several jumpy cuts and lacks order. | 0-4 points Your video is very jumpy and lacks order. | |
| Length | 10 points Your video falls within the 80-100 second parameter. | | | 0 points Your video does not fall within the time guidelines. | |
| | | | | | Total Points |

Educational & Activity Ideas

A. Education & Activity Ideas

1. Science Activities

- a. How does food affect the human body?
- b. What are the effects of being malnourished?
- c. At what age is quality food most critical for humans?

2. Geography Activities

- a. What are the main causes of hunger/malnutrition? (famine, conflict, disease, drought, lack of clean water, etc.)
- b. Who is most affected by hunger/malnutrition?

c. Map/Geography/Country Study of the places we have sent meals to:

1. El Salvador, Haiti, Honduras, Kenya, Moldova, Nicaragua, Philippines, South Africa, Uganda, Ukraine, British Virgin Islands, Dominican Republic, Mexico, Puerto Rico, Turks & Caicos, Antigua, Ghana, Guatemala, Tanzania, USA, Cambodia, Liberia, Sierra Leone, Ethiopia, Malawi, Jamaica

3. Math Activities:

- a. Research World Hunger Statistics
- b. Global Population Increases vs. Available Food
- c. At .20c/meal, how much does it cost to make X meals.
 1. In 2018 MFTH packed 19.5 Million meals.
 2. Since our start in 2008 MFTH has packed over 135 Million meals.

4. Free Hunger Simulation Activities:

- a. DMARC Hunger Simulation – DMARC’s Hunger Simulations is an immersive interactive experience for you to learn what it’s like to live with food insecurity. In the Hunger Simulation, you take on the identity of a real person experiencing food insecurity. Balance a budget and “Life Happens” events to see if you can feed your family.
 1. Resource Link - <https://www.dmarcunited.org/hunger-simulation/>

5. Impact Videos:

- a. Kate’s Story – See the transformation of a 16-year-old girl from the Philippines and how the Children’s Feeding Initiative has changed her life and shaped her future.
 1. YouTube link - <https://www.youtube.com/watch?v=Oir8YaOpvHE>
- b. 2017 Disaster Relief – In 2017 we sent 10 Million meals to help with Disaster Relief. See their impact.
 1. YouTube link - <https://www.youtube.com/watch?v=-YZgggkNxLA&feature=youtu.be>

Twelve Fundraising Helps

1. Start early!
2. Ask for funds in person. Over the phone or email should be a last resort.
3. Invite all donors to participate in the packaging event. This gives them a hands on experience and they see where their dollars are going.
4. Apply for grants within your community.
 - a. Start early as most grants have deadlines.
5. Ask local Rotary, Lions, Kiwanis, Knights of Columbus, Chamber of Commerce or other service organizations for funding.
6. Request funds from similar organizations (banks) and use their funds to challenge other similar organizations. Make it competitive amongst donors.
7. Challenge donors to match other donors.
8. Inform donors how they will be recognized at your event.
 - b. Invite donors to attend a pre-event school wide assembly.
 - c. Donor name on event specific t-shirt.
 - d. Donor name mentioned in social media or local media reports.
9. Send donor "Thank You" cards with pictures and statistics of your event.
10. Create different sponsorship levels
 - e. Gold \$1,000 – Silver \$500 – Bronze \$250
 - f. Ask for a Title sponsor \$2,000 and give them extra special recognition.
11. Volunteer for donations
 - g. School concession stands
 - h. Pizza Ranch
 - i. Help a local farmer with a large project.
12. Create a fundraiser
 - j. 100 Envelope Raffle – Number 100 envelopes 1-100 and sell them as part of a raffle. Their number is their ticket price. \$100 + \$99 + \$98... + \$2 + \$1 = \$5,050!!