Pitch in and together, we can achieve great things.

Nothing says "summer in the Heartland" quite like baseball. For thousands in our community, however, summer means one thing: hunger. Rising food and fuel prices—and having kids at home during summer vacation—places additional strain on already tight family budgets and our area food pantries. That’s why for the past 15 years, companies have joined Food Bank for the Heartland’s Strike Out Hunger campaign.

Strike Out Hunger has played a key role in our ability to address food insecurity across Nebraska and western Iowa during the summer months.

This year’s campaign could not come at a better time. Although we have turned a corner on the pandemic, its lingering effects—paired with inflation and current economic hardships, mean that the need is more critical than ever.

During the entire month of June, your organization can make a difference in one or more of the following ways...

**This year, there are three ways to participate:**

1. Host a virtual “Home Run” Funds Drive.
2. Host a “Grand Slam” Food Drive.
3. Be an “All-Star Team” and volunteer!

**PLUS:** You can play “Extra Innings” and earn additional points through social media posts! Information on each activity can be found on the following pages.

Nearly 207,000 of our neighbors are experiencing food insecurity—with 1 in 6 being children. With your help, Food Bank for the Heartland distributes life-saving food to 589 network partners across 93 counties in Nebraska and western Iowa who serve our neighbors in need.

**Thank you for joining us in the fight against hunger. Let’s play ball!**

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**Quick Stats**

- 2022 Goal: 2,000,000 meals
- Launched in 2007, this will be Strike Out Hunger’s 15th year!
- This is a friendly competition among Heartland businesses to determine which companies can generate the most support through donations of funds, food, and volunteer time.
- Conducted in June and designed to coincide with the College World Series, the campaign is held when donations are low but need is high.
1. Host a virtual “Home Run” Funds Drive

Experience a convenient and effective way to make an impact by collecting financial donations through our online portal.

Food Bank for the Heartland then uses your gift to purchase the most needed food items for our neighbors in need. Through our relationships with food producers and other partners, we are able to purchase food by the semi and provide more than could otherwise be collected. It is a safe and modern way to make a difference!

Welcome to the major leagues.

If you have already registered your team by completing the Strike Out Hunger Participant Sign-Up Form, you’re all set!

- Visit https://bit.ly/22-SOH-FundsDriveTeams to see your team’s page.
- Visit https://bit.ly/22-SOH-VirtualFundsDrive to visit the main Virtual Funds Drive summary page.
- The last day to submit donations through the online portal is Thursday, June 30. The last day to deliver any cash, checks, or pledges to the Food Bank is Friday, July 1. Please call 402.905.4819 to schedule your drop-off.

Haven’t signed up yet?

If your team has not signed up, please contact Jerlyn Światłowski at JSwiatlowski@FoodBankHeartland.org. You can also sign up at StrikeOutHunger.org.

Make some noise!

Don’t forget to encourage friends and family to participate by directing them to your team’s page.
"Home Run" Funds Drive Frequently Asked Questions

How do I find out how much my virtual funds drive has raised?
- The best way to find out how well your virtual food drive is doing is by viewing your personalized team or individual page. All donations made through clicking the “Donate” button on your team’s page will be reflected on your Total Raised meter within minutes of the donation.

How do I get my tax donation receipt?
- Individuals who donate online will receive an automated receipt via email. Please check your spam/junk folder if you have not received one. Please email Donations@FoodBankHeartland.org if you did not receive a receipt.
- Donations made by check will receive an acknowledgment letter via U.S. mail.

How do I participate in my company’s matching gift program?
- Many corporations have a matching gift program. Upon checkout of your funds drive gift, you will be presented with an opportunity to verify if your company participates in matching charitable contributions.
- If your company is not listed, please consult your HR department to see if your company provides a match for charitable contributions to double your impact.

Can I donate by cash/check?
- You bet! To assure that all donations are counted toward your team goal, please provide your team’s URL to family, friends, and colleagues so they can donate via credit card online.
- If paying by check, please make checks payable to Food Bank for the Heartland.
- Write “Strike Out Hunger” and your team’s name in the memo section of the check.
- Please mail your check to:
  - Food Bank for the Heartland
    Attn: <Team Name> for Strike Out Hunger
    10525 J Street
    Omaha, NE 68127
- If you are dropping off checks, cash, or pledges, please call ahead at 402.905.4819 to coordinate your delivery with our team.

Additional questions?
For other questions related to the Virtual Funds Drive, please contact Jerlyn Świątłowski at JSwiatlowski@FoodBankHeartland.org.
2. Host a “Grand Slam” Food Drive

Peanuts and Cracker Jacks are great, but there's always a need to cover the bases with staples like peanut butter, macaroni and cheese, and canned fruits and vegetables.

Hosting a food drive through your organization brings awareness to the issue of hunger in our community, provides valuable resources to help address the need, and creates a great team-building activity.

Most-needed items

- Peanut butter
- Macaroni & cheese
- Canned tuna & chicken
- Cereal
- Pancake mix
- Canned fruit and vegetables
- Pork & beans
- Pasta & sauce
- Boxed meals
- Rice

Batter up!

- Boxes for collection are provided by the Food Bank. Please contact Dani Helm at DHelm@FoodBankHeartland.org to schedule a time to pick up your boxes.
- Donations may be brought to the Food Bank at 10525 J Street, Omaha, NE 68127 from 8:00 a.m. to 4:00 p.m. Monday through Friday. Please contact Dani to schedule a delivery time for your donation.
- The last day to collect food donations is Thursday, June 30. The last day to deliver them to the Food Bank is Friday, July 1, before 2:00 p.m.

Make every pound count.

- Visit StrikeOutHunger.org to download and print the Food Donation Form.
- Please bring your completed form when you drop off your items to ensure they are properly credited to your company.
3. Be an “All-Star Team” and volunteer

Food Bank for the Heartland could not carry out its critical mission without the generosity of our volunteers. They are truly our MVPs! Last year, volunteers generously donated more than 32,000 service hours—the equivalent of approximately 15 full-time employees!

Join the starting lineup!

Volunteers of all abilities are welcome. Swing for the fences and sign up a group from your organization today!

- Visit [https://foodbankheartland.org/soh-volunteerform](https://foodbankheartland.org/soh-volunteerform) to fill out a special Strike Out Hunger group volunteer form. You’ll also find a link to this form at [StrikeOutHunger.org](http://StrikeOutHunger.org).
- You can also sign up for a volunteer shift by contacting Sarah Sadler at Volunteer@FoodBankHeartland.org. Please indicate that you are participating in Strike Out Hunger, which company you represent, and the number of volunteers in your group. Sarah will then contact you with scheduling options.
- The last day to volunteer for Strike Out Hunger is Thursday, June 30.

Volunteer projects may vary throughout the month of June. Every activity will make a impact for our neighbors in need across the Heartland.
EXTRA INNINGS: Earn additional points through social media posts!

Help us share our mission—and your impact—through social media. Whether you’re hosting a virtual funds drive, collecting food donations, volunteering, or hosting company activities for your team, sharing your experiences on social media will earn you extra points and let others know about food insecurity across the Heartland.

**Be a pinch hitter!**

Please see below for a list of the Food Bank’s social media pages and handles to use when creating your posts.

- Tag this page: https://www.facebook.com/FoodBankHeartland
- Tag us using this handle: @Food4Heartland
- Tag us using this handle: @food4heartland
- Tag this page: https://www.linkedin.com/company/food-bank-for-the-heartland

**Please note...**

- Only posts from your organization’s official platforms will count towards your meal total. We also encourage your employees and their networks to post about Strike Out Hunger on their personal social media pages.
- To ensure your company is credited for each post, please email Belinda Boelter at BBoelter@FoodBankHeartland.org and let her know when you posted and on which channel(s).
- The last day to post and have it count towards your meal total is Thursday, June 30.

**Sample post**

Company Name

Excited to kick off Food Bank for the Heartland’s Strike Out Hunger campaign by volunteering this morning!
Scorekeeping

Your donations of funds, food, volunteer hours, and tagged social media posts will be converted into meals. These numbers will be combined and posted on the Strike Out Hunger scoreboard. A breakdown of how each activity is converted is below:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Meal Calculation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual “Home Run” Funds Drive</td>
<td>$1 donated = 4 meals</td>
</tr>
<tr>
<td>“Grand Slam” Food Drive</td>
<td>1.2 lbs. donated = 1 meal</td>
</tr>
<tr>
<td>“All-Star Team” Volunteering</td>
<td>1 person volunteering for 1 hour = 100 meals</td>
</tr>
<tr>
<td>“Extra Innings” Social Media Posts</td>
<td>1 tagged post per platform = 50 meals</td>
</tr>
</tbody>
</table>

Know the competition.

Strike Out Hunger Teams are divided into four divisions based on company size. Scores will be updated every Friday at noon to the official Strike Out Hunger Scoreboard located at StrikeOutHunger.org.

<table>
<thead>
<tr>
<th>Division Name</th>
<th>Company Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strikers</td>
<td>Up to 100 employees</td>
</tr>
<tr>
<td>Grand Slams</td>
<td>101–300 employees</td>
</tr>
<tr>
<td>Triple Plays</td>
<td>301-999 employees</td>
</tr>
<tr>
<td>Wild Cards</td>
<td>1,000+ employees</td>
</tr>
</tbody>
</table>

And the winner is...

We know the real reward comes from knowing the impact you’ll make for Heartland neighbors in need. We also want to recognize your efforts through the coveted Strike Out Hunger traveling plaques! Awards will be given for

- Most meals donated per employee in each division
- Company in each division with the most meals donated overall

Winners will be announced and awarded on July 21st during a special celebration. Stay tuned for details!

Questions?

For any questions related to Strike Out Hunger, please contact our “umpire,” Jerlyn Światłowski at jswiatlowski@foodbankheartland.org or 402.905.4819.
Get creative!
Here are some ideas to help you round the bases!

Happy Hour

Host a Zoom happy hour! Have guests donate the amount of a typical bar tab. You can invite a member of the Food Bank team to share what the organization is doing to fight hunger.

Photo Contest

Submit your best photo from the past year. Pets? Family? Creative social distancing? Offer a fun prize and have team members donate or volunteer to be eligible to vote for their favorite.

Bidding Wars

Start a bidding war for a range of opportunities—from getting the chance to pie a member of management to scheduling your boss to do a task for you. Got some envelopes to stuff?

Online Class

Host an online class. Have someone teach a workout class, or have a team member teach a skill or give a “Ted Talk.” Participants can donate or volunteer to be eligible to join.

Team “Building”

See which team members can safely construct the most unique structure by using the most non-perishable food items, which can then be donated to the Food Bank.

Office Challenge

Have an office in another city or on a different floor? Challenge them to see who can give the most. Do you know other teams in your building that are up for a challenge?

Trivial Pursuit

Create teams of 3 or 4, or challenge another department, with an entry fee per team; sell “life lines” that teams can use when they don’t know an answer.

Raffle/Silent Auction

Raffle or auction parking spots, tickets to an event, bottles of wine, a weekend at a vacation home or the opportunity to trade offices for a day.
Strike Out Hunger Posters

The following three pages include posters that you can print and post throughout your organization to remind your employees about the campaign. 11” x 17” versions can be downloaded at StrikeOutHunger.org.
Hunger is a reality for thousands of our neighbors in Nebraska and western Iowa. To provide health and hope, Food Bank for the Heartland works with 589 network partners across 93 counties. Through your support, you can play a vital role in the fight against hunger. Pitch in. Visit StrikeOutHunger.org today.
The kitchen table can be a harsh reminder of difficult times. But it doesn’t have to be that way. Last year, Food Bank for the Heartland provided more than 37 million meals across Nebraska and western Iowa. We could not do this life-saving work without you! Step up to the plate. Visit StrikeOutHunger.org today.
The term is “food insecure.” It means your next meal is uncertain and it’s a reality for nearly 207,000 of our Heartland neighbors, including 1 in 6 children. With your help, Food Bank for the Heartland can help individuals and families thrive — and focus on what matters most. Swing for the fences. Visit StrikeOutHunger.org today.