

THE ADVANCE: TALKING POINTS for YOUR HUNGER CAMPAIGN



*How To Talk About Your Hunger
Fundraising Campaign*

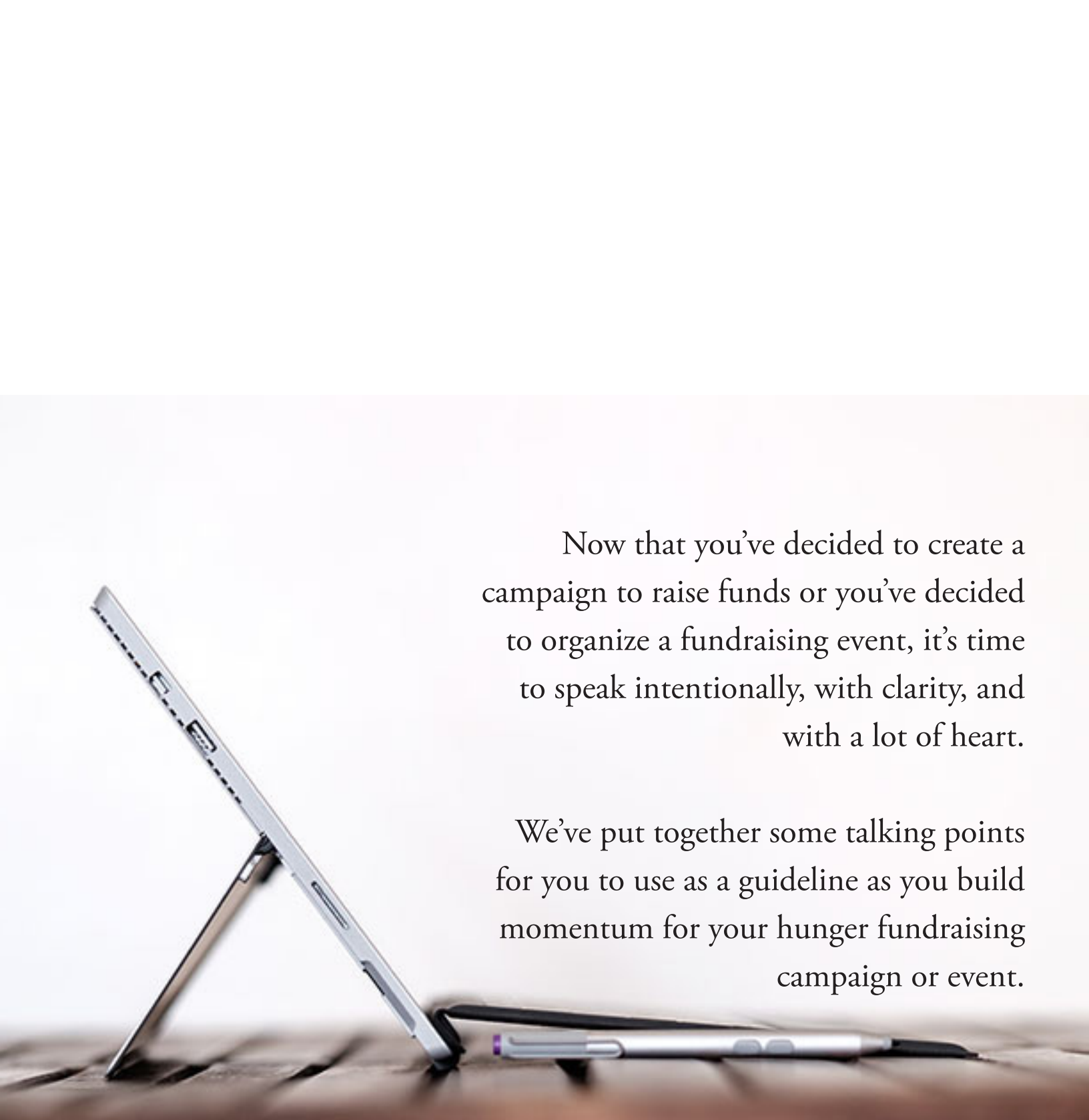


The Advance

Global Ministries | The United Methodist Church

www.umcmmission.org/Hunger





Now that you've decided to create a campaign to raise funds or you've decided to organize a fundraising event, it's time to speak intentionally, with clarity, and with a lot of heart.

We've put together some talking points for you to use as a guideline as you build momentum for your hunger fundraising campaign or event.

Always start with the WHY

Using stunning visuals and compelling statistics, let the information speak for itself, and create an awareness of the need your campaign addresses.

- Hunger is curable. Food insecurity and hunger projects empower families and communities to create self-help and sustainable solutions.
- In a world which produces enough food for everyone, one person in nine suffers from chronic hunger.¹

1 www.un.org/en/



Share Statistics and Figures

Facts and figures help people understand the “why.” Use the facts and stats below, or download the flashcards and social media cards available in the Hunger Advance Download Kit (www.umcmmission.org/hunger).

821 MILLION PEOPLE  **ONE OUT OF NINE.**
go to bed with an empty stomach a night.¹

HUNGER

KILLS MORE PEOPLE
EVERY YEAR THAN
MALARIA,
TUBERCULOSIS,
AND AIDS *combined.*³

80% of the world's
extreme poor live
in rural areas.²

POOR NUTRITION
causes nearly half (45%)
of deaths in children under
five—**3.1 million**
*children each year.*⁴

**ONE OUT
OF SIX CHILDREN**

*Roughly 100 million in
developing countries is
underweight.*⁶

MORE THAN **37 MILLION**
AMERICANS ARE ON
EMERGENCY FOOD
ASSISTANCE, AND one
out of six suffer from
*food insecurity.⁷

 **MILLION**
66 primary school-age
children attend
classes hungry
across the developing world,
with **23 million** in Africa alone.⁵

HOW CAN YOU HELP FIGHT HUNGER?

- Reduce food waste
- Source locally
- Empower women

1. www1.wfp.org/

2. www.un.org/en/

3. www.un.org/en/

4. www.foodaidfoundation.org/

5. www.foodaidfoundation.org/

6. www.foodaidfoundation.org/

7. www.foodaidfoundation.org/

Talk about the impact of United Methodist Connectional Giving

The United Methodist Church is making a tremendous difference in the world. Help inspire your congregation towards generosity by sharing how much of a difference we are making together.

The United Methodist Church is making a difference across the world. We are 12.5 million members strong in 36 countries. Last year, we raised over \$140M to help the world— in North America and beyond.

In keeping with our Methodist founder, John Wesley, no one is exempt from the commandment to love God and your neighbor and to give as an expression of that love.

When we give, we put ourselves, as well as our means—our money—to work for God's mission, and together recognize our gifts as an expression of love for others.

Let's give as a church—together, we do more!

Be clear about the vision

Clearly and concisely explain how your hunger campaign(s) will help people in need in the United States and beyond. Announce the goal, the timeline, and every effort you're putting forth. This is a crucial step once you've found the project you want to support. Some examples are below.

House of the Carpenter

Location: Wheeling, West Virginia, USA

Advance #391392

This project provides basic human needs such as food and clothing, and providing life skills education.

A fundamental part of our Ministries of Mercy is feeding the hungry. Through donations, the use of Mountaineer Food Bank, and careful shopping, the money spent on feeding the hungry allows the House of the Carpenter to distribute more than \$650,000 worth of food annually to thousands of people in our community.

The House of the Carpenter has a significant number of ministries that address the issue of hunger, which include a [food pantry](#) and our [weekend backpack program](#) through Madison Elementary School.

This organization is raising \$8,000 to continue current services, and also add a weeknight worship component to their offerings, as well as a youth and adult mentoring program. Local donations cover more than \$700,000 in expenses.

Growing Hope Globally

Location: Worldwide

Advance #982493

Since 1999, Growing Hope Globally has helped 1.6 million people experience food security. But the work is not done.

Of the world's 795 million hungry people, 75 percent are farmers and/or live in rural communities. By engaging with farmers we can work together to improve health, livelihoods, and futures of communities. This project works to alleviate world hunger by supporting smallholder agricultural programs.

With dozens of partner organizations in hundreds of communities, spanning more than 30 countries, Growing Hope Globally has cultivated a grassroots approach to programming that allows local communities to take initiative in and ownership of the program.

They aim to reach the next 1 million people by raising a total of \$55 million (\$55 per person over 7.5 years) by 2023, through:

- *Increasing the number of growing projects (from 200 to 325)*
- *Increasing the donor base to include more individuals, corporations, and foundations*
- *Increasing the number of overseas food security programs*

Help Growing Hope Globally reach the next million by contributing to their annual goal of \$30,000.

Faith-Based Advocacy to End Hunger

Location: Global

Advance # 982325

Budget: \$75,000

We know the number of individuals who are undernourished in this world is staggering, and so is the number who live in extreme poverty.

This Advance project seeks to end hunger by 2013 by partnering with Bread For The World,

which urges our nation's decision makers to end hunger at home and abroad. By changing policies, programs, and conditions that allow hunger and poverty to persist, we provide help and opportunity far beyond the communities where we live. For more than 40 years, this ministry has helped strengthen national nutrition programs, reducing hunger in the US, and improving international assistance, thus supporting the dramatic progress against hunger that many countries in Africa, Asia, and Latin America have achieved. This progress shows that it is possible to end hunger by 2030 in the U.S. and abroad by supporting the development of resources for churches such as advocacy tools and educational materials on issues, and the biblical basis for advocacy.

This \$5.5 million ministry is seeking \$75,000.00 annually to support efforts of churches, including United Methodist Churches, who are advocating for poverty, and hunger-ending policies.

Every dollar helps, and 100% of the monies given to an Advance project goes directly to accomplish the mission. Give today, and know that you're making a difference in the lives of hungry families, even if they're thousands of miles away.

Together, we can make a difference!

Let's Go!

Gather a team today and start fighting hunger and food insecurity! Begin small, with a shorter campaign, or with a simple event from the Hunger Fundraising Guide. Be sure to assess what works as you go so you can utilize it next time.

And don't forget to celebrate!

Visit www.umcmmission.org/Hunger for more free resources and information about our water initiatives.

