



The **Edward Everett Kids Care Club** in **Dorchester, MA** held a candlelight dinner at a local shelter. The club cleaned and decorated the dining room; shopped for, prepared and served the meal; and made three baskets of food for families transitioning out of the shelter. The club also planted a community food garden for shelter residents.



Nicole Muller knew hunger haunted many American homes, but when she read an article about hunger in her own community, she decided to act. Nicole started an annual food drive called Neighbors-4-Neighbors. For Make a Difference Day 2010, Nicole emailed friends, family and governors' offices around the country, urging them to donate to food banks. It worked. She and her helpers collected 7.7 tons of food in 43 states.

GenerationOn **Make Your Mark Week** (formerly Kids Care Week) inspires and mobilizes kids to use their energy, ingenuity and compassion to “make their mark on the world” through hands-on service. It is celebrated during the third week of October (Oct. 16-22, 2011) and culminates on Make a Difference Day, the largest national day of service. During the week, young people do small acts or service projects that together make a big impact on the issues that matter most to them. GenerationOn equips the youth with educational resources, tool kits, project ideas, incentives for small acts, and grants. The issue areas for Make Your Mark Week 2011 are Animals, the Environment, Homelessness, Hunger, and Literacy.

The Issue of Hunger

According to the USDA, over 17 million children lived in food insecure (low food security and very low food security) households in 2009. Food Insecurity is a lack of enough food to meet basic needs at all times due to lack of financial resources.

“The problem of childhood hunger is not simply a moral issue. Child hunger hampers a young person’s ability to learn and makes a child more likely to suffer from poverty as an adult. Scientific evidence suggests that hungry children are less likely to become productive citizens. Research indicates that even mild under nutrition experienced by young children during critical periods of growth impacts the behavior of children, their school performance, and their overall cognitive development.” — Feeding America

50 million Americans (one in six of the total population and one in four children) are living in food insecure households. (FRAC, 2010) More middle class families are joining poor families in seeking food assistance — and most of those families are working. But, employment is not enough to safeguard against hunger and poverty. With low wages, not all families can cover the costs of housing, medical care, child care, transportation, clothing and food.

Make Your Mark on Hunger is an opportunity for young people to combat food insecurity in their communities and hunger in the world. The goals for Make Your Mark on Hunger are:

- To educate kids about food insecurity in America and hunger in global communities.
- To generate awareness about the causes of food insecurity and hunger.



The Howard University MS(2) Kids Care Club in **Washington, DC** collected 500 pounds of food to benefit Martha's Table, a local organization serving the hungry. They also hosted a movie night requesting a can of food as admission. That food was donated to the hospital food bank along with grocery store gift cards.



Joe Burgum realized that if he skipped breakfast, he could hardly focus at school so the idea of young students trying to receive an education on little to no food did not sit well with him. When a friend approached him with an idea to help fight hunger, Joe was immediately excited to start a movement in his community. Over four years, Fill the Dome has raised money for 375,000 meals and collected 194,000 pounds of food.

- To develop compassion for those at risk of being hungry.
- To inspire kids to take action to make their mark on hunger through service.

To combat food insecurity, youth can implement one of the **Make Your Mark on Hunger projects**: Breakfast Boxes and Baskets, Snack Attack Sacks, Food Bank Collection, Soup Kitchen Dinner, Spread the Bread. They can also raise funds for food banks and soup kitchens with March for Hunger or the Empty Bowl project.

GenerationOn will equip the youth with these tools and resources:

- **Issues Education** through easy-to-understand fact sheets about who hunger affects and why: *Food Insecurity and Hunger – Facts for Kids*.
- **Compassion Education Stories** to help young people understand food insecurity and hunger.
- **Activities** to kick off the program and educate the kids on the issue of hunger.
- **Service Project** ideas including Breakfast Boxes and Baskets, Snack Attack Sacks, Food Bank Collection, Soup Kitchen Dinner, Spread the Bread, or raise funds with March for Hunger or the Empty Bowl project.
- **Author Interviews** on books related to hunger such as *The Can Do Thanksgiving* by Marion Hess, *The Good Garden* by Katie Smith Milway, *Uncle Willie and the Soup Kitchen* by Dyanne DiSalvo, and *The Goat Lady* by Jane Bregoli.
- **Caring Partners** that can provide additional information and/or outreach related to the issue. Caring partners include Kids Can Make a Difference and Food Research & Action Center.
- **Internet Resources** which include the websites of many organizations related to hunger and information to expand the hunger projects that kids choose.
- **Project Tool Kit** that includes resources such as logos, letters, forms and media tools such as sample press releases and public service announcements.

Thanks to our founding partner, Hasbro, generationOn will award 200 mini-grants in the amount of \$250 each to support service projects that enable youth to “make their mark” on one of the following Make Your Mark Week issue areas: Animals, the Environment, Homelessness, Hunger and Literacy.