



End 68 Hours
of Hunger

How to Start a Program in Your Community



We're Here to Guide You

While there are numerous training resources available to help you get started, these instructions are designed to help someone start a program outside the geographical area where personal training can take place. They'll help you get off to a great start! Even so, Claire Bloom, Founder and Executive Director, is available to help by phone and through email.

We have embedded our videos for your convenience. If you are searching on YouTube for videos, please make sure that they say "by Claire Bloom."

For a good overview on the program, including interviews with volunteers, sponsors, school personnel, watch our [Who We Are, Why We Started, & How You Can Help Video](#).



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Once you have found two partners to agree to start a program, you need to fill out and send your contracts and your applications to the executive director. In your contracts identify who is going to get the bank statements. Then you need to look for donated space to store your food and pack your bags. A minimum of 300 square feet is ideal for up to 50 children, however, many programs operate with less. The space must be secure, however, to avoid any possibility of tampering with the food.

Meet Your School

The next step is to get authorization from the school system to deliver bags of food to the schools. Typically you would make an appointment to meet with the school superintendent or similar person, or the principal of the school you want to deliver to, to talk about the program and explain what you plan to do and get their approval.

Get the Accounts in Order

Once you have authorization to proceed, the executive director will set up your bank account. All programs have their accounts at Bank of America. If there is not one near you, then you will have to make all of your deposits by mail. You can check with your nearest branch to see if they have postage paid envelopes for your deposits, otherwise send your deposits to **Bank of America, 180 Washington St., Dover NH 03820**. The bank personnel will save your deposit slips and someone will pick them up regularly from the bank. The bank will send the coordinators debit cards with preset limits. If you need the limits changed, let the executive director know.

Now it is time to set up your spaces. The executive director will order you bins and shelving, which will be sent to the address you indicate. The video [How to Set Up your Space](#) will help you set up your facility.



[Watch Video Now »](#)

What Goes in the Bag

Now you have to decide what food you are going to deliver to the children. The video [E68 What goes in the backpack](#) gives you an idea of what food is included. The rules for what food you can include are all found in the Operations Manual which can be downloaded from the link above, but basically there must be 3000 calories in a bag, all food must be factory wrapped, and none may be expired. It must all be non-perishable with the exception of donated fruit and vegetables from a trusted source.

Fundraising Tips

As you start the process of trying to raise money and solicit donations to support the program, your best options are to speak with civic groups (the Lions, Rotarians, Kiwanis, etc.) and speak with the pastors of local churches about collecting food. Roughly 25% of all the food we give out comes from food donations.

Our experience is that letters to organizations are not an effective way to solicit funds.

As you prepare to speak with groups you might want to review what would be appropriate to say and how to answer some of the questions you may be asked. There are several videos on the YouTube site which are of presentations we have made. One is a full 45-minute presentation, one is a brief 30-second presentation, and one is a 2-minute presentation. You should review these to feel comfortable with the material before going to speak with anyone.

[Here are the links to these videos.](#)

[45-minute presentation](#)

[30-second presentation](#)

[2-minute presentation](#)

Now it is time to fill your unit with food, and recruit your teams to pack the bags. You can also recruit other teams to refill the bins, rotate stock, take inventory, do fundraising, do the accounting etc. You may have as many teams as you like! **Go out and speak with groups, raise money, buy food, fill bags, deliver them to the schools, and feed children!**

General questions about the program may be sent to:

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