



Professional Nurse Council

HEALTHY **OVER** HUNGRY  
**Cereal Drive**  
May 31 - June 7, 2019

BE A PART  
OF OUR



**Because breakfast  
doesn't take  
a summer vacation**

[childrensdmc.org/cerealdrive](http://childrensdmc.org/cerealdrive)

# 2019 School Toolkit



Children's  
Hospital  
of Michigan





## The Children's Hospital of Michigan Annual Cereal Drive to Combat Child Hunger

Dear Community Partner:

The Children's Hospital of Michigan Professional Nurse Council we would like to invite you to actively join us in the fight against child hunger during our Ninth Annual Cereal Drive in 2018.

The PNC believes there is a hunger gap that needs to be filled, and a way to address it. In Southeast Michigan, **more than 300,000** free, or reduced-fee breakfasts and lunches are served daily to kids during the school year. What happens during the summer months when school is out?

Our cereal drive began in June, 2010, collecting 160,757 servings of cereal. We immediately recognized the positive impact this project had on our community and eagerly set a goal to make this an annual event! Every year the Cereal Drive continues to exceed the previous years' serving totals, during our ninth drive in 2018, we collected **1,938,537** servings of cereal for the children of southeast Michigan!

Ranked as one of the best children's hospitals in the country, the Children's Hospital of Michigan PNC takes seriously our role as stewards of children's health. Hunger affects health. With a proven connection between nutrition and good health, our mission is clear.

We're asking for you to help us improve the lives and the health of our community's children. Collected cereal will be donated to Gleaners Community Food Bank, who will distribute the cereal collection to children and their families over the summer.

### **Collection Guidelines:**

We recommend that you collect your cereal during the month of May, however, you may run your cereal drive whenever you like. Please try and have your cereal delivered to the Children's Hospital of Michigan on Friday, May 31, 2019. To arrange pick-ups for a large donation, please call 313-308-0628. We are unable to accommodate food delivered prior to May 31, 2019 so we ask that you store your cereal in a secure, food friendly, and critter-free environment until it can be delivered.

We hope your school joins our effort to fight child hunger in Southeast Michigan next summer!

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# Children's Hospital of Michigan

## Dates to Remember May 31-June 7, 2019



All cereal must be delivered to Children's Hospital of Michigan **May 31, 2019 by noon**. To arrange pick-up for a large donation, please call (313) 308-0628

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## Gearing Up



- Children's Hospital of Michigan can provide collection bins from Gleaners to store your collected cereal.
- Be sure to place the bins in a location that is VISUAL.
- Location should be secure.
- Location should be food-friendly (and critter free).
- The following letter for solicitation of participants has been provided by Gleaners Community Food Bank.





## Children's Hospital of Michigan 2019 Cereal Drive

Gleaners Community Food Bank of Southeastern Michigan is delighted to partner and be the recipient for the ninth year of the Children's Hospital of Michigan Professional Nurse Council's annual ***Cereal Drive 'because hunger doesn't take a summer vacation'*** May 31– June 7, 2019.

*In 2010*, the Children's Hospital of Michigan Cereal Drive raised over 160,500 servings of cereal (14,180 pounds), the largest cereal drive in Gleaners history! Every year the Cereal Drive continues to exceed the previous years' serving totals. For the ninth year celebration in 2018, 1,938,537 cereal servings were collected. **An amazing total of over 6.4 million cereal servings have been collected by the Children's Hospital of Michigan in seven years!**

The impact of this community project is invaluable in the fight against child hunger. In southeast Michigan, nearly 300,000 children receive free and reduced-price school meals. For many of these children, breakfast and lunch at school are the only meals they can rely on. The ***Cereal Drive*** affords Gleaners large quantities and choices of cereal to distribute through our partners to our community's children who are home from school for the summer.

Thank you to our friends at the Children's Hospital of Michigan for their continued commitment to the health and wellbeing of the children in our community beyond the walls of their hospital. We look forward to the ninth annual ***2019 Cereal Drive*** and hope you can join us.

Gleaners' thanks you in advance for your support!

### ***Gleaners Community Food Bank is a 501 [c] [3] organization.***

*Gleaners Community Food Bank exists to provide households with access to sufficient, nutritious food, and related resources. We accomplish this through collaboration, efficient operations, education, and innovative solutions to achieve a hunger-free community in southeast Michigan.* Headquartered in Detroit, Gleaners operates five distribution centers in Wayne, Oakland, Macomb, Livingston and Monroe counties and provides food to nearly 500 partner soup kitchens, food pantries, shelters and other agencies throughout southeastern Michigan. Over the past year, Gleaners distributed more than 43 million pounds of food to neighbors in need! On average, Gleaners distributes 96,000 meals each day including providing nourishing food and nutrition education to 171,000 children a year.

**Every dollar donated provides three meals and  
97 cents of every donated dollar goes to food and food programs.**

*A copy of our non-profit tax exempt letter is available on request.  
For more tax information, please visit our website at [www.gcfb.org](http://www.gcfb.org).*

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## **Gleaners Community Food Bank of Southeastern Michigan Food Drive Guide**

**Thank you** for your interest in holding a cereal drive to benefit Children's Hospital of Michigan's Annual Cereal Drive and Gleaners Community Food Bank. Food drives are easy and a great opportunity to have some fun in the classroom! Get students more involved by holding a competition, offering an incentive, or presenting Hunger Awareness activities.

Below is some information to help make your cereal drive a success. Please go to [www.gcfb.org](http://www.gcfb.org) and click on the food drive tab for additional information or contact Yolanda Baston at [ybaston@gcfb.org](mailto:ybaston@gcfb.org) or **313-308-0628**.

Organizing a food drive is fun, but it can take some work. Below are some steps to help make your food drive a success.

### **Recruit A Team**

Get other teachers involved to build excitement, or split into teams by grade or classroom and see who can collect the most food. Be sure to include parents, the school principal, and leadership!

### **Pick Your Food Drive Dates**

Depending on the size of your school, 2-3 weeks is best. You want to give students enough time to bring in a donation without losing a sense of urgency and excitement.

### **Set Your Goal**

It helps to set a goal of how much cereal your school will work to collect. This will give people something to strive toward and will allow you to gauge your progress during the drive. We suggest asking each student to bring in a box of cereal and making that your goal.

### **Get Food Drive Supplies from Gleaners**

Gleaners can provide food drive collection boxes, flyers and "I Fed Someone Today" stickers. You are also welcome to use your own boxes. Contact **Yolanda Baston at 313-308-0628 to request supplies.**

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## Fun Cereal Drive Ideas for Your School

### Create Friendly Competition

A little friendly competition can be a big incentive for collecting more cereal. Hold a collection contest between grades, classrooms, or floors. You could even challenge another school to get in on the competition and have the “losing” school’s principal perform a dare like dressing up in a goofy costume or the other school’s spirit gear, or performing a song chosen by the students!

### Have an Incentive for Reaching the Goal

Incentives are a great way to encourage participation! Offer a reward if the students reach the cereal drive goal. A pizza lunch, free period, movie, technology day, pajama day, extra credit, or a tardy forgiveness are always crowd pleasers! Have the principal or teacher agree to perform a silly stunt if the goal is reached. Whipped cream pies to the face or dress up in a silly costume?

### Piggy Back

Add the food collection to another planned event like a school dance, sporting event, activity day, pep rally, or ice cream social. Be sure to publicize the drive before the event so students and parents know you will be collecting.

### Jeans Day or Casual Day

For a specific donation amount, students could wear jeans or skip the school uniform for a day.

### Build a Cereal Wall

Get creative with your collection. Welcome visitors to your school with a wall of cereal inside! Build a tower with the boxes, or challenge the students to bring in enough boxes to fill the principal’s office!



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## **Cereal Drive Contact Information**

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School Coordinator

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**Pam Taurence RN**

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**Suzette Hohendorf**

Gleaners Food Bank

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[shohendorf@gcfb.org](mailto:shohendorf@gcfb.org)

**Yolanda Baston**

Gleaners Food Bank

(313) 308-0628

[ybaston@gcfb.org](mailto:ybaston@gcfb.org)

Keep up with us:

[ChildrensDMC.org/CerealDrive](http://ChildrensDMC.org/CerealDrive)



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