

The **HyVee** EMPLOYEE OWNED Poverty Diet

Challenge and Competition

What is it? The Poverty Diet Challenge made its Student Food Drive debut in 2008 as an initiative to expose individuals to the realities of living on food stamps. This year, the Challenge is back and, with support from **HyVee**, will become a staple and annual food drive event! This event challenges participants to spend no more than \$3.43 per day on food and drink in order to gain an understanding of the struggle that people surviving on food stamps face everyday.

Who can participate? **Everyone!** Area high school students and their parents, teachers, and other high school staff members are all encouraged to sign the pledge form. Students should especially seek the pledges of on-air media personalities, mayors, school superintendents, government officials, church leaders, business owners, and school and Food Drive leaders (teachers, Board Members, etc) because their signatures are worth extra! (See ‘Why,’ below)

When will it happen? Wednesday and Thursday, **October 7th and 8th**. Deadline for pledges: Oct. 6th (see below)!

Why should we participate? It’s a competition! For every individual who signs one of your schools official pledge forms, **one pound** of food will be donated to the River Bend Food Bank toward your school’s Student Food Drive total! (Up to 17,000 lbs. of food). The school the collects the most signatures will receive an additional **2,000 lbs!** And, signatures from local **VIPs** (see ‘Who’ above) are worth **15 lbs** of food!

How do we sign up? All participants **must sign** an official form, pledging to spend no more than \$3.43 per day on food and drink on October 7th and 8th. One pound of food will be donated for each individual who has signed an **official pledge form!**

Why is it important? Over the past 24 years, area high school students have collected 12,191,154 pounds of food, valued at over \$23.45 million, to donate to hungry people in our community! But how often do high school students think about the **poor and needy people** living in the Quad Cities and the challenges they face? That’s why we are asking the Student Chairs to encourage their classmates to **experience the struggle** of living on food stamps by participating in the Poverty Diet.

**** **Pledge deadline: Tuesday, Oct. 6th** ****

Mail pledge forms to Student Food Drive, 4457 E. 56th Street, Davenport, Iowa 52807
MUST BE postmarked by Oct. 6

AND

Email totals to: studentfooddrive@gmail.com by 4:00 p.m. on Oct. 6

Email must include number of pledges

IMPORTANT: Indicate number of 1 lbs pledges & 15 lb pledges

Email totals will be compared to pledge forms before winning school is announced!!