

HARVEST FOR ALL

Introduction

Each year the American Farm Bureau Young Farmers and Ranchers programs across the country partner with America's Second Harvest to provide food for needy Americans.

The key step in developing the partnership between America's Second Harvest and the American Farm Bureau Federation is for members of the Young Farmers & Ranchers Committee to participate in a service project with America's Second Harvest, volunteering their time at a local food bank. The American Farm Bureau Federation also encourages farmers and ranchers to make financial donations to America's Second Harvest and its local members, to volunteer by sorting groceries or sharing their professional agricultural skills, and to donate food and grocery products.

Planning Basics

Putting together a Harvest for All event or ongoing campaign will help generate positive publicity about agriculture, create greater understanding of the problem of domestic hunger, and foster public goodwill toward farmers and ranchers for their efforts to provide food security for our country. While this packet contains a few specific ideas on potential Harvest for All activities, what you ultimately decide to do in your county is entirely up to you. Following, however, are a few pointers for conducting special events that should prove helpful, no matter what form your effort takes.

First, it is important for you to choose and plan your event. Ask yourself several questions.

- What is the purpose?
Example: To provide a leadership opportunity for our Young Farmers, to give back to the local community and to promote the message that Farmers provide Alabamians with a safe, abundant, and affordable food supply.
- Who are your target publics?
Example: Local community, i.e. consumers
- Do you have the time and resources to implement an effective event?
- Have you secured input and/or support from members of your county Farmers Federation?
- Are you familiar and comfortable with the message?

Following are some specific event planning details you should address.

- Develop a plan and put it in writing.
- Assemble a team to carry out your plan. This should include volunteer Farm Bureau members, but could also include staff involvement. You also should involve your local food bank or agency.
- Assemble a basic media kit that includes: background on Farm Bureau; a localized Harvest for All news release; information on local agriculture; information on hunger in your community/state; and other supportive material.
- Consider a booth with banners, handouts, posters and perhaps a giveaway item.

- Determine a schedule for your event and considering inviting the news media.
- Choose a location/facility for the event and contact the person in charge.
- Follow-up with thank-yous to everyone who helped make your event successful.

EVENT IDEAS

There are several ways to play a role in helping generate the millions of additional pounds of food needed to feed those who can't afford to feed themselves. The following are some ideas on what can be done to help. County Federations are encouraged to use these ideas with the appropriate groups identified in creating their overall Harvest for All campaign.

Individuals

- Find out where your local food bank or hunger-relief agency is located, call and volunteer to help. Visit www.secondharvest.org for America's Second Harvest affiliates.
- Organize a food drive or fundraiser for your club, neighborhood or workplace. Coordinate efforts with your local food bank or hunger-relief agency.
- Donate money.
- Increase awareness of the hunger issue among your friends, family and colleagues. Call or send an e-mail and encourage others to get involved.

Businesses

- Donate money or food.
- Sponsor a contribution-matching program for your employees. Match dollar for dollar, or match money for food items donated. Deliver donations to local hunger-relief agency.
- Brainstorm with a local food bank or hunger-relief agency on ways your business can partner with them. Perhaps you have a delivery van that can help with picking-up large donations of food, or perhaps you can print fliers for an upcoming food drive.
- Sponsor a workplace event. For example, have employees donate their lunch money for one day and give the total to a local food pantry.

Schools

- Organize a food drive or fundraiser. Coordinate efforts with your local food bank or hunger-relief agency.
- Increase awareness of the hunger issue by featuring a local hunger-relief agency in your school newspaper.
- Provide students with credit for volunteer hours at a local food bank or hunger-relief agency.
- Contact your local A2H affiliate regarding a hunger awareness curriculum.

FAMILY FRIENDLY VOLUNTEER ACTIVITIES

Ending hunger in America depends on the volunteer work of literally millions of Americans who know that they can make a difference. There are as many different ways to volunteer, as there are individuals and communities across this country. By families involving their children in their efforts, children learn first hand how their own volunteer work can strengthen the community.

County Federations should contact local food banks before encouraging families to engage in any of the suggested volunteer activities or arranging family volunteer activities.

Make Volunteering a Family Activity

- Let your children help sort coupons, shop for sale foods, and find favorite family recipes to match the foods you donate to a local hunger-relief charity.
- Your children can help decorate grocery bags or boxes used at local food banks. This makes sorting foods for those with special dietary needs (diabetic, low-salt, kosher, etc.) more interesting and gives the recipients a special, homemade gift.
- You and your children can help other families in need by picking up cases of donated toothbrushes, razors, soaps, shampoos, etc; sorting them at home and returning prepared “gift-bags” to the food bank. Families arriving at shelters unexpectedly sometimes desperately need these items.
- Arrange to bring youth groups to the food bank to help sort salvaged food.
- Work with your child’s school to sponsor a food and funds collection – perhaps creating a competition among the various schools in your community.

VOLUNTEER ACTIVITY SHEET

Program: FOOD AND FUND DRIVE

Objective: Generate needed capital and/or food supplies for local food banks.

Description: A Food and Fund Drive involves soliciting for both food and monetary donations to be used by local food banks.

Participants: Local schools, churches and community groups can be recruited to hold food and fundraisers. Participants should be invited to the food bank on a designated day for a “thank you tour.”

Media: Potential “competitive” events could draw media interest, as will food and fund drive participants tour event at the food bank.

Message: The entire community is involved in ending hunger. Together, we can fight domestic hunger. The farm and ranch families of The Alabama Farmers Federation – America’s first harvesters – are partnering with America’s Second Harvest – the nation’s largest domestic hunger-relief charity – to create a hunger free America.

Process:

- Send letters to schools, companies and clubs to encourage them to raise food and money for the food bank.
- Schedule pick-ups of food and money, as well as group presentations.
- Invite groups to tour the food bank on the designated day to see first hand how they can continue to help.
- Invite representatives from local agencies to be on hand for the tours to show the connection between the food bank and the individual programs.
- Have Federation representatives on hand for the tours to discuss agriculture and the connection between America’s first harvesters and America’s Second Harvest.
- Distribute Orange Ribbons to symbolize the fight against hunger

VOLUNTEER ACTIVITY SHEET

Program: HUNGER IS NO PICNIC

Objective: To raise funds for local food banks and agencies and raise awareness of the general public about hunger in the state.

Description: Organize an informal gathering in a park. Themes like “Hunger Is No Picnic” and “Hunger Is No Walk in the Park” can be used. County or state Federation organizers together with food bank representatives will be the primary participants, soliciting pledges to raise money for the programs. Organizers also determine what activities will be included in the gathering – picnic meal served, games held, etc.

Participants: Federation and food bank participants should recruit “pledge raisers,” food bank supporters and general public wanting to show their support for hunger-relief encourage greater participation

Media: Invite media to the event describing planned activities. Other pre-event publicity could help build “public support” and coverage of the activities.

Message: Together, we can fight domestic hunger. The farm and ranch families of The Alabama Farmers Federation – America’s first harvesters – are partnering with America’s Second Harvest – the nation’s largest domestic hunger-relief charity – to create a hunger free America.

Process: Federation and food bank representatives can follow these steps to organize the activity:

- Decide on a location and time for the event.
 - Recruit volunteers to participate by phoning and speaking to them in person.
 - Discuss with volunteers how to raise money effectively.
 - Solicit sponsors.
 - Recruit speakers and draft agenda for the day.
 - Plan logistics (A/V, refreshments, etc.).
 - Collect money from donors.
 - Conduct the event.
 - Collect additional money.
 - Thank the participants and sponsors.
 - Follow up with media to report final results.
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THIS LETTER CAN BE USED TO SOLICIT DONATIONS FROM GROWERS/PACKERS

Date

Mr. Joe Farmer
Packer Inc.
1234 Ag Street
Agville, AL 01234

Dear Mr. Farmer,

Alabama's farm community works hard to provide the world with an abundant, safe and affordable supply of food. However, despite our best efforts, one out of nine citizens in the United States is at risk of hunger. To help address this problem the Alabama Farmers Federation's Young Farmers are working with America's Second Harvest to ensure a *Harvest for All*.

America's Second Harvest supplies a network of more than 200 regional food banks and food rescue organizations, supporting 50,000 relief agencies. Through this network, food is distributed to 23 million Americans each year in all 50 states and Puerto Rico. America's Second Harvest is a nonprofit organization, and all donations to Second Harvest are tax deductible. They can accept any size donation, from a grocery bag of food, to a full semi-truckload of product.

The _____ will be conducting a food drive on _____, and we are asking for your help in reaching our _____-pound goal. If you are able and willing to donate product, we will arrange for an America's Second Harvest truck to pick up any product you can give. Again, all donations are tax deductible.

If you are interested, please fill out the attached donation slip and fax to the number provided. We will use this information to schedule pick up times. Forms need to be returned to me by

_____.

Whether you are able to donate or not, please share this information with anyone who you feel would be interested in this event. Thank you in advance for your time and for helping us with this worthwhile endeavor. If you have any questions, please contact me at

_____.

Thank you in advance for your consideration.

Sincerely,

SALLY LEADER

_____ County Young Farmers Committee

AMERICA'S SECOND HARVEST DONATION FORM

COMPANY INFORMATION:

Company: _____

Contact: _____

Address: _____

Phone number: _____ Fax number: _____ Email: _____

Shipping phone number: _____

PRODUCT INFORMATION:

Product to be donated: _____

Quantity and approximate weight: _____

Pick-up number (if necessary): _____

Time of day available: _____

Please return completed form by _____ to:

SALLY LEADER
4567 LEADER Ln
Agville, AL 12345
555-555-5555
555-555-5555 fax
sally@leadersville.org

YOUNG FARMERS CONFERENCE

There is a tremendous need in the Alabama Farmers Federation for capable leadership to stimulate clear thinking in deciding which direction we want to take in the policies and programs of the Alabama Farmers Federation. There is an equal need for each individual (whether he is a Farmers Federation member or not) to develop his leadership ability in order to fully exercise his duties as a member of our society.

The Young Farmers Leadership Conference makes available new opportunities to stimulate the development of leadership indirectly through the program participants. The conference is oriented to bring greater insight of Alabama Farmers Federation programs to its younger members while at the same time offering leadership training in order to carry out the many Young Farmer programs on the county level.

Another phase of the conference is to recognize and honor young farm families through our Outstanding Young Farm Family Awards program. These 17 state winners will be named at a banquet during the conference. The top 6 will move forward to compete in round 2 of the competition. These finalists will be judged on farm in the following summer by a different set of judges. These judges will pick the state Outstanding Young Farm Family.

THE WEBSITE FOR THE YOUNG FARMERS CONFERENCE WILL OPEN BY DECEMBER 15 EACH YEAR.

ALABAMA YOUTH LEADERSHIP CONFERENCE

PURPOSE

The Youth Leadership Conference consists of three days of workshops and seminars devoted to cultivating leadership in Alabama's Youth. Its foundation lies in the fact that leaders are not born, they are made. The Youth Leadership Conference is an opportunity to help high school age students begin the process of becoming a leader whatever walk of life they choose.

The delegates consist of 100+ young people (male and female) ages 15-19 (approximately 90% 15 - 16) from all across the state. We like to think they are the "cream of the crop" since they are selected by their county Farmers Federation Board of Directors. Registration is limited to 150 delegates. While we are dedicated 100% to protecting and promoting agriculture in Alabama, only a small portion of these attendees come from a farming background.

The weekend consists of a series of three workshops, lasting an hour and a half each, aimed at developing leadership potential. During a series of five general sessions, the delegates listen to speakers that hold many different state and community leadership positions. The content of the workshop is designed to inspire the delegates to make the most out of their lives, to develop good leadership habits within themselves, and to become responsible, productive citizens. Past speakers have included the State Attorney General, State Representatives, professional athletes, and various motivational speakers.

Developing the attitudes, knowledge and desire, motivation to achieve, excel and enjoy living, underscores the need to expose our youth to truths and direct their energies to a better tomorrow. The Alabama Farmers Federation and its many programs can be that vehicle. This Alabama Youth Leadership Conference is designed to serve as that vehicle for our youth.

QUALIFICATIONS

The conference will be aimed primarily at young people between 15 and 19 years of age. Each county will be asked to send delegates.

PROGRAM

Informal lectures, films, participation workshops and addresses by top leaders and speakers will be included in the three-day program. Properly supervised sports competition will be the recreation for the program. Suggestions for chaperons: young farmers, FFA, FHA, 4-H advisors, and Alabama Farmers Federation members.

APPLICATIONS WILL BE MADE AVAILABLE TO COUNTIES EACH MARCH.