



#BROWNBAGIT CAMPAIGN

IN SUPPORT OF

ACTION AGAINST HUNGER CANADA

CONTENT GUIDE FOR OFFICES AND FAMILIES

WHAT IS ACTION AGAINST HUNGER?

Action Against Hunger / Action contre la Faim is an international humanitarian organization that fights hunger and its root causes worldwide since 1979.

Our vision is simple: a world free from hunger, for everyone, for good.

Our three major aims are:

- to mitigate the consequences of hunger;
- to address the causes of hunger;
- to change the way hunger is viewed and addressed.

Together, we reached over 20 million people in nearly 50 different countries in 2017.

**FOR ALMOST 40 YEARS,
ACROSS NEARLY 50
COUNTRIES, WE HAVE
LED THE GLOBAL FIGHT
AGAINST HUNGER.
WITH YOUR SUPPORT,
WE WILL NEVER GIVE UP
UNTIL THE WORLD IS FREE
FROM HUNGER.**

WHAT IS THE #BROWNBAGIT CAMPAIGN?

Together, we can be the generation that ends hunger in our lifetime! Pack a nutritious lunch this fall and donate the money you save so every kid around the world can have access to nutritious food.

For inspiration, check out the simple lunch recipes that we'll share weekly from top chefs this fall.

Your donation will help the communities we work with in nearly 50 countries feed their children healthy meals.

We will be asking everyone to donate the equivalent of what they would spend on lunch (\$8 is suggested) toward our international work. We will be sharing a simple and nutritious lunch recipe from a top Canadian chef every week. Workplaces and families can all get involved – check out the information below to help you out!



HOW CAN YOU BE INVOLVED?

IN THE WORKPLACE

One thing that all offices can rely on is having a lunch culture. Perhaps everyone scatters to buy their food and then gathers in the break room, or maybe there's a nearby cafeteria where most people order their lunch. Some people prefer to eat outside and others stay at their desks. Whatever your habits are, we have a challenge for you!

For one day each week for the campaign, we challenge your office to make a lunch at home to bring to work. Keep each other accountable! Share ideas! Use the recipes that our chef ambassadors provide!

Donate what you would have spent on lunch that day to Action Against Hunger, to help ensure that youth in Canada and around the globe have access to affordable, nutritious food and gain the life skills to create sustainable change in their communities.



FOR YOUR OFFICE NEWSLETTER/E-MAIL (TAILOR TO YOUR GROUP)

Dear [name of org] team,

Malnutrition is the single greatest threat to child survival. Every year, 3.1 million children die of malnutrition – a staggering 45% of all child deaths globally.

That's unacceptable.

Action Against Hunger is working to change that by tackling the root causes of hunger through targeted interventions in 50 different countries. In 2017, with the help of supporters like us, we have been able to reach 20 million individuals.

We're asking you to pack a lunch at least once a week until October 16th (World Food Day) and donate your lunch money to support a world that's free from hunger.

As an added bonus, top Canadian chefs will be providing simple and nutritious lunch recipes that we can try! Let's all come together on [date and time] in [location] to enjoy our packed lunches together, and collect donations to make a difference.

Join us and #brownbagit to put an end to hunger in our lifetime.

Will you join us?

**FOR FOOD.
AGAINST HUNGER AND MALNUTRITION.**

**FOR CHILDREN THAT GROW UP STRONG.
AGAINST LIVES CUT SHORT.**

**FOR ACTION.
AGAINST HUNGER.**

[Learn more about #brownbagit](#)

[Support this work](#)

Action Against Hunger is a registered charitable organization (#833634678RR0001) that treats and prevents severe acute malnutrition in 50 countries around the world.

WITH YOUR FAMILY

Get your whole family involved!

- Include a special note in your packed lunches this week, encouraging each other to talk to their class about hunger in Canada, and work that Action Against Hunger does.
- As a family, learn about what hunger looks like around the world and in your community, and encourage each other to make choices that will allow everyone to have healthy, nutritious food.
- Change up your eating habits this month and talk about where your food comes from.
- Make a family donation to the campaign [here](#), and know that you're helping families around the world have access to nutritious food.



USEFUL RESOURCES

STATISTICS ABOUT WORLD HUNGER

- 815 million people of the 7.6 billion people in the world, or 10.7%, are suffering from chronic undernourishment (FAO 2016)
- After steadily declining for over a decade, global hunger is on the rise again (FAO 2017) with 38 million more people than the previous year.
- 155 million children aged under five are stunted (too short for their age) while 52 million suffer from wasting (their weight is too low for their height).
- Key drivers behind the resurgence of hunger and many forms of malnutrition are conflicts, climate change, and poverty.



ACTION AGAINST HUNGER CANADA

500-720 BATHURST ST

TORONTO, ON M5S 2R4

1-416-644-1016

www.actionagainsthunger.ca

info@actioncontrelafaim.ca



[@actioncontrelafaimcanada](https://www.facebook.com/actioncontrelafaimcanada)



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