



THE GREAT AMERICAN MILK DRIVE SCHOOL FUNDRAISING CHALLENGE

Dear Educator,

Help your students fight hunger this holiday season — and earn a cash grant for your school from the dairy farmers of the American Dairy Association and Dairy Council (ADADC) in New York, New Jersey, and Pennsylvania — by taking part in **The Great American Milk Drive School Fundraising Challenge**.

This free teaching program, developed in conjunction with curriculum experts Young Minds Inspired (YMI) and sponsored by the Milk Processor Education Program, educates students about the problem of hunger in America while providing a framework for creating a fundraising campaign that drives community participation in **The Great American Milk Drive** to make a difference in the lives of people in need.

See the back panel of this guide to learn how your fundraising campaign this holiday season can earn a cash grant for your school. But act now — **deadline for entry is December 21, 2015**.

We hope you will share this program with other teachers in your school. Although the materials are copyrighted, you may make as many copies as needed for educational purposes.

Please use the enclosed card or comment at ymiclassroom.com/feedback-milk-drive to provide feedback. We look forward to hearing from you.

Sincerely,

Rick Naczi
CEO
The American Dairy
Association and
Dairy Council

Dr. Dominic Kinsley
Editor In Chief
Young Minds Inspired



For questions, contact us toll-free at 1-800-859-8005 or by email at feedback@ymiclassroom.com.

Target Audience

Students in grades 6-8 and their parents.

Program Objectives

- Increase student awareness of the problem of hunger in both rural and urban America and the shortage of milk donations at local food banks.
- Motivate and empower students to execute a school campaign in support of **The Great American Milk Drive**.

Program Components

- This one-page teacher's guide
- Three reproducible activity sheets
- Information about the fundraising challenge

- Reproducible take-home letter
- A colorful classroom poster
- **A reply card for your fundraising report due December 21** and your comments, or comment online at ymiclassroom.com/feedback-milk-drive.

How to Use This Program

Photocopy the teacher's guide, activity sheets, take-home letter, and contest information, and share these components of the program with other teachers in your school. Display the poster to track your fundraising success, coloring in the jugs to mark your campaign progress.

About The Great American Milk Drive

The Great American Milk Drive is the first-ever nationwide program delivering fresh milk to the hungry and food insecure throughout America. One in six families in America faces hunger on a daily basis. For Feeding America, one of the nation's largest hunger-relief programs, the ongoing shortage allows them to provide only one gallon of milk per food-bank client, *per year*.

Activity 1 Understanding Hunger

Part 1: After students complete the quiz, discuss hunger in America using these answers:

1. **False.** Hunger and food insecurity exist throughout the U.S. in rural, urban, and suburban areas.
2. **True.** Feeding America's 2014 *Hunger in America* report states that 9 out of 10 households served by their food-bank network have children.
3. **False.** The USDA and Feeding America define food insecurity as a lack of or limited access by all people within a household at all times to enough nutritionally adequate food for an active, healthy life.
4. **True.** With limited budgets, families must choose between paying for rent, utilities, medical bills, or food. This puts more expensive, healthier foods such as fresh fruits, vegetables, and whole grains out of reach.
5. **False.** Lack of employment is the greatest factor determining those who are hungry or food insecure. Many families served by the Feeding America network in 2014 had at least one member unemployed during the year.
6. **False.** Food banks typically can only supply one gallon of milk per family per year.
7. **True.** Income issues force families to make these kinds of decisions daily.
8. **True.** In the past, food banks served temporary or short-term needs; they now feed 12 million Americans year-round.
9. **False.** Close to 30% of food is wasted in America. Restaurants, grocers, and farmers help supply food banks with recovered produce like fresh fruits, vegetables, and whole grains or

prepared food; however, there is no shortage of food in America.

10. **True.** With one in six Americans being affected, it is likely that everyone knows someone in need, whether they are aware of it or not.

Part 2: After screening the five-minute video in class, assign 3-4 students per topic, using the sheet to plan their research strategy and list references. Share presentations in class with parents, administrators, and other classes.

Activity 2 The Social Network

Screen the two-minute video, *The Milk Gap*, at <http://milklife.com/give/videos/2314>, to introduce the challenge of moving fresh milk through the food distribution network.

Review the answers below, helping students identify ways they can donate or volunteer at food agencies and community distribution centers by using resources such as feedingamerica.org/find-your-local-foodbank. Consider inviting a food-bank representative to speak in class or take a field trip to a local food bank.

Answers: Donors – farmers, food manufacturers, grocery stores, individuals, restaurants, The Great American Milk Drive; **Agencies/Distribution Centers** – churches, food pantries, shelters, youth programs; **People in Need** – working poor, children, disabled, senior centers, homeless, seniors, unemployed

Activity 3 Milk Strong: Community Strong

Review the poster and discuss the fact that one in six Americans struggles with hunger. Have students do the math to consider how many students in their school population might be affected in this way. How does limited access to milk affect children's growth and development and adult health?

Ask students to form teams to work on one of the "Campaign Planner" areas on the activity sheet. Make sure that students take the take-home letter home to help drive community involvement toward your fundraising goals.

Resources

- ymiclassroom.com/milk-drive
- American Dairy Association and Dairy Council: adadc.com
- Feeding America: feedingamerica.org
- The Great American Milk Drive: milklife.com/give

Food Banks

- Community Food Bank of New Jersey: cfbnj.org
- Feeding Pennsylvania: feedingpa.org
- Food Bank Association of New York State: foodbankassocny.org



Activity 1

UNDERSTANDING HUNGER



PART 1

Hunger affects one in six Americans. How much do you know about this big but mostly invisible problem that affects 12 million Americans each day? Take the True/False quiz below to find out.

1. ____ In America, only people who live in big cities suffer from hunger.
2. ____ One in five kids in America lives in a family that struggles to put food on the table.
3. ____ Food insecurity means being afraid to eat foods that aren't good for you.
4. ____ In a recent *Hunger in America* survey of families who rely on food pantries and meal service programs to feed themselves, 79% report purchasing cheaper, unhealthy food to feed their families.
5. ____ If you're hungry in America, you must be homeless.
6. ____ Food banks that serve the hungry and food insecure in America always have plenty of fresh milk on hand for those who need it.
7. ____ Many people who are hungry or food insecure must choose between paying for things like rent, utility bills, car payments, and healthy food like fresh fruits, vegetables, and whole grains to feed their families.
8. ____ Many households in America depend on the nation's network of food banks and their distributors to help feed their families.
9. ____ A shortage of food in America is contributing to hunger and food insecurity.
10. ____ You might be unaware that someone you know is suffering from hunger.



Get the facts and figures on food insecurity and hunger in your state and community by visiting feedingamerica.org/hunger-in-america/hunger-in-your-community/.

PART 2

View the *Hunger in America* video at feedingamerica.org/assets/video/video-hunger-in-america-2014.html.

Follow your teacher's directions to create a group presentation on one of the following topics:

- the reasons for hunger in America
- how hunger affects people's attitudes and actions
- the effects of poor nutrition on child development
- resources that serve the hungry and food insecure in your community

Use the outline below to organize your presentation.

Group Topic: _____

Group Members: _____

Topic Facts: _____

Visuals To Use

References: _____

Getting Started: Start your research by visiting **The Great American Milk Drive** website at milklife.com/give and Feeding America at feedingamerica.org.



Activity 2

THE SOCIAL NETWORK

As the song says, "I get by with a little help from my friends." This is never more true than when serving the needs of the hungry and food insecure. This graphic shows how the support network helps feed the millions of people who suffer from hunger in America.

Can you write the names of the different community members from the list below in their correct place within the Hunger Relief Support Network graphic?

Hunger Relief Support Network

Donors

Agencies/
Distribution Centers

People in Need

Where do
you fit into the
network?

Community Members

- Farmers
- Working poor
- Food pantries
- Seniors
- Food manufacturers
- Youth programs
- Children
- Disabled
- Shelters
- Grocery stores
- Senior centers
- Homeless
- Churches
- Individuals
- Restaurants
- Unemployed
- The Great American Milk Drive

The dairy farmers of the American Dairy Association and Dairy Council (ADADC) are pleased to be part of the Hunger Relief Support Network in your community! Your generous donations of milk produced at dairy farms throughout your region help support **The Great American Milk Drive**. American dairy farmers are proud to help you make a difference for those in need.



Activity 3

MILK STRONG: COMMUNITY STRONG



One in six Americans struggles with hunger. By participating in **The Great American Milk Drive School Fundraising Challenge**, you can help improve the lives of people in your community! Use your campaign to help others and possibly win cash for supplies for your classroom!

How it Works

Drive local awareness of the milk gap at food banks through your school campaign. Clearly communicate these two easy ways people can donate:

- When you purchase milk at a participating supermarket.
- By donating online at <https://milklife.com/give/donate>.

Donations to **The Great American Milk Drive** go to local food banks based on the donor's zip code and are distributed in the form of milk coupons to those in need at agencies and distribution centers in your region that feed the hungry and food insecure. Visit milklife.com/give for more information.

Tips for Success

1. **Attention, Please!** Plan fun campaign ideas and activities that grab attention and motivate the entire school community.
2. **Ready, Set, Goal!** Set a goal for the drive. How many donations of a gallon of milk do you want to achieve?
3. **Timing is Everything.** Create a timeline and keep momentum going as you work toward the campaign goal.
4. **Divide and Conquer.** Choose the area you want to focus on. Then form a team with classmates and get organized!

Other Ideas? List them here!

Campaign Planner

Strategy: Organize the campaign with clear goals and keep it on track.

Creative: Provide campaign's artistic flair with cool, attention-grabbing audiovisuals.

Education: Furnish facts about hunger for campaign advertising.

Activities: Spin campaign fun with ideas to motivate participation.

More Ways to Help

- Keep a coin collection box for the family's spare change to donate to your local food bank to help purchase nutritionally important fresh fruits, vegetables, and whole grains, or to donate milk for **The Great American Milk Drive**.
- Volunteer at a local food bank. To find a food bank near you, visit feedingamerica.org/find-your-local-foodbank.
- Write a letter to the editor of the local newspaper about the issue of hunger in your community.



Parents! Support your child's class efforts to make a difference by participating in **The Great American Milk Drive!** Learn more by visiting milklife.com/give and feedingamerica.org/take-action/volunteer/.

Kids and dairy farmers make a difference! Students in the ADADC-sponsored *Fuel Up to Play 60* program, an in-school nutrition and physical activity program, raised \$500 in donations to **The Great American Milk Drive**. That's roughly 125 gallons of fresh, nutritious milk for community food banks in your region!





Reproducible Master

Take-Home Letter

HOLIDAY GIVING

JOIN THE FIGHT AGAINST HUNGER AND HELP YOUR CHILD EXPERIENCE THE TRUE SPIRIT OF THE HOLIDAY SEASON BY SUPPORTING THE GREAT AMERICAN MILK DRIVE!

Dear Parent/Guardian,

Our school is participating in **The Great American Milk Drive School Fundraising Challenge**, a community service competition sponsored by the dairy farmers of the American Dairy Association and Dairy Council in New York, New Jersey, and Pennsylvania.

During this holiday season, your child and the other students at our school will be collecting donations to **The Great American Milk Drive**, a partnership between dairy farmers and Feeding America that aims to provide fresh milk to food insecure families across the country. We hope that you will lend your support to our fundraising campaign by making a donation and by encouraging your friends and family members to do the same.



Fresh milk is among the most requested items at food banks, but it is not usually available because of its perishability. In fact, the supply is so low that, on average, families in need receive **less than one gallon per year**. Your donation to **The Great American Milk Drive** can help increase the supply by providing families in need with vouchers they can use to obtain fresh milk at a local supermarket.

Please send your donation to school with your child, and help your child collect donations from neighbors, friends, and members of your extended family. Spread the word among co-workers and throughout your community, and use social media to reach an even wider network. Our fundraising campaign will conclude within just a few weeks, so we are counting on you to help us engage as many potential donors as possible.

Thank you for joining us in the fight against hunger during this holiday season. With your support, we can bring more fresh milk to hungry families in our community and help our children learn the rewards of helping others.

Sincerely,



THE GREAT AMERICAN MILK DRIVE SCHOOL FUNDRAISING CHALLENGE

To encourage more students to join the fight against hunger, the dairy farmers of the American Dairy Association and Dairy Council (ADADC) in New York, New Jersey, and Pennsylvania have launched a unique community service competition that challenges schools to conduct a holiday season fundraising campaign for **The Great American Milk Drive**.

There are two ways your school can win:

1. The ADADC will match the donations collected by the first 20 schools to submit a report on their holiday fundraising campaign, up to \$500 per school. (Winners will be asked for a receipt showing the amount of their school donation.)
2. All schools that submit a report on their holiday fundraising campaign will be entered in a drawing to receive a cash grant from the ADADC, which can be used to purchase in-class exercise balls and fit pads or other classroom resources. One school will receive a \$2,000 grant, and two schools will each receive a \$1,000 grant.

Here's how to participate:

Step 1: Use the reproducible take-home letter to inform parents/guardians about your school holiday fundraising campaign and to enlist their support.

Step 2: Use the planning guide (Activity 3) to help students brainstorm ideas for collecting donations at your school and in your community. To get started, students can decorate empty milk jugs to collect donations —

- from family and friends
- in the school cafeteria
- at your school holiday assembly
- at PTA meetings and bake sales
- outside local supermarkets (with the store manager's permission)
- at community holiday events

THE GREAT AMERICAN MILK DRIVE SCHOOL FUNDRAISING CHALLENGE OFFICIAL RULES

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE CHANCES OF WINNING.

1. **Eligibility:** The Great American Milk Drive School Fundraising Challenge (the "GAMD Challenge") is open to all schools located in New York, New Jersey, or Pennsylvania that have received the "The Great American Milk Drive" educational program. Employees (and the immediate families and household members of such employees) of the American Dairy Association and Dairy Council, its members, advertising agencies, and YMI, Inc. are ineligible. The GAMD Challenge is subject to all applicable federal, state, and local laws and regulations. Void in Puerto Rico and where prohibited by law.
2. **How To Enter:** The GAMD Challenge begins at 12:01 AM Eastern Time on November 16, 2015 and ends at 11:59 PM Eastern Time on December 21, 2015 (the "Promotional Period"). To enter, schools must conduct and report on a fundraising campaign for The Great American Milk Drive. Fundraising reports must describe the school's fundraising activities, the dates of the fundraising campaign, and the amount of money donated to The Great American Milk Drive. Fundraising reports may be submitted by filling out the reply card enclosed with the "The Great American Milk Drive" educational program and mailing it to: Young Minds Inspired, 90 Crown Street, New Haven, CT 06510; or by filling out and submitting the online reporting form at ymiclassroom.com/gamd-challenge. Fundraising reports must be postmarked or received no later than December 21, 2015. A total of one entry allowed per school. The Sponsor, Administrator and any Internet access providers, their respective parents, affiliates, divisions, and agencies, and each of the foregoing entities' respective employees, officers, directors, shareholders and agents (the "Released Parties") are not responsible for incorrect or inaccurate transfer of entry information, human error, technical malfunction, lost/delayed data transmissions, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software or any combination thereof, inability to access web sites, damage to a user's computer system (hardware and/or software) due to participation in the GAMD Challenge or any other problem or error that may occur, or for late, lost, incomplete, stolen, misdirected, mechanically reproduced, illegible entries, or postage due entries and/or mail. By entering, entrants agree to these Official Rules.

Step 3: Use the wall poster to track your fundraising success. Give your campaign a title, set start and end dates, and decide on a fundraising goal. Then color in the milk jugs to mark your progress. Depending on your goal, each milk jug can represent one dollar, five dollars, or more!

Step 4: At the end of your fundraising campaign, use the money your students have collected to make a donation online at <https://milklife.com/give/donate>. You will need a credit card or Paypal account. Minimum donation is \$5.00.

Step 5: Submit a report on your school fundraising campaign by filling out and returning the enclosed postage-paid reply card, or by using the online reporting form at ymiclassroom.com/gamd-challenge. All schools that submit a fundraising report will be entered in a drawing to receive a grant from the ADADC, which can be used to purchase in-class exercise balls and fit pads or other classroom resources. One school will receive a \$2,000 grant, and two schools will each receive a \$1,000 grant. **Your report must be postmarked or received by December 21, 2015 to be eligible.**

And remember — The ADADC will match the donations collected by the first 20 schools that report on their holiday fundraising for The Great American Milk Drive, up to \$500 per school. (Winners will be asked for a receipt showing the amount of their school donation.)

Thank you for helping food insecure families in your community during this holiday season through **The Great American Milk Drive**. And we hope that you will continue your fundraising and the fight against hunger throughout the school year.

3. **Selection of Winners:** For the first 20 eligible entries received, the Sponsor will donate to the Great American Milk Drive an amount equal to the amount donated by each school, up to \$500 per school. (Receipt for school donations to The Great American Milk Drive required.) In addition, one (1) Grand Prize winner and two (2) Runner-up Prize winners will be selected in a random drawing from all eligible entries on or about December 28, 2015, by the Administrator, an independent judging organization whose decisions on all matters pertaining to the GAMD Challenge are final. All prizes will be awarded. Odds of winning depend on the total number of eligible entries received. Only one prize per school. Winners will be notified by mail and email. Acceptance of a prize constitutes permission for the Sponsor and its designees to use winner's name and likeness for advertising and promotional purposes without additional compensation unless prohibited by law. If for any reason the GAMD Challenge is not capable of running as planned, or if any website associated therewith (or any portion thereof) becomes corrupted or does not allow the proper processing of entries per these rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in Sponsor's sole opinion, corrupt or affect the administration, security, fairness, integrity, or proper conduct of the GAMD Challenge, Sponsor reserves the right, at its sole discretion, to disqualify any individual implicated in such action, and/or to cancel, terminate, modify, or suspend the GAMD Challenge or any portion thereof. In the event the GAMD Challenge is cancelled, Sponsor reserves the right to conduct a random drawing to award all prizes from among all eligible, non-suspect, entries received prior to the time of the action or event warranting such cancellation.
4. **Prizes:** One (1) Grand Prize Winner will receive a \$2,000 grant from the Sponsor to be used for educational resources. Two (2) Runner-up Prize winners will each receive a \$1,000 grant from the Sponsor to be used for educational resources. Prizes are non-transferable. Taxes, if any, are the responsibility of the winner. All details of prizes not specified herein shall be determined solely by Sponsor. By entering, participants agree to release and hold harmless the Released Parties from and against any and all claims, actions and/or liability for any injuries, loss or damage of any kind arising from or in connection with participation in and/or entry into the GAMD Challenge or use of any prize won.
5. **Winners List:** For a list of prize winners, available after December 31, 2015, send a stamped, self-addressed envelope to: "The Great American Milk Drive School Fundraising Challenge" Winners, c/o Young Minds Inspired, 90 Crown Street, New Haven, CT 06510. Deadline for requests is February 28, 2015.
6. **Sponsor/Administrator:** The Sponsor of The Great American Milk Drive School Fundraising Challenge is the American Dairy Association and Dairy Council, Inc., 100 Elwood Davis Road, North Syracuse, NY 13212. The Administrator is YMI, Inc., 90 Crown Street, New Haven, CT 06510.

PARTICIPATE IN THE GREAT AMERICAN MILK DRIVE SCHOOL FUNDRAISING CHALLENGE AND FILL GLASSES WITH MILK AND HEARTS WITH HOPE.



Milk is a nutritional powerhouse. Local dairy farmers provide milk 365 days a year to build strong bones and healthy bodies, provide nutritious school meals, and donate to support **The Great American Milk Drive** in your community.

YOU CAN HELP MAKE A DIFFERENCE!

- Make a donation when you purchase milk at a participating supermarket.
- Donate online at <https://milklife.com/give/donate>.

the MILK GAP Milk is one of the most requested and nutrient-rich food items in Feeding America's food banks, yet there's a nationwide shortage because milk is rarely donated.

1 in 6
Americans struggle with hunger, including 16 million children.

1 GALLON
Average access of milk per food bank client per year.

68 GALLONS
Amount of milk needed to meet the daily recommendation.

Lack of milk in food banks means families miss out on the **9 ESSENTIAL NUTRIENTS IN MILK.** INCLUDING HIGH QUALITY PROTEIN

94%
of the nation's food banks are actively working on improving the nutritional quality of meals provided to clients.

95%
of food banks say they don't receive enough milk to meet their clients' needs.

The #1 reason is LACK of MILK DONATIONS

MilkLife.com/give

Source: Survey of 87 food banks in the Feeding America network; Feeding America's Map the Milk Gap. <http://feedingamerica.org/hunger-in-america/hunger-issues/map-the-milk-gap.aspx>

THE GREAT AMERICAN MILK DRIVE CLASS CAMPAIGN UPDATES

Campaign Title

Start Date End Date Class Donation Goal \$



THESE STUDENTS MADE A DIFFERENCE!

Fuel Up to Play 60 student ambassadors from Quibletown Middle School in Piscataway, NJ heard about **The Great American Milk Drive (GAMD)** and set out to organize a local extension of the campaign to raise money for milk. The program launched in Spring 2014 by milk processors, Feeding America, and the National Dairy Council to increase milk donations to food banks across the country. Milk is the most requested item at food banks and pantries, yet it's the product least available.

Quibletown 8th graders (pictured from front to back) Nadya K., Anisha P., and Jake S., under the guidance of Health & PE teacher James Overton, 2014 *Fuel Up To Play 60* Program Advisor Hall of Fame Inductee, spent five days outside local supermarkets collecting donations for the Central New Jersey Food Bank. Raising \$500 for milk for the local food bank, these students demonstrated their commitment to health and wellness in their community.

