



THE GREAT MICHIGAN MILK DRIVE

Dear Educator,

Help your students fight hunger by taking part in **The Great Michigan Milk Drive Fundraiser!**

This free teaching program from the United Dairy Industry of Michigan (UDIM), 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 school and community participation in **The Great Michigan Milk Drive** to make a difference in the lives of people in need.

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.

Sincerely,

Sharon Toth

Sharon Toth
CEO
United Dairy Industry
of Michigan

Dr. Dominic Kinsley

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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 Michigan Milk Drive**.

Program Components

- This one-page teacher's guide
- Three reproducible activity sheets
- Information about how to organize a milk drive at your school
- A colorful poster to track progress

How to Use This Program

Photocopy the teacher's guide, activity sheets, and milk drive 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 Michigan Milk Drive

The Great Michigan Milk Drive is a program delivering fresh milk to the hungry and food insecure throughout our state. 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 of fresh milk at food banks 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: View the *Hunger in America* video at feedingamerica.org/assets/video/video-hunger-in-america-2014.html. After screening the five-minute video in class, assign 3-4 students per topic. Have the students use the activity 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 Michigan Milk Drive; Agencies/Distribution Centers** – churches, food banks, shelters, youth programs; **People in Need** – working poor, children, disabled, homeless, seniors, unemployed, senior centers

Activity 3 Milk Strong: Community Strong

Review the poster and discuss the fact that one in six Americans struggle 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. Have students create a letter that can be sent home with the entire school to help drive school and community involvement toward your fundraising goal.

Resources

- United Dairy Industry of Michigan: milkmeansmore.org
- ymiclassroom.com/udim
- Feeding America: feedingamerica.org

Food Bank

- Food Bank Council of Michigan: <http://fbcnich.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 46.5 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 banks 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, or 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 Feeding America at feedingamerica.org.

The United Dairy Industry of Michigan is pleased to support **The Great Michigan Milk Drive**. Dairy farmers in your state are dedicated to making sure there is plenty of milk available for you and your family to donate as well as to enjoy yourself.



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?

Community Members

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

Hunger Relief Support Network

Donors

Agencies/
Distribution Centers

People in Need

Where do
you fit into the
network?

Michigan dairy farmers are pleased to be part of the hunger relief support network in your community. Your generous donations of milk produced at dairy farms throughout the region help support **The Great Michigan Milk Drive**. Michigan dairy farmers are proud to help you make a difference for those in need.



Activity 3

MILK STRONG: COMMUNITY STRONG



One in six Americans struggle with hunger. By participating in **The Great Michigan Milk Drive**, you can help improve the lives of people in your community!

How it Works

Create a school campaign to raise funds to be donated for the purchase of milk for those in need in your community. Drive local awareness of the milk gap at food banks through your school campaign.

Donations to **The Great Michigan 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. To make a donation, visit milklife.com/give/donate.

Tips for a Successful Campaign

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 Information

Email info@milkmeansmore.org for more information and additional ideas from other schools about planning and successfully executing a milk drive at your school.



Check out your campaign's impact! Visit milklife.com/give to track how many gallons of milk are being donated in your state.



Fundraising Ideas

1. Partner with local businesses to collect donations from the community.
2. Have a school coin challenge. Each class or grade gets their own bucket. The class with the most coins at the end of the fundraiser is the winner.
3. Host a spirit day at school and collect donations to dress up, such as hat day or pajama day.
4. Plan your own creative fundraiser!

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PARTICIPATE IN THE GREAT MICHIGAN MILK DRIVE

FILL GLASSES WITH MILK AND HEARTS WITH HOPE.



Milk is a nutritional powerhouse. Michigan 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 Michigan Milk Drive** in your community.

YOU CAN HELP MAKE A DIFFERENCE!

THE GREAT MICHIGAN MILK DRIVE OUR CAMPAIGN UPDATES

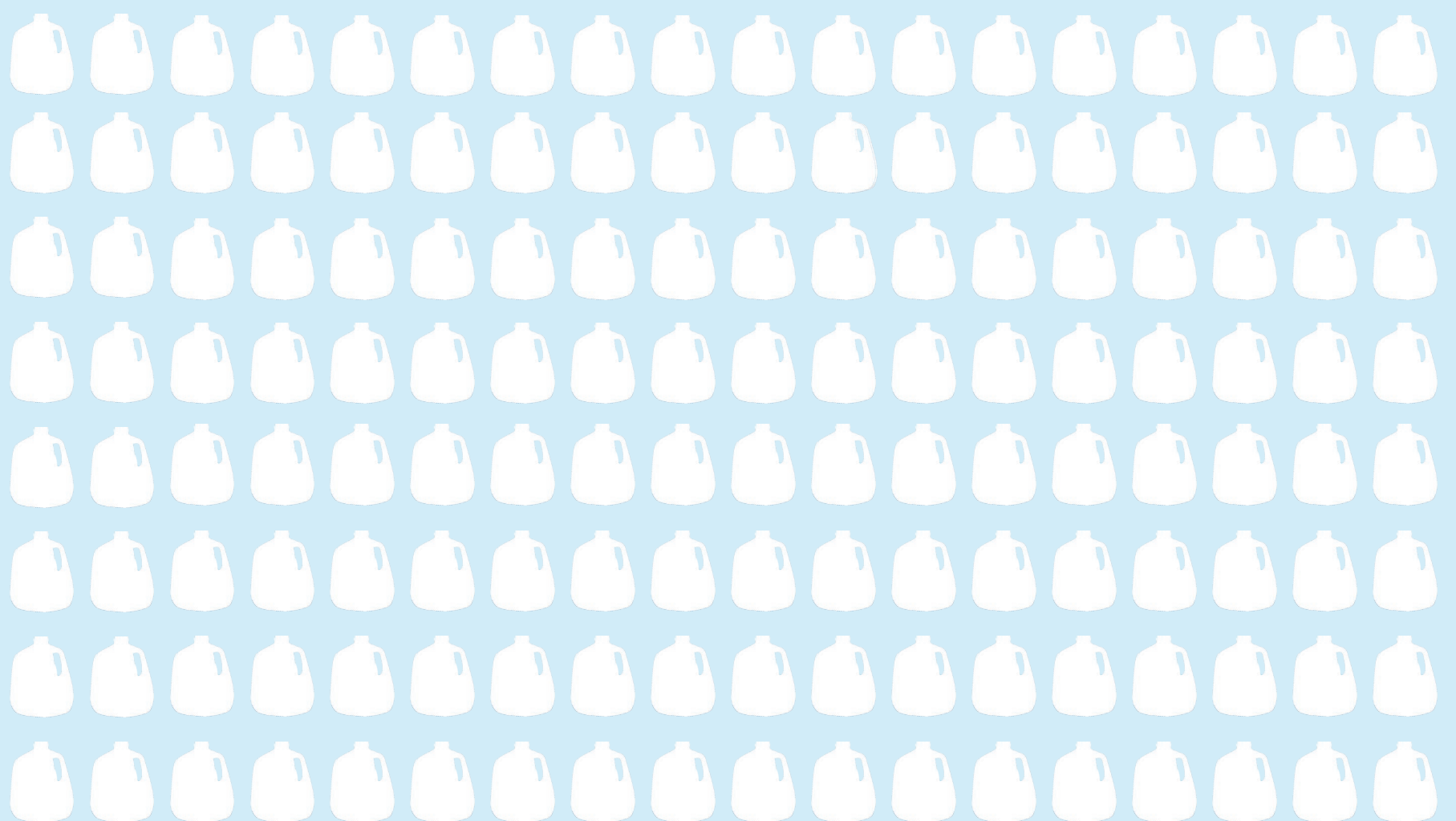
Campaign Title

Start Date

End Date

Class Donation Goal

Gallons
of Milk



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 Meal Gap
<http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx>

THESE STUDENTS MADE A DIFFERENCE!

Fuel Up to Play 60 student ambassadors from Bath High School in Bath, Michigan, set out to organize a local campaign to raise money for milk. Milk is the most requested item at food banks and pantries, yet it's the product least available. Bath High School students representing the National Honor Society and Student Council, Faith B., Stephanie H., Morgan M., and Clarisse O., in partnership with the United Dairy Industry of Michigan, Michigan Department of Agriculture and Rural Development and Food Bank Council of Michigan, hosted a variety of fundraising activities over two weeks to raise funds. Activities included a photo booth at school lunch, hat days, placing empty milk jugs at local businesses to collect donations, and visiting local elementary and middle schools dressed in dairy costumes to engage younger students. The school raised over \$3,400 for milk for the local food bank and the students demonstrated their commitment to health and wellness at their school and in their community.

