



**Rotarians Against Hunger – April 29, 2017**

**Event and Program Description**

Rotarians Against Hunger is a concerted program of over 9 Rotary Clubs gathered around the area of Asheville, North Carolina. In a major one-day event, over 700 Rotarians, corporate volunteers, individuals and families come together to pack over 300,000 nutritious meals for those in need. We work with MANNA Food Bank, and MANNA distributes the packets throughout the year in the 16 western counties they serve. We have found that a nutrient enriched macaroni and cheese mix is the best product for western North Carolina families, and each bag weighs approximately 12.5 ounces and yields 6 servings. Cooking is simple and directions are included both for a stove and a microwave.

Logistically this effort is a big one. Two tractor trailer loads are shipped from Des Moines, Iowa. The first contains the pasta and packing boxes and is sent on 18 pallets weighing over 30,000 pounds. The second contains the soy product, cheese bags and equipment and is sent on 14 pallets weighing 12,000 pounds. Each tractor trailer load is temporarily stored at MANNA's warehouse location before being delivered to the Reuter YMCA in Biltmore Park.

The first step is the labelling of 50,000 bags for the food. This is accomplished by volunteers at retirement centers in western North Carolina. We find that sites such as Deerfield, Givens Estates and Arbor Terrace are enthusiastic and helpful in this task.

There are 5 different opportunities for volunteers to help with the event. The first commences Friday afternoon the 28<sup>th</sup> for those working on the logistics of setting up the packing area at the Reuter YMCA and also for the team leaders who are trained to run teams the following day. On the 29<sup>th</sup>, the day of the event, there are three shifts of two hours each plus a final cleaning up, packing, and forwarding the equipment back to MANNA shift. In all, more than 700 volunteers are required and all are required to register ahead of time.

During the three packing shifts, assembly lines are set up and run by team leaders. The work is aggressive and takes a lot of energy. Corporate teams stay together in order to foster bonding, and many families use this as one of their important experiences of the year.

Because Rotary is an international club, we have always had an international component to the project. This is the eighth year of the project and in the first few years we sent actual food packets to impoverished countries like Haiti and Guatemala. We now distribute all of the food packets in western North Carolina and partner with Seeds Program International. Through a \$7,500 contribution to SPI, they are able to send enough seeds to grow roughly 72,000 pounds of vegetables. Due to the greatly reduced bulk of the seeds compared to the packaged meals, funds that use to be designated to cover shipping costs can now be used instead to purchase seeds, thereby producing more food. The seeds are distributed to various countries. Last year they went to Kenya, Haiti, Honduras, Jamaica, and Guatemala.

As Rotarians we value the experience of working on something important with other Rotary Clubs and getting to know each other's members. As community individuals we know that the rate of hunger insufficiency is higher in North Carolina than the national average. Finally, we feel good about doing something about hunger internationally. This project is a true win-win experience.

<b>Benefit</b>	<b>AMBASSADOR \$5,000 - \$25,000</b>	<b>PARTNER \$2,500 - \$4,999</b>	<b>ADVOCATE \$1,000 - \$ 2,400</b>	<b>SUPPORTER \$500-\$1,000</b>
Photos of Your Team at RAH Event	X			
Article in Rotary Club of Asheville COG (Newsletter distributed to 160 of Asheville's Business & Nonprofit Leaders)	X			
Large (3' x 6') Banner Displayed at RAH Event	X			
Organization Name/Logo on all Publicity & Event Posters	X	X		
Thank You Shout-outs on RAH Social Media	X	X		
Organization Name/Logo on Targeted Emails	X	X		
Public Thank You & Recognition at the RAH Event	X	X	X	
Standard (3'x 3') Banner Displayed at RAH Event		X	X	X
Organization Name & Logo (w/link) Listed on RAH Website	X	X	X	X

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**Rotary Club of Asheville South Foundation, Inc.**  
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