

## ERASE HUNGER: A BACK TO SCHOOL CAMPAIGN FOR CORPORATE PARTNERS

School meals not only improve children's nutrition and health, but also increase their access to potentially life-changing education. School meals are one of the most important social safety nets for children, which is why the United Nations World Food Programme provides 21 million schoolchildren in 61 countries with meals. As the world's largest provider of school meals, we ensure our holistic programs strengthen education opportunities, provide critical nutrition support, promote gender equity, and support small-scale farmers. We are supporting students and building resilient communities.

### SIGNATURE OPPORTUNITY FOR CORPORATE PARTNERS

Our corporate partners have been key players in providing school meals. Through our ERASE HUNGER campaign, we will showcase and celebrate your impact. To help our partners tell the story, we have created a Marketing Toolkit, which includes digital marketing assets, a social media kit, employee engagement ideas and powerful stories from kids around the world to engage your employees and stakeholders.

### SCHOOL MEALS SAVE AND CHANGE LIVES FOR KIDS AROUND THE WORLD



**"I go to school to eat."**

When girls like Palwasha receive school meals and take-home rations school enrollment rates increase by up to 12%.



**"I am at the top of my class."**

Providing school meals ensures students like Alakir have the nutrition they need to focus and learn.





## WORLD FOOD PROGRAM USA

# JOIN THE ERASE HUNGER CAMPAIGN

### 1. CHOOSE YOUR PARTNERSHIP DONATION CREATE IMPACT WITH SCHOOL MEALS

- \$25,000 | provides 100,000 school meals
- \$50,000 | provides 200,000 school meals
- \$125,000 | provides 500,000 school meals

### 2. SHARE YOUR STORY PARTNER RESOURCES & ACCESS

ERASE HUNGER TOOLKIT includes:

- Key Messages
- Impact Statistics on School Meals
- Promotional Calendar
- World Food Program USA ERASE HUNGER logo
- "Meet Me" image library with stories of children who have received school meals.
- Audio Podcast, take an audio tour and meet our school meals hero's.
- Digital Art Package - Proud Partner of ERASE HUNGER web banners

#### SOCIAL MEDIA KIT:

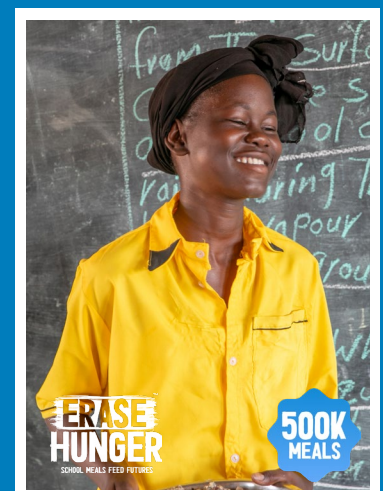
- Social Media Calendar
- Social Media Carousel with 3-5 partner posts and approved messages for Instagram, Twitter, Facebook, and LinkedIn
- Co-brandable social video with partner video

#### WORLD FOOD DAY, OCT 16 Partner Activation Kit:

- Social Media Activation Kit
  - Partners will receive an impact video (option to add partner logo) and "Thank You" image to post internally and on external channels.
- Impact statements for company to share on internal and external sites

### 3. HOW WE WILL PROMOTE OUR CORPORATE PARTNERS PARTNER RESOURCES & ACCESS

- We will feature participating partners on our ERASE HUNGER campaign landing page by celebrating milestones and featuring partner logos, company statements/products and links to partner websites.
- We will celebrate and acknowledge partners on our social media channels, and provide partners with shareable assets.
- Partners will be listed in our post-campaign press release announcing the total funding and impacted generated by ERASE HUNGER this year.
- Partners will receive an ERASE HUNGER Impact Report in January 2025. Partners can share this report on internal and external channels.



## WORLD FOOD PROGRAM USA

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### 4. KEY CAMPAIGN DATES / MEDIA MOMENTS / ACTIVATIONS

#### August- Campaign Launch

- We will announce ERASE HUNGER corporate partner champions on our social media channels.

#### September- Hunger Action Month

- Throughout the month, World Food Program USA will share content about WFP's school meals program, including impact statistics and stories about students. We invite partners to share this social media content with the tag "Proud Partner of Erase Hunger."
- We will also launch the ERASE HUNGER web page, featuring partner logos, company statements/products and links to partner websites.

#### World Food Day - October 16

- On World Food Day, World Food Program USA will celebrate the impact of our ERASE HUNGER corporate partners on our social channels and ERASE HUNGER web page.

### 5. ENGAGE YOUR EMPLOYEES

**LUNCH & LEARN** = Hold a virtual presentation for your employees/stakeholders to share the impactful work we are doing together for ERASE HUNGER.

**MILES FOR MEALS** = Working with our partners at Charity Miles, we have created an easy, fun way to engage your employees by empowering them to turn their physical activity into school meals.

- Charity Miles is an award-winning app that seamlessly tracks the miles your employees walk, run, bike or otherwise move, and turns those miles into school meals.
- You will have a private team customized for your employees that creates a sense of camaraderie and shared purpose around your support of ERASE HUNGER.
- The app will be fully customized to weave your brand into the campaign both by conveying the amount of meals that employees "earn" through their miles, and by sharing stories for how those meals impact the lives of real people.
- For example, we will feature stories that encourage participants to "walk in the shoes" of students around the world.
- Charity Miles will provide you with all of the communication templates, service and support you need to get your team started and keep them engaged.



## LEARN MORE

[Erase Hunger Campaign Page](#)

[World Food Program USA](#)