STREAM TO FEED:
ONE STREAM. GLOBAL IMPACT.
WFP
World Food
Program USA
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Key Messaging

Core Messages

- Hunger tightened its grip this year. There are now two famines in the world. Entire families are dying from starvation when there is enough food to feed every person on the planet. This crisis is reaching a tipping point, but massive funding shortfalls are forcing us to scale back or cut aid entirely in the worst crisis zones.

- People who are barely surviving each day cannot afford one more ration cut. They need food now.

- The World Food Programme (WFP) is doing everything it can to remain operational in 123 countries and territories around the world. With more than 60 years of experience as the world's leading humanitarian organization, we know how to adapt and deliver lifesaving food. This is only possible because of you. We need your help to make sure our work continues in the hungriest places on earth.

Quick Talking Points

- For millions of people on the brink of starvation, every day is an emergency.
- Conflict is the #1 driver of hunger, destroying lives and food systems—poverty and extreme weather follow as the other two key drivers of hunger.
- Up to 319M people – equal to nearly the entire population of the United States – are facing extreme hunger.
- WFP goes where others can't to deliver the food people need to survive.
- 30 million people rely entirely on WFP assistance to survive.
- WFP is the world's first responder.
- WFP is one of the world's largest humanitarian organizations.
- $15 can send 30 meals to help a child survive.
- WFP is 100% voluntarily funded, which means our work is only possible with your support.
- WFP responds within 72 hours of an emergency, putting your gift to work right away.
- Over half (57%) of the people WFP serves are children.
- Every 10 seconds a child dies from hunger.
- WFP does far more than just emergency relief, their programming also includes: child nutrition, school meals, food and cash, humanitarian logistics support, resilience building, and sustainable farming.

Content Inspiration/Examples

"One Stream = One Meal" Goal

- Gamers love tangible impact — connect donations directly to meals or emergency kits.

  "Every $1 helps the World Food Programme deliver the equivalent of a meal to someone who needs it most. Let's see how many we can send today!"

  💡 Add a donation tracker overlay with a meal counter. Set milestones like "500 meals = I play blindfolded for 10 minutes."

"Fill the Silence" Story Stream

- Dedicated a portion of the stream to filling the silence around one of our hunger heroes featured in the Fill the Silence campaign.

  "Around the world millions of people are suffering from hunger, including Momena, a mother in Bangladesh who has lost her home to extreme weather. For the next ten minutes, I'm going to fill the silence around global hunger and talk about WFP's work."

  💡 Answer questions in the chat, share Momena's story, facts around hunger in that area or play a timed speed round to emphasize the 10 minutes.

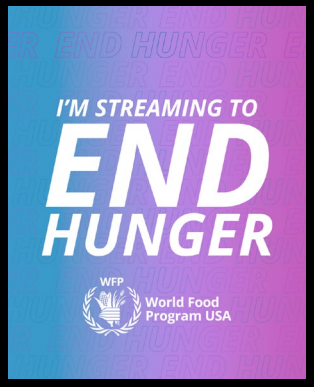
"Fuel for Every Life" Challenge

- Every gamer knows — you can't perform on an empty bar. Compare *energy in gaming* to *fuel for survival*:

  "I'm streaming today to help families who don't have the fuel they need — food. Every donation helps the World Food Programme reach people in crisis and fill the silence around hunger."

  💡 *Try:* Play your favorite survival or endurance game and talk about how WFP helps people rebuild after disaster.

Social Media Toolkit



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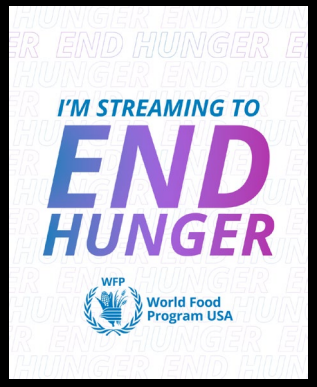

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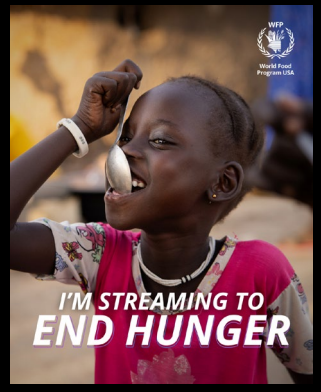

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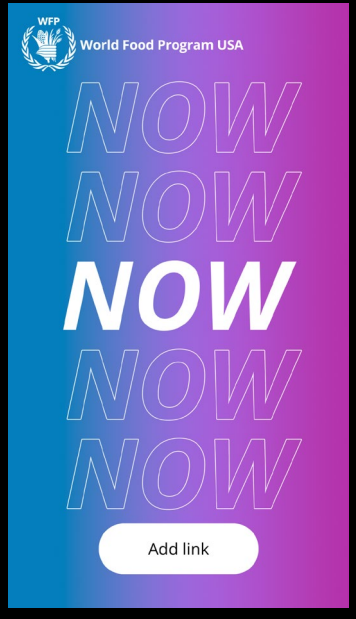

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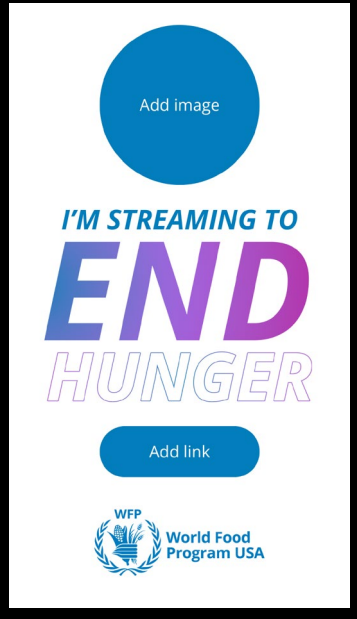

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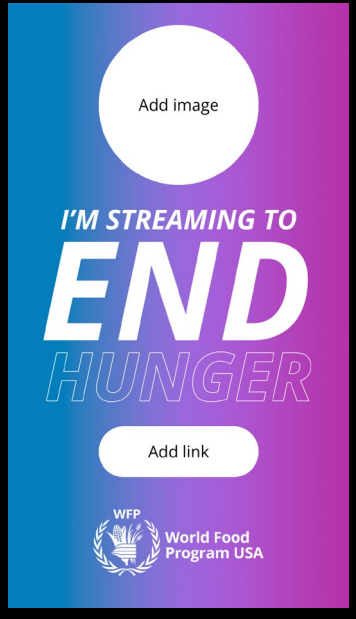

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Suggested Captions

Gaming Focused

Today I'm playing [GAME] to support @WFPUSA in their mission to fight global hunger. 🎮 Up to 319M people – equal to nearly the entire population of the US – are facing extreme hunger. But together, we can help change this. Join me [LINK or Link in bio.]

Gaming has power. 💪 Today, I'm using mine to help @WFPUSA deliver food assistance to the nearly 120 million people WFP serves each year. Join me, donate what you can, and let's fill the silence around global hunger together! [LINK or Link in bio]

I'm going live to help @WFPUSA fight global hunger! Join me as we play [GAME] while raising funds to send meals to families in need. Every $1 = 2 meals. Let's make a difference together! [LINK or Link in bio]

I'm going LIVE for @WFPUSA! Did you know that every 10 seconds, a child dies from hunger-related causes? I'm playing [GAME] to support the delivery of life-saving food – $15 can send 30 meals to help a child survive. 💙 Join, chat, donate if you can - let's make an impact together! [LINK or Link in bio]

🔋 Gamers know you can't perform on an empty energy bar. Millions of people around the world are running on empty—no food, no fuel, no hope. I'm streaming today to help @WFPUSA provide the food families need to survive. Join me [LINK or Link in bio]

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Suggested Captions

General Streaming Focused

Hunger is at record levels globally, but we can help. I'm streaming for @WFPUSA today to raise awareness and funds. 🎧 Your donations go directly to providing food for those who need it most. [LINK or Link in bio]

Today my stream has purpose -- I'm streaming for @WFPUSA to help deliver food to communities facing crisis. In a world with enough food for everyone, no one should go hungry. 💔 Your donation today will help the World Food Programme deliver life-saving assistance to families who need it most. Join me live at [TIME]! [LINK or Link in bio]

Millions of people are suffering from hunger in silence. Today, I'm using my platform to fill that silence. I'm streaming for @WFPUSA and sharing stories of those who need our help. Let's turn awareness into action. 💙 [LINK or Link in bio]

Millions of children rely on the World Food Programme to survive. From emergency food to school meals, WFP is there when kids need it most. I'm streaming for @WFPUSA to help deliver meals to children facing hunger. Every $1 = 2 meals. 🍽️ Join me! [LINK or Link in bio]

🌍 I'm streaming for a cause today! I'm supporting @WFPUSA while doing what I love. 30 million people rely entirely on WFP for food — let's help them reach more families in need. Tune in! [LINK or Link in bio]

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Ready-to-Use Assets

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Guidelines/FAQs

What games can I play?

Any game you love! You're welcome to stream *whatever you enjoy* while fundraising for WFP USA.

If you're interested in a **deeper collaboration** or **official partnership** with us, we may share some **additional** content guidelines to make sure **our values align**. In those cases, we generally recommend games that are **welcoming to broad audiences** and *avoid* **"Adults Only" titles.**

But if you're simply choosing to **support WFP USA** through your own stream, *there are no restrictions*—we're just grateful to have you on our team.

What are the fundraising requirements for World Food Program USA?

The short answer is *there are no requirements*—we welcome **anyone** and *everyone* to support our cause.

We're grateful to *every creator* who chooses to stream for WFP USA. **Your voice** and **your community** can help **bring meals** and *hope* to people facing hunger around the world.

When you stream for WFP USA, we simply ask that you **help us foster a** *positive, inclusive* **environment**. That means *avoiding* content that promotes **hate, discrimination**, or **explicit sexual material**, as well as content focused on **illegal drug use.**

We *encourage* creators to keep their streams welcoming for a wide range of audiences—but ultimately, *it's* your passion and creativity that makes a difference.

If you have any questions about fundraising for WFP USA, reach out to Tessa Climer at tclimer@wfpusa.org.

Thank you for being part of this community of **changemakers**.
If you'd like to donate directly, **click here.**

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