



STREAM TO FEED: ONE STREAM. GLOBAL IMPACT.



World Food
Program USA

Key Messaging

Core Messages

- Hunger is tightening its grip. Hundreds of millions of people don't know where their next meal will come from. Entire families are going hungry 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 the World Food Programme (WFP) to scale back even in the worst crisis zones.
- People who are barely surviving each day cannot afford one more ration cut. They need food now.
- With more than 60 years of experience as the world's leading humanitarian organization, WFP knows how to adapt operations and still reach families caught in the worst hunger crises. Their teams continue to innovate stretch available resources to reach more than 100 million people with lifesaving food every year. This impact is only possible because of people like you. We need your help to make sure this work continues – today, tomorrow and for years to come until we end hunger for good.

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 events are also main drivers of hunger.
- Women, children and refugees face the highest risk of extreme hunger, especially in conflict zones. More than half of the world's hungriest people are women and girls.
- Every 10 seconds a child dies from 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 their work is only possible with your support.
- WFP responds within 72 hours of an emergency, putting your gift to work right away.
- Over half (59%) of the people WFP serves are children.
- 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 food kits.

“Every \$1 helps the World Food Programme (WFP) 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.”

“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 (WFP) reach people in crisis and reach people in hunger crises.”

💡 *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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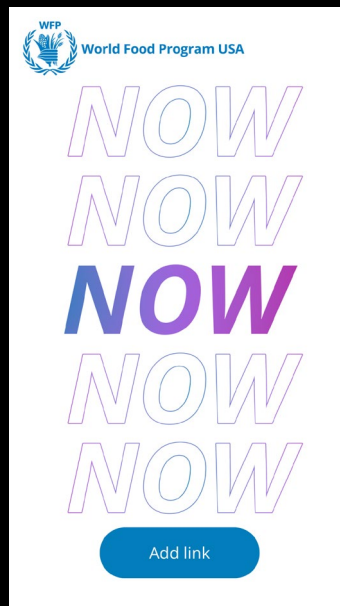
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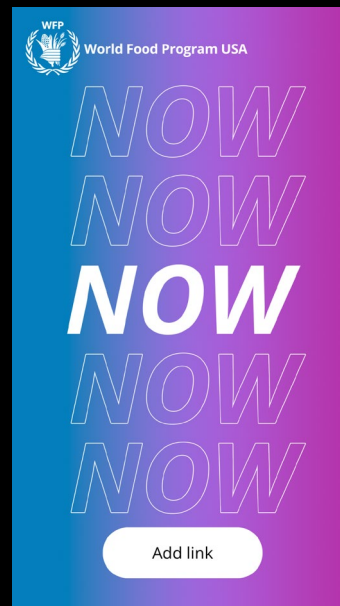
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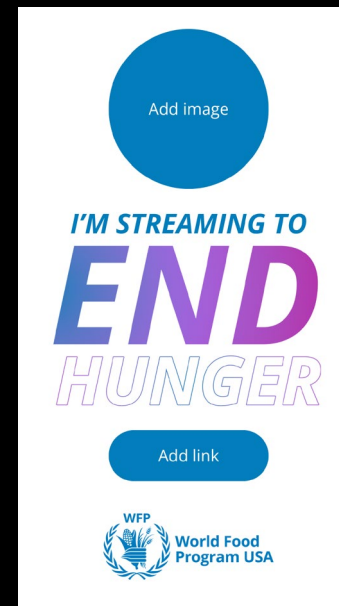
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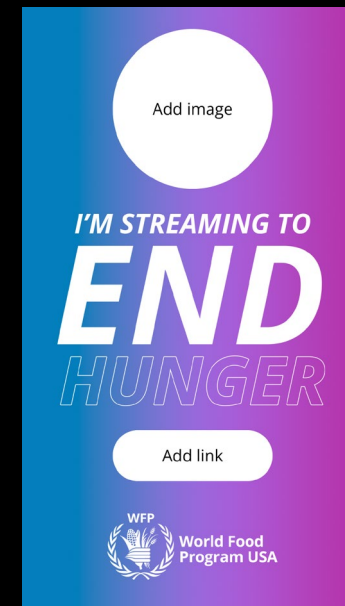
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Suggested Captions

Gaming Focused

- Today I'm playing [GAME] to support @WFPUSA in their mission to fight global hunger. 🎮 Millions of families around the world 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 World Food Programme (WFP) deliver food to families facing hunger. Join me, donate what you can to WFPUSA and let's work together to end global hunger! [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 help change that – just \$15 can send 30 meals to help a child survive hunger. ❤️ 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 send the food families need to survive. Join me [LINK or Link in bio]



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 hunger crises. In a world with enough food for everyone, no one should go hungry. ❤️ Your donation today will help the World Food Programme (WFP) deliver lifesaving assistance to families who need it most. Join me live at [TIME]! [LINK or Link in bio]
- Millions of children rely on the World Food Programme (WFP) 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 World Food Programme (WFP) for food — let's help them reach more families in need. Tune in! [LINK or Link in bio]



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 World Food Program 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 World Food Program 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.

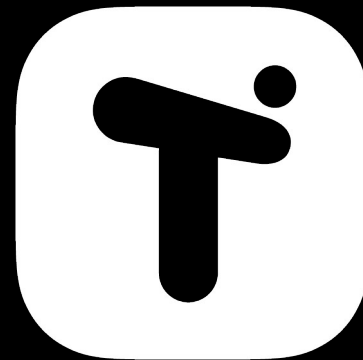
We're grateful to *every creator* who chooses to stream for World Food Program USA. **Your voice** and **your community** can help **bring meals** and *hope* to people facing hunger around the world.

When you stream for World Food Program 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 World Food Program 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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