



# Campaign toolkit

Influencers and chefs | April 2023



# Contents

- Introduction to World Hunger Day
- Provide a Sustainable Supper menu
- Other ways you can support
- Spread the word – campaign resources
- The Hunger Project – who we are
- Further information and support





# Introduction to World Hunger Day

Founded by The Hunger Project UK in 2011, World Hunger Day is a day to unite with the global community to amplify the voices of those facing hunger.

On May 28 each year, we unite as global citizens to celebrate local communities who are creating tangible solutions for the sustainable end of end hunger.

This World Hunger Day, we invite you to:

1. **Champion** seasonally grown, locally produced food with no waste.
2. **Celebrate** the incredible diversity of plant-based foods and be inspired by our sustainable global menus.
3. **Connect** and take time to enjoy and appreciate the food we have. Bring your family and friends together around a table and host a Sustainable Supper to raise awareness and funds to end hunger.
4. **Cook** in the knowledge that you will be raising money for the sustainable end of hunger for millions of people worldwide.



## Why World Hunger Day matters

After decades of progress, hunger is on the rise again. Despite producing enough food to feed everyone, more than 800 million people live in hunger every day.

Unlike famine, hunger is often far more hidden, and passed from generation to generation. This sounds like an insurmountable crisis, but the situation is far from hopeless.

**We believe people living in hunger are not the problem. They are at the heart of a sustainable solution that lasts.**

In 2022, World Hunger Day reached 62 million people around the world. We would like to reach even more this year!

Whether you're a local food bank, a National Government, a restaurateur or an influencer, please join us in making hunger a thing of the past.



# Help us design a sustainable menu

Sundays are for getting together with loved ones to share meals and stories around the dinner table.

**World Hunger Day falls on a Sunday this year, so we're asking people to make Sunday May 28 extra special by hosting a Sustainable Supper with loved ones to raise funds to end hunger, for good.**

We want World Hunger Day to be a celebration of cuisines and cultures from around the world AND importantly, these dishes must be sustainable.

To help people take action, we're engaging world class chefs and influencers to design sustainable menus for people to cook at home and that's where you come in!

**Join Michelin-starred British chef and restaurateur Adam Handling and others, by designing a menu for our campaign today.**





# Your menu should...

1. **Include a starter, main, dessert and drink.**
2. **Be a celebration of your own cuisine and culture.** Do you have stories or memories about the dishes that would bring this to life for people? Any photos to share?
3. **Be sustainable.** Use ingredients/dishes should be sourced locally, seasonal and ideally vegetarian; but if that's not possible at least offer a meat/fish substitution.
4. **Be accessible.** Use ingredients that are affordable and easy to purchase.

We hope the campaign brings people around the table and inspires them to take positive action in solidarity with the 800 million people going hungry each day.

Menus can be submitted to [partnerships@thehungerproject.org.uk](mailto:partnerships@thehungerproject.org.uk) up to **Sunday 23 April**, but the earlier the better, so we can build you into our own communications and PR outreach.

By submitting a menu, you will become a World Hunger Day Ambassador and have the opportunity to be quoted across our campaign assets and in the press.





## Additional ways you can support the campaign

1. Host a Sustainable Supper with friends and family.
2. Offer an exclusive prize we can use in our silent auction.
3. Spread the message via your website, blog, email lists and social media.
4. Introduce us to any other influencers or chefs that could support campaign.
5. Wear our Teemill t-shirt designed by renowned graphic artist Anthony Burrill.



## Help us spread the word

The Hunger Project is powered by many committed volunteers, but has small marketing budgets. We need people power to get our campaign seen!

Please help us spread the word - we've got templates for social posts, posters and email signatures that can all be downloaded from our website.

Follow us on social...

- Twitter – [@worldhungerday](https://twitter.com/worldhungerday)
- Instagram – [@worldhungerday](https://www.instagram.com/worldhungerday)
- LinkedIn – [World Hunger Day](https://www.linkedin.com/company/world-hunger-day)

Subscribe to our newsletter [HERE](#)







# Example social posts

1x1 carousel to raise awareness of World Hunger Day



### Suggested supporting copy:

Will you help end hunger? Host a #SustainableSupper this #WorldHungerDay, 28 May. Cook from sustainable menus and celebrate food and people from around the world. Visit World Hunger Day to find out more

1x1 statics to promote your Sustainable Supper (also available in 9x16)



### Suggested supporting copy:

I'm helping end hunger on 28 May for #WorldHungerDay. What will you be cooking? Get involved, host a #SustainableSupper with your loved ones and raise money. Visit World Hunger Day to find out more

Save the date in your recipe book. 28 May is #WorldHungerDay. Host a #SustainableSupper with your loved ones and raise money. Visit World Hunger Day to find out more

# Example posters and email signature



A4 posters (incl. ink-friendly version for at-home printing)

Email signature





The  
Hunger  
Project.

## The Hunger Project – who we are

We believe ending hunger is possible, and that our generation has the power to end it - once and for all. All our data, gathered over four decades, points to the same thing - supporting people faced with hunger to build their own solutions, is critical.

Aid-driven interventions are not sustainable. We support communities in paving their own way to end hunger. We don't see a billion mouths to feed, we see a billion human beings who are aspiring change-makers, entrepreneurs and innovators. No handouts, only a hand extended in partnership.

Our approach is centered around women, community-led development and sustainable. We work with local governments and support smallholder farmers on climate resilience and reforestation.

These solutions take time to build, but our data shows they work. And last. In 2022, we reached nearly 12 million people globally, enabling them to take charge of their own solutions, and make them last for their communities. This is what sustainability truly means.

Find out more about what we do at [www.thp.org](http://www.thp.org)





## Thank you and get in touch!

Do you have a famous friend or know a chef that might like to get involved?

Simply email [partnerships@thehungerproject.org.uk](mailto:partnerships@thehungerproject.org.uk) if you're based in the UK, or for all other enquiries [ashley.schenk@thp.org](mailto:ashley.schenk@thp.org) and one of the team will get back to you soon.

Whilst you wait, remember to check out our other toolkits to find out more!

**This campaign wouldn't be possible without our brilliant team of staff, volunteers and pro bono agencies that have supported us along the way. Here's to them!**

**Find out more at [worldhungerday.org](http://worldhungerday.org)**

