

A SIMPLE GESTURE



**BUSINESSES ENDING HUNGER
IN THE HIGH COUNTRY**



ENGAGE YOUR BUSINESS TO END HUNGER

Whether you have three employees or 3,000 our Corporate Kindness Program can help employees give back to their communities. A Simple Gesture makes it easy.

Three Simple Steps:

1. Tell us how many of your employees want a green bag. We'll deliver bags with needed items attached, so employees can get them easily.
2. Every time your employees go to the grocery store, they pick up one extra item and store it in their bag.
3. On a designated day, employees bring their bag to work. Volunteers pick up and deliver the filled bags directly to food pantries.

All of the food collected will support local food pantries and backpack programs so kids are well-nourished year round!

For more information visit ASimpleGestureHC.org or email questions to info@asimplegesture.org



*Signing my business up
was quick, easy and
personable. My employees
love supporting A Simple
Gesture and feel like they
are making a difference.*

Rob Moore, Key Risk Insurance

Key Insurance is Ending Hunger in the High Country!

Fun, Fast, Easy

A Simple Gesture

empowers the community to provide a steady supply of food to local food banks to feed children and families in the High Country.



- Sign up and take a bag.
- On the bag, is a list of what local food banks need the most and a list of dates.
- Buy one extra item each week when you go grocery shopping and store it in your cool, green bag.
- Leave your bag on the front porch on the designated day.
- We will pick up the food, leave you a new bag, and deliver the food directly to local food pantries who need it the most.

Learn more at ASimpleGestureHC.org

Blurb for Bulletin or Newsletter

The mission of A Simple Gesture is to engage our entire community in a sustained effort to fight hunger in the High Country. Our goal is to establish a regular centralized, reliable and sustainable supply of donated, non-perishable food to support our High Country neighbors in need.

How it works is in fact simple. Donors receive a recyclable Green Bag and buy one extra non-perishable food items each week when they go food shopping. On the designated day, leave your bag on your front porch. A Simple Gesture volunteer will pick up the bag, leave a new one, and deliver the food directly to food pantries that need it the most

Logos and Photos

**A Simple
Gesture**



Sample Facebook Post

DID YOU KNOW

IF A CHILD DOESN'T EAT FOR 1
DAY, THEIR BRAIN CANNOT
PROCESS INFORMATION
FOR 2.5 DAYS

25.1% (1,760 CHILDREN)
IN WATAUGA COUNTY
ARE FOOD INSECURE

JOIN FIRST INSURANCE IN ENDING HUNGER
IN THE HIGH COUNTRY. FILL A BAG WITH
FOOD AND BRING IT TO WORK!

A Simple Gesture



MOST NEEDED ITEMS

CANS

- TUNA
- BEANS
- VEGETABLES
- CHILI
- FRUIT
- JUICES
- SOUP
- TOMATO SAUCE

JARS

- PEANUT BUTTER
- PASTA SAUCES
- JELLY

BOXED/DRY

- CEREAL
- OATMEAL
- MACARONI
AND CHEESE

BAGS

- RICE
- BEANS

* PLEASE DO NOT GIVE GLASS ITEMS

Frequently Asked Questions

What is A Simple Gesture?

A Simple Gesture is a door-to-door food collection program that will help provide a steady supply of food to the neediest people in the High Country.

How does it work?

Our goal is to make giving food as easy as possible, with three simple steps.

1. Each week when you go shopping buy one extra non-perishable food item. (A list of suggested foods are on the hangtag on the bag!)
2. Store your items in your cool, green bag.
3. On a designated Saturday of every other month, leave the bag on your front porch. A volunteer will pick up the bag, leave another bag in its place, and take the filled bag to food pantries. (The dates of our pickups are also listed on the hangtags on the bag.)

Where does the food go?

All of the food stays at local food banks and pantries. We currently partner with the Hunger and Health Coalition of the High Country.

Who does the food benefit?

Our food benefits the following food programs in the High Country:

- Backpacks full of food that children receive every Friday that they can eat over the weekend when they are not receiving school breakfasts and lunches.
- School food pantries, that serve the same purpose.
- Emergency food assistance for families that cannot afford food, due to a crisis.

How will I remember to bring my bag to work?

A Simple Gesture will send you a reminder to bring your bag to work. The dates are also listed on the tag attached to your bag.

Frequently Asked Questions

Continued

How is this program different than other food banks and pantries?

A Simple Gesture is the only organization that is solely dedicated to collecting food to make sure local food banks and pantries don't have a shortage of food. Ensuring that these programs always have enough food, allows them to expand their programs and reach more hungry people

How much do you collect?

Each bag holds about 20 pounds of food.

My business already collects food; why should we participate?

A Simple Gesture does not want to replace anything you are already doing. We simply want to give people another, very simple way to give on a regular basis. We are working toward the same goal, we applaud your efforts!

I would like to be more involved, how can I do that?

A Simple Gesture depends on the kindness of dedicated volunteers. See our needs for volunteers on our website: ASimpleGestureHC.org

I would like to get my neighborhood, church, friends, etc. involved, how can I do that?

Thank you for your support! We rely on the efforts of people signing up their networks. Find a toolbox on our website to help you sign up your family and friends!

I would like to get my faith community involved, how can I do that?

A Simple Gesture has a corporate program where we ask people to fill up bags and leave them on their front porch. We pick up the bags on a Saturday morning and leave a new bag. Learn more on our website ASimpleGestureHC.org