

A SIMPLE GESTURE



CHURCHES ENDING HUNGER
IN THE HIGH COUNTRY




ENGAGE YOUR CHURCH TO END HUNGER

Thank you so much for partnering with A Simple Gesture! Your help will ensure that local food banks and pantries are receiving a steady supply of food that will be used to feed hungry people right here in the High Country.

Steps to a Successful Sign Up

1. **Advertise A Simple Gesture** for 2-3 weeks in your bulletin, newsletter, social media etc. In this packet, you will find blurbs for announcements, newsletters, bulletins, and posters.
2. **Pick a date.**
 - a. Choose a few dates that you would like to have people sign up. Many churches choose 2 Sundays and 2 Wednesday nights.
 - b. Think about the best places that people would sign up and decide how many tables you should set up and where.
 - c. Recruit 1 or 2 volunteers for each table for each date.
 - d. Tell A Simple Gesture how many people you expect to sign up. A Simple Gesture will deliver tablecloths, brochures, sign up cards, and bags.
3. **Provide church volunteers** with a list of frequently asked questions and explain logistics for the sign-up day. Church volunteers that are running the tables will:
 - i. Collect completely filled out sign up cards
 - ii. Return sign up cards to A Simple Gesture and we will deliver each family a bag to their home.
4. **Pat yourself on the back.** Every person that signs up gives about 120 pounds of food a year!
 - a. A Simple Gesture keeps up with how many people from your church gives and sends quarterly posters to keep you updated on your incredible impact!



*Signing my congregation
up was quick, easy and
personable. Now our
congregation gives over
2,000 pounds of food
every month.*

FRANK MOORE - FIRST LUTHERAN

First Christian 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 ST. JAMES IN ENDING HUNGER IN THE
HIGH COUNTRY. FILL A BAG WITH FOOD AND
LEAVE IT ON YOUR FRONT PORCH. SIGN UP AT
ASIMPLEGESTUREHC.ORG

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 Boone.

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 leave my bag out?

A Simple Gesture will send you a reminder email to leave your bag out. A volunteer driver, who is generally a person that lives in or near your neighborhood, will also call or email you to let you know that he or she will be coming by. All of our drivers will have A Simple Gesture t-shirt on so you can easily recognize them.

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 church 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 place of work involved, how can I do that?

A Simple Gesture has a corporate program where we ask employees to fill up bags and bring them to work. We pick up the bags on a designated Friday and distribute new bags to employees. Learn more on our website ASimpleGestureHC.org