December 2019

On Sunday, February 2, 2020, an estimated 98 million Americans will watch the Super Bowl on TV. At that same time, over 37 million people in this *same* country will live in households suffering from the ravages of poverty or living on the edge of hunger—**37 million!** For me, this statistic is almost incomprehensible and it is painful to confront.

**Enter: the Souper Bowl of Caring.** This amazing movement started in 1990 at a church in Columbia, South Carolina with a simple prayer that said, *“Lord, even as we enjoy the Super Bowl football game, help us to be mindful of those who are without a bowl of soup to eat.”* The Souper Bowl of Caring is focused around the idea that what may seem simple is always significant, no matter the size, and something this simple can impact those families who are going through a rough time and don’t know where the next meal is coming from. How it works is that youth in churches and other groups around the nation collect food or money on Super Bowl Sunday with soup pots at the end of the service. The idea is that every worshipper will contribute one dollar or one canned good. Then, instead of sending the total collection away somewhere, the group chooses where the money and food will go. This way 100% of the donations go to people in need in *your* community!

I’m on the National Youth Advisory Board for this organization and our goal is to make Super Bowl weekend the largest youth-led weekend of giving and serving in the nation. This is why I’m asking you to take four “souper” easy steps to start the Souper Bowl of Caring at your church. Or, if you already participate (which is great!), I am asking you to make this year’s collection more amazing than last year’s collection! Last year alone, over $10 million was raised on this one day, through dollar bills placed in soup pots all over this nation! Think about how much greater that total can be if you get your group involved as well!

All you have to do is **REGISTER** your group at TackleHunger.org, **COLLECT** donations on Souper Bowl Sunday, **REPORT** your tally as soon as possible on the website, and **DONATE** 100% of your collection to the charity you choose. That’s it! It’s so simple, yet when thousands of groups across the nation participate, a huge impact is reached! Since this movement started in 1990, over $150 million has been collected and donated to soup kitchens and food banks all over America!

If you have *any* questions about starting Souper Bowl of the Caring at your church, please, please contact me, my email is (INSERT EMAIL) or there are also tons of resources on the website, [TackleHunger.org.](http://www.tacklehunger.org/)

I hope you can all participate in the Souper Bowl of Caring this year, and please let me know how it goes or if you have any stories because I would love to hear them!

Yours in Peace,