

TACKLE



HUNGER

Mission

- Using the energy of the Super Bowl to mobilize youth in a united national effort to care for people in their local communities who are hungry and those in need.

Vision

- To transform the time around the Super Bowl into the nation's largest celebration of giving and serving.

National Overview

- Since its inception in 1990, Souper Bowl of Caring has encouraged youth, schools, businesses, places of worship, community organizations and compassionate individuals across the country to generate more than \$135 million in food and resources for hunger-related charities across the country
- One hundred percent of donations from local church and school campaigns go directly to the charity chosen by each participating group – none of it comes to the Souper Bowl of Caring headquarters
- Souper Bowl of Caring reminds communities hunger is an issue 365 days of the year, replenishing resources at a critical time of year when hunger-related charities report a decrease in volunteers and donations after the holiday season
- In 2018, Souper Bowl of Caring encouraged more than 6,800 groups to generate over \$8 million in food and resources for over 5,000 hunger-related charities across the country in less than three weeks

The Houston Movement

- Souper Bowl of Caring has been honored to call Houston home since September of 2013, moving its headquarters from Columbia, SC to make a more purposeful commitment to its mission and vision
- The Houston community really embraces Souper Bowl of Caring's vision, with more than 1,000 groups collecting over \$2.3 million in food and resources in 2018
- Houston's major grocery retailers have come together to support the same cause, while media partners divide and conquer coverage and thousands of Boy Scouts go door-to-door to make it simple to give

Youth Leadership and Empowerment Programs

- In addition to mobilizing nationwide drives, Souper Bowl of Caring also builds the next generation of philanthropic leaders by training young people to address the issue of hunger and poverty in their local communities
- Through Local Youth Advisory Boards, Souper Bowl of Caring teaches high school students how to start successful, sustaining food and fund drives which can be implemented in their own networks

Power of the Dollar

- Souper Bowl of Caring believes in the power of the dollar, asking the nation, "What if everyone watching the Super Bowl gave one dollar to the fight against hunger?" That would be over \$130 million for the 46 million hungry people in the United States
- Similarly, Souper Bowl of Caring maximizes every dollar it receives – for every dollar donated to its mission, Souper Bowl of Caring can generate \$25 for hunger-related charities