

# HÜNGER FREE COLORADO



# 2023

HIKE TO END HUNGER PARTICIPANT GUIDE

# 5 EASY STEPS TO JOIN THE HIKE TO END HUNGER

## 1.) Register

- Register as an individual or as a team captain. You may also join an existing team at the time of registration. It is easy to join a team if you know the team name or have the team sign-up link.
- If you register as a team captain, rally others to join your team and hike for a cause. Teams can consist of two or more people. Share your team name and the team link to help people register. Your team will have a shared page that tracks the collective total of each team member's individual fundraising efforts.
- It is easy to start your fundraising page during registration. If not, you will receive a link in your email confirmation to continue building your page. Add your story about why you hike to end hunger and a photo; and set a fundraising goal. You will receive a unique URL for your page to share.

## 2.) Set a hiking and fundraising goal

- Pick a certain hiking distance you will take on, or a particular trail, a city neighborhood or a park. Or sign up to hike with Hunger Free Colorado here.
- Set a fundraising goal with your team and encourage team members to reach this goal.
- The fundraising platform will also have a ranking of individual fundraisers based on the amount they have raised so you can see how you or your team is doing compared to others.

## 3.) Spread the word and post your photos on social media

- Share your fundraising page by email, on social media or other ways that work for you. Fundraisers shared on Facebook have been shown to increase donations. Be sure to share your page and ask your friends to support your Hike to End Hunger efforts.
- Use our suggested social media posts or make your own to help your team raise awareness about Coloradans experiencing hunger and Hunger Free Colorado's statewide efforts to ensure all people have equitable access to nutritious food. Add your own pictures!
- Suggest that everyone on your team follow Hunger Free Colorado on Facebook, Instagram and Twitter and share our posts on their platforms.
- Take a hike with your teammates and take photos and videos. Post these and let others know you and your team stands for an end to hunger. Don't forget to tag Hunger Free Colorado with #Hike2EndHunger.

## 4.) Show your support with Hike to End Hunger gear

- When you raise \$150, you win the exclusive 2023 Hike to End Hunger t-shirt. Wear it as you hike and whenever you can.
- T-shirts can also be purchased at registration.
- When you raise \$500, you will receive an exclusive Hunger Free Colorado canteen water bottle

## 5.) Thank your supporters and team members!

It is important to thank everyone who donates to you. Show your appreciation by phone, letter or email, and let your donors know that their contribution- large or small- is important to you and critical to ending hunger in Colorado.

# SOCIAL CAPTIONS AND LINK TO GRAPHICS

- I #Hike2EndHunger to make sure all Coloradans have the nutritious food they need to thrive
- I'm participating in the #Hike2EndHunger. Support my team here (insert link)
- I #Hike2EndHunger because it takes all of us to end hunger in Colorado!
- Help support our neighbors experiencing food insecurity with a donation to the #Hike2EndHunger today (insert link)
- Help Hunger Free Colorado remove barriers to food access with a donation to the #Hike2EndHunger (insert link)

## GRAPHICS

## EMAIL EXAMPLES

### Email #1

Dear Friend,

Ending hunger is important to me and that's why I am participating in Hunger Free Colorado's Hike to End Hunger. I have a goal of raising \$1,000 to ensure our Colorado neighbors can access the nutritious, culturally appropriate food they need to thrive.

Last year, Hunger Free Colorado served over 85,000 Colorado households, and spearheaded the efforts to pass the Healthy School Meals for All ballot initiative. Your support will ensure this important work continues throughout 2023 and beyond.

Please consider a donation to support the Hike to End Hunger and ensure no Coloradan goes hungry.

(Insert link to fundraising page)

Sincerely,

[Your name/organization]

### Email #2

Dear Friend,

I believe everyone deserves access to healthy food and Colorado has the resources to make this happen. I joined the Hike to End Hunger to show my support for Hunger Free Colorado and their statewide efforts to ensure all Coloradans have equitable access to the nutritious food needed to thrive.

I am planning to hike [insert trail/hike name here] on June 24th to show my support for Coloradans faced with food insecurity and the work needed to end hunger. Please support my hike to raise [\$ amount] to build equitable food systems so all Coloradans have the chance to obtain healthy food and good health.

(Insert link to fundraising page)

Sincerely,

[Your name]

# HUNGER FACTS

- 9.7% of Coloradans struggle financially, living below the federal poverty line (U.S. Census Bureau, 2021 American Community Survey: Poverty, September 2022)
- 16% of Colorado children are not getting adequate nutrition due to financial constraints (Colorado Children's Campaign, KIDS COUNT in Colorado, August 2022)
- Inflation and skyrocketing food prices are making it more challenging for Coloradans to consistently obtain enough healthy food.
- In April 2021, 33% of Coloradans reported lacking reliable access to nutritious food and 20% of adults reported having to regularly cut back or skip meals because there was not enough money to buy food. (Hunger Free Colorado, COVID Food Insecurity Survey, April 2021)

## FACTS ABOUT HUNGER FREE COLORADO

**Mission: Hunger Free Colorado connects people to food resources to meet existing needs and drives policy, systems and social change to end hunger.**

- Hunger Free Colorado and our partners:
  - Assisted more than 85,000 households last year in connecting with a steady supply of food resources to obtain healthy food.
  - Helped clients submit 24,000 applications for the Supplemental Nutrition Assistance Program (SNAP) benefits
- In 2022, Hunger Free Colorado led a diverse coalition of people to craft and pass the Healthy School Meals for All Ballot Initiative. The Healthy School Meals for All program will begin in the fall of 2023 and provide all Colorado school children the chance to obtain free and healthy food at school.
- Through a Farm to Food Pantry Initiative, Hunger Free Colorado has helped more than 100 food pantries work with their local farmers and ranchers to significantly increase the amount of local, fresh, healthy food consistently available in food pantries.