

HÜNGER FREE COLORADO



2024



HIKE TO END HUNGER PARTICIPANT GUIDE

It's as easy as 1, 2, 3 to Hike to End Hunger!

Step ONE - Register for the Hike to End Hunger & set up your fundraising page.

- Register as an individual, a Team Captain, or join an existing team.
- Setup and personalize your fundraising or team page.
- Set your individual or team fundraising goal.
- When you raise \$150, you'll receive the 2024 Hike to End Hunger t-shirt. Raise \$500 and you'll receive a Hunger Free Colorado canteen water bottle. When you raise \$1,000, you'll receive a Hunger Free Colorado coffee mug.

Step TWO - Tell everyone about it! Invite your colleagues, family, and friends to support you with a donation.

- Share your fundraising or team page via email, social media, or any other method that suits you best. Sharing fundraisers on Facebook has been proven to boost donations.
- Use our suggested social media posts or create your own to raise awareness about hunger in Colorado and Hunger Free Colorado's efforts to ensure equitable access to nutritious food for all. Don't forget to include your own photos and personalize your message!

Step THREE - Hit the trails! Conquer your 15 miles, whether in one epic hike or spread throughout the month.

- Whether solo or with a team, on a 14er or around your neighborhood, document your journey with pictures and tag Hunger Free Colorado on your social media channels using #Hike2EndHunger.
- Join us on **June 8th at Berkeley Lake Park in Denver** to show support for equitable access to healthy food for everyone in Colorado. This family-friendly event will feature food, games, music, and activities.
- Don't forget to thank your supporters and team members!

SOCIAL CAPTIONS AND LINK TO GRAPHICS

- I'm taking on the #Hike2EndHunger, a 15-mile challenge this May to ensure all Coloradans have the food they need to thrive!
- I #Hike2EndHunger because it takes all of us to end hunger in Colorado!
- I'm hiking 15-miles in May to support a Hunger Free Colorado!
#Hike2EndHunger
- Help me reach my goal of [\$ amount] to support the #Hike2EndHunger!

GRAPHICS

EMAIL EXAMPLES

Email #1

Dear Friend,

Ending hunger is a cause close to my heart, which is why I'm participating in Hunger Free Colorado's 15-mile Hike to End Hunger challenge! Throughout May, I'll be hiking 15 miles to support the efforts to end hunger in Colorado.

Last year alone, Hunger Free Colorado assisted over 57,000 households in Colorado, connecting them with essential food resources. Your support will ensure that our neighbors can continue accessing the nutritious and culturally appropriate food they need to thrive, not just now, but also in the years to come.

I'm hitting the trails to reach my fundraising goal of [\$ amount], and your donation would really help! Thank you for considering supporting me in this important cause. (Insert link to fundraising page)

Sincerely,

[Your name/organization]

Email #2

Dear Friend,

I believe that everyone deserves access to healthy food, and I want to help make this a reality. That's why I've joined the Hike to End Hunger to show my support for Hunger Free Colorado and their statewide efforts to ensure equitable access to nutritious food for all Coloradans.

Throughout May, I'll be hiking 15 miles to stand in solidarity with my community to advocate for the work needed to end hunger. I'm hiking to raise [\$ amount] towards building equitable food systems so that every Coloradan has access to nutritious food and good health.

Your support would mean so much as I hit the trails to make a difference in the fight against hunger. Thank you for considering supporting my goal.

(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)
- 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)
- Food insecurity in Colorado is on the rise. The rate of food insecurity jumped more than three percentage points since 2021 to 11.2% in 2023. (Colorado Health Institute, Colorado Health Access Survey 2023)

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.

The funds raised through the Hike to End Hunger contribute directly to our ongoing efforts aimed at ensuring every Coloradan has equitable access to the nutritious food they need to thrive. These funds enable us to:

- operate a statewide hotline that connects individuals with vital food resources and assists them in applying for SNAP benefits
- maintain an outreach team that travels across Colorado, meeting people in their communities to provide in-person assistance in spaces like county offices, medical clinics, and libraries
- actively advocate for policy changes that foster more equitable food systems at both the state and federal levels
- ensure effective implementation of the statewide Healthy School Meals for All initiative that we helped pass in 2022
- host future events like the Hike to End Hunger that bring community together and spread our message

Ultimately, the funds we raise through the Hike to End Hunger are channeled towards our vision of a hunger-free Colorado. By supporting the Hike, you become part of achieving that goal.