

Universities Fighting World Hunger

A Manual for Students and Faculty

Welcome to *Universities Fighting World Hunger* (UFWH). Involvement in this effort presents an exciting and challenging opportunity to forge a new student movement and collaborate with other universities to address one of the most critical sustainability issues of our time – **world hunger**. **Section 1** provides general information about hunger that should be useful to all participants in this initiative. **Section 2** is designed to help students and their advisors establish a student chapter of *Universities Fighting World Hunger*. **Section 3** focuses on academic initiatives and is primarily directed to university faculty and administrators. We appreciate your interest in UFWH and encourage you to visit our website at universitiesfightingworldhunger.org and contact us with any thoughts or questions that you might have after reading this information. We also wish to acknowledge the contribution made by Friends of the World Food Program in the preparation of this manual.

Section 1: Educate Yourself

What is Universities Fighting World Hunger (UFWH)?

Universities Fighting World Hunger began in 2004 as a partnership between the United Nations World Food Programme and Auburn University.

Vision: to make fighting hunger a core value of universities across the US and around the globe

Mission: to create an academic hunger model that is suitable for replication or adaptation by universities worldwide

Goal: to develop an action agenda that includes

- (1) hunger awareness and consciousness-raising
- (2) fundraising
- (3) advocacy
- (4) academic initiatives

Since 2004, dozens of colleges and universities have joined in our efforts to eliminate hunger locally and globally. As UFWH continues to grow, it is apparent that an infrastructure and set of guidelines are needed to support and strengthen chapters around the country. Therefore, this manual was designed to serve as a guide, not a set of hard-and-fast rules, to launch a hunger initiative on your campus.

What are the United Nations and the World Food Programme?

The **United Nations (UN)** is a collection of more than 30 affiliated organizations and 192 member nations working to promote respect for human rights, protect the environment, fight disease, and reduce poverty around the world. Reducing global hunger is one of the primary building blocks in achieving these goals and is addressed in virtually all of the UN's programs around the world.

In an effort to prioritize tackling the most pressing worldwide needs, the UN has developed the “**Millennium Development Goals (MDGs)**” – a set of eight goals forming a blueprint, agreed to by all of the world's countries and leading development institutions, galvanizing unprecedented efforts to meet the needs of the world's poorest communities.

Millennium Development Goals

- Goal 1: Eradicate extreme poverty and hunger
- Goal 2: Achieve universal primary education
- Goal 3: Promote gender equality and empower women
- Goal 4: Reduce child mortality
- Goal 5: Improve maternal health
- Goal 6: Combat HIV/AIDS, malaria and other diseases
- Goal 7: Ensure environmental sustainability
- Goal 8: Develop a Global Partnership for Development

Why is ending hunger at the top of the list? One reason is that **Goal 1, Eradicate extreme poverty and hunger**, is integral to achieving most of the other MDGs. Moreover, did you know that hunger is the number one risk to health worldwide, killing more people every year than AIDS, malaria, and tuberculosis combined?

The **World Food Programme (WFP)** is the UN's frontline agency focusing exclusively on eliminating world hunger in the poorest countries. Amazingly, it is the **largest humanitarian organization in the world**, not the Red Cross or other relief organizations with which many of us may be more familiar. The reason for WFP's lower profile historically is because it does not advertise. A remarkable **93% of all WFP funds goes to direct food aid**.

WFP provides the logistics necessary to get food aid to the right people, in the right place, at the right time. It works to put hunger at the center of the international agenda, promoting policies, strategies, and operations that directly benefit the poor and hungry. Through these mechanisms, **WFP feeds almost 90 million people in approximately 80 countries each and every year**.

To learn more about WFP Programs
go to www.wfp.org and click on "What We Do"

What is Global Hunger?

Probably, at some point in your life, you have been so hungry that you've said "I'm starving!" You may have skipped a meal because you were too busy to eat or slept in past breakfast... but have you gone days at a time without food? According to WFP, hunger leads to malnutrition, a state in which the physical function of an individual is impaired to the point where he or she can no longer maintain natural bodily capacities (i.e., growth, pregnancy, lactation, learning abilities, physical work and resisting and recovering from disease). Here are a few other hunger facts that you may need to know:

- 854 million people do not have enough to eat. This is more than the populations of the US, Canada and Europe combined.
- More than 60% of chronically hungry people are women.
- More than 70% of the world's 146 million underweight children under age five live in 10 countries, with more than 50% located in South Asia alone.
- There are 400 million hungry children in the world. That's more hungry children than the total population of the United States.
- Every four seconds, someone, somewhere, dies because of hunger.
- More than 9 out of 10 hungry people die in situations not heard on the news.
- Chronic hunger in childhood can lead to irreversible mental stunting, lower intelligent quotients (IQs) and reduced capacities to learn.
- It costs WFP 25 cents or less a day to feed a child in school.

Hunger is a completely solvable problem. However, despite the fact that the world has produced more than enough food to feed itself since the 1960s, more than 850 million people around the world go without food every single day. How is this possible? Unfortunately, it is because of factors such as logistics, lack of access to food, and lack of political commitment to end global hunger.

What is domestic hunger?

In the US, hunger is often defined as food insecurity, i.e., the condition of not knowing where one's next meal is coming from. Many of the nation's food insecure are working Americans. Often US families have to choose between food and other basic necessities. However, the federal government does provide a safety net in the form of food programs such as school feeding, food stamps, and maternal/child health programs (e.g., WIC). In addition, there are other non-government safety nets, for example, food banks, food pantries, and soup kitchens. Consider the following domestic hunger facts.

- More than 1 in 10 households in the US experience hunger or the risk of hunger
- Children who experience severe hunger have higher levels of chronic illness anxiety and depression, and behavior problems
- An average of 26.5 million people use food stamps each month

As noted in the 2008 Bread for the World Hunger Report, "A scarcity of food is rarely the cause of hunger. There is more than enough food to feed everyone in the United States. The supermarket store shelves are stocked to the ceiling. But none of this matters if families have no money in their pockets. Poverty spoils every meal."

Section 2: Form a Student Chapter of UFWH

UFWH student chapters evolve in many different ways. The idea to form a chapter may come from a group of friends, an existing committee or student professional group, a class, or university official. Whatever its origin, think about the best means for tapping into your campus's interest in the fight against hunger.

What are the Expectations of UFWH Membership?

To create a consistent identity among UFWH chapters, we ask that each chapter fulfill four minimum requirements.

- **Register with Universities Fighting World Hunger**
After speaking with the UFWH coordinator, and organizing a committee, make it official! Have an officer go to www.universitiesfightingworldhunger.org to register your chapter. Be sure to include (and continue to update) the names and email addresses for all of your members, so everyone can receive important information and news from the UFWH Coordinator.
- **Hold an Event on Your Campus for World Food Day**
World Food Day takes place every year in October and is a great chance for UFWH chapters to raise awareness about the fight against hunger. (See Appendix A for suggested activities on World Food Day or an alternate date)
- **Participate in the Annual University Hunger Summit**
The Summit, which is usually held each February, serves as an annual conference providing a forum for members to connect and learn about current issues affecting local and global hunger from some of the world's leading experts. We encourage representation by both students and faculty/administrators. Go to www.universityhungersummit.org for more details.
- **Organize an Activity for the Spring Semester**
To keep the momentum going, we request that each chapter organize some hunger-related activity or event during spring term. (See Appendix A for suggestions)

How are Other Student Chapters Organized?

Obviously, UFWH chapters will not all be alike. However, below are two different models that have been successful on other campuses. Auburn University in Alabama is a large land-grant institution with an enrollment of more than 24,000. The War on Hunger model is multi-faceted, reaching across Auburn's campus to engage the entire university. Georgetown College in Kentucky, on the other hand, is a small, private school with an enrollment of 1,400. Its model, Project Compassion, has been effective in engaging top college officials and prominent alumni in its efforts to bring the community together around the issue of world hunger.

Auburn University War on Hunger Model

In 2004, Auburn University established a network of students, faculty, and administrators to plan and implement the first chapter of UFWH. The War on Hunger leadership group was named the **Committee of 19** (referring to the daily amount that was then required for WFP to feed a school child in the developing world). The Committee has one student representative from every school, college, and major student organization (e.g., Student Government Association, Greek Life, International Student

Organization, Black Student Union, Student Athletics Council). Each Committee of 19 member is supported by a designated faculty or staff member. Representatives to the Committee are selected on the basis of recommendations by peers, faculty, advisors, and/or administrators. The group's overall goal is to implement an action agenda that engages every facet of the campus community. The War on Hunger model has been particularly effective in mobilizing the unique skills, expertise and contributions that each academic or extracurricular unit has to offer in the fight against hunger. For more complete information about Auburn's War on Hunger model, go to: www.auburn.edu/hunger.

Georgetown College Project Compassion Model

Georgetown College's Project Compassion was established by five students and two administrators in an effort to make a difference in the campaign against hunger. Each year, the Project Compassion team interviews and selects new members to replace those who are graduating. Members are selected on the basis of their demonstrated commitment to the issue of hunger and public service and their track record as leaders, organizers, and implementers. The group sets its own agenda, maps out its goals each year, and develops a fundraising plan to meet financial needs. Key administrators serve as advisors to the process, refining the plan before they seek approval from the college president. The Project Compassion team has a special interest in Guatemala and has visited WFP school feeding sites in that country. This project is a flexible organizational model which fits well with the small, personal community of Georgetown College. To learn more about Project Compassion, link to: www.projectcompassion.georgetowncollege.edu.

How Does My Campus Get Started?

Now that you are learning more about the complex issue of global hunger, the mission of UFWH, and how some chapters have organized, we encourage you to get started!

- **Contact UFWH**

One of the first steps you may wish to consider is getting in touch with the UFWH Coordinator. This will be your contact person for obtaining help and information as you proceed. Upload your questions/comments at www.universitiesfightingworldhunger.org/contactus in order to:

- answer your questions
- provide ideas and suggestions for best practices from other chapters
- direct you to helpful websites and resources
- provide details about annual events including the Annual University Hunger Summit
- keep you updated on national UFWH information
- give additional assistance as necessary

Also, don't forget to register your chapter at www.universitiesfightingworldhunger.org (see above). In addition to registering, this website will become one of your most valuable tools and resources. It provides assistance to help you get organized, communicate with and learn from other chapters around the country, and download useful materials.

- **Define Leadership Structure and Set Goals**

In forming any organized group, it is important to decide on your leadership structure as well as central goals and objectives. As you will recall, the major goal of UFWH is to develop an **action agenda that includes hunger awareness and consciousness-raising, fundraising, advocacy, and academic initiatives**. In light of this over-arching goal, we encourage university chapters to consider its four parts in developing your own plan of work. We suggest you start small, set a few goals, achieve success, and grow from there.

- **Recruit Faculty and/or Staff Advisors**

Consider which professors, administrators, and/or staff are interested either professionally or personally in the issue of world hunger, the MDGs, and/or international development. Their support will be tremendously beneficial to your chapter in both the short and long-term. The significant advantages to having faculty/staff thoroughly integrated into your UFWH chapter include:

- additional credibility and campus recognition
- access to community resources and contacts
- assistance in networking with other faculty and staff
- provision of experienced guidance and information
- chapter continuity as students graduate and move on

- **Register with Your University**

Most schools require student groups to formally register with their university in order to reap the benefits of being an officially recognized organization on campus. In fact, some schools may provide a **budget** to fund student groups registered on campus. If you need additional funds to operate, you may do so through a fundraising activity which should be clearly designated as supporting your UFWH chapter and not WFP or another targeted hunger charity. The bottom line is that it is important to understand your school's policies and procedures in order to be in compliance with university regulations.

- **Developing and Implementing Activities and Events**

When you are planning activities and events, don't forget to include dates significant to your school, such as homecoming or spring break. These dates will be factors in your chapter's planning and may provide perfect opportunities for you to coordinate hunger-related activities with other campus events. In addition, be sure to check the calendar of events at www.universitiesfightingworldhunger.org for significant dates such as World Food Day, UN Day, Walk the World, and the Congressional calendar which may affect your advocacy activities.

- **Hunger awareness** (knowing about it) and **consciousness-raising** (caring about it)...

should be the first steps in establishing an effective hunger campaign. In order to distribute information effectively and get campus and community buy-in, it is important to have an aggressive marketing strategy using both traditional and new media. See Appendix A for ideas about hunger awareness and consciousness-raising activities and events.

Along with hunger awareness activities, you may want to include a **fundraising** component. Because it costs WFP only 25 cents to feed a child for one day, it takes very little to make a tremendous impact on the lives of the hungry around the world.

When your chapter sponsors a fundraiser, be sure that you keep track of the cost associated with organizing the event. Deduct those expenses from the final amount raised prior to determining the amount of your donation. It is recommended that students work closely with a faculty advisor to ensure that your funds go into a specific account that will accommodate a subsequent charitable donation.

Funds raised for WFP are sent to Friends of the World Food Program, the nonprofit organization representing WFP in the United States. The funds are then transferred to WFP headquarters in Rome and distributed to programs around the world. For a list of the countries in which WFP operates, visit www.wfp.org.

All checks should be made out Friends of the World Program, and sent to:
Friends of the World Food Program
1819 L Street NW, Suite 900
Washington, DC 20036

Most UFWH campus chapters are addressing **domestic as well as global hunger**. There are many effective ways for you to support the campaign against hunger in your community. Volunteering is also a great way to support your local Food Bank or soup kitchen. Many chapters find that contributions of non-perishable food items to a local food bank is a good way to support domestic hunger, while cash donations to WFP support global hunger.

Advocacy consists of strategies and actions taken to influence decision making at all levels of government and is another important part of the UFWH agenda. As members of your student chapter come to know about and care about hunger, it is important for them learn to effectively communicate that knowing and caring to others if we are to build the political will to end hunger. For suggested ways for your chapter to take action, see www.friendsofwfp.org.

Linking Your Hunger Activities to UFWH

Consider developing a website for your UFWH chapter and link it to www.universitiesfightingworldhunger.org

If your chapter does not yet have a website, you can still link a press release, article, or other publicity about your hunger-related activities to the UFWH website.

Use of WFP Logo Online and in Print

The WFP logo may be used on your school's UFWH homepage identifying WFP as the lead partner for UFWH. By using the logo on your website you agree that you will not: (a) display or use a link in a manner that causes the site or any portion of its content to display within a frame or otherwise alters the visual presentation of the site; (b) display or use a link in a manner that causes the site to be associated with any advertising, sponsorship or endorsement beyond your UFWH chapter; (c) link to the site if, to

a reasonable person, your site may be obscene, defamatory, harassing, grossly offensive, or malicious to any person of any age; (d) display or use a link in any manner or format to suggest or imply that WFP supports or opposes any candidate for any elective office; (e) display or use a link in connection with any content that disparages WFP or its charitable mission; and/or (f) use only the WFP logo with any other organization's logo, aside from your school's without prior written permission from the UFWH Coordinator. WFP does not accept commercial advertising, such as banner ads or pop-up ads, on its website. You may also use the WFP logo on your UFWH chapter documents, provided that the activity or document is in keeping with the UFWH mission, as outlined in this document and follows the same related parameters as outlined in usage online.

Section 3: Launch Academic Initiatives

The fourth objective of Universities Fighting World Hunger is Academic Initiatives. This is the objective that perhaps presents the greatest challenge for institutions of higher education. On the other hand, it may be the one with the greatest payoff because of its potential to impact current and future generations of students across the nation and around the world.

UFWH is encouraging its members to find ways to codify and integrate information about hunger-related issues throughout all academic disciplines in regard to curricula development, teaching, research, and outreach. Once academic initiatives in multiple disciplines become pervasive throughout a university setting, the stage is set for hunger to become a core value of the institution and a well-defined part of the campus infrastructure.

UFWH will serve as a network for member institutions to support each other in the development and/or implementation of hunger-specific curricula, innovative teaching techniques, course syllabi, outreach activities, grant proposals, and research on hunger-related topics. As part of its commitment to educating current and future generations about sustainable human development, UFWH will encourage US student opportunities to travel and become personally involved in global issues, especially world hunger.

UFWH will also facilitate networking and encourage cooperation between UFWH members and academic institutions in developing countries. Shared research interests and exchange arrangements for faculty and students will be explored.

In particular, UFWH will promote the value of educating foreign students in U.S. universities to become leaders in agriculture/nutrition back in their home communities. Links will be established between UFWH members, developing country academic institutions and WFP Country Offices in those countries on areas of mutual academic research interest, i.e. child nutrition, food security policy. In some cases, internships will be possible for students from these academic institutions with WFP country operations and programs.

Section 4: Final Thoughts

Your UFWH chapter will grow and evolve over time. Don't be overwhelmed by all that you "could" do. Choose one thing, take one step forward, and just keep walking.

The UFWH Coordinator is available to answer any questions, help you get started or strengthen your chapter, and provide useful resources and information. Feel free to contact the UFWH Coordinator anytime by uploading your questions/comments at:

www.universitiesfightingworldhunger.org/contactus

Your willingness to get involved will make an impact on the lives of the hungry locally and worldwide. All of our efforts, as a university-led campaign against hunger, have the potential to change lives, shape policy and influence the greatest current and future thinkers of our generation.

Thank you for your commitment!

Appendix A

Ideas for Hunger Awareness Activities and Events

- Host an Empty Bowls event (www.emptybowls.net) or an Oxfam America Hunger Banquet(www.oxfamamerica.org/whatyoucando/act_now)
- Participate in WFP's Annual Walk the World (www.wfp.org)
- Become involved in WFP's "Red Cup" campaign (www.wfp.org)
- Organize a CROP walk (www.churchworldservice.org/CROP/index.html)
- Develop a power point presentation containing hunger facts, information about WFP, and ways your campus is involved in the UFWH movement; use the power point to educate various campus, community, and faith-based groups
- Create a viral video with a hunger message
- Develop a hunger webpage for your university website
- Post a hunger quiz on your university website
- Devise creative ways to collect non-perishables for your local food bank
- Use an athletic event to raise awareness of hunger locally and globally
- Place a large "piggy bank" in a highly visible spot on campus (e.g., student union or bookstore) to collect change for hunger relief
- Sponsor a film festival showing movies with hunger-related themes (e.g, *The Girl in the Café*, *Lost Boys of Sudan*, *Blood Diamond*, *Afghan Stories*, *Life in America*, *Salaam Bombay*)
- Host a benefit concert for hunger awareness
- Sponsor a poetry/essay with a hunger-related theme
- Organize a side-walk art show featuring works from countries WFP serves
- Write an op-ed piece related to hunger for your student or local newspaper
- Volunteer at your local food bank or soup kitchen
- Pledge to "Just Skip It" by giving up a meal and donating the money to your campus' hunger relief fund
- Distribute flyers containing basic hunger facts on campus and collect pocket change for hunger relief on a monthly basis
- Design t-shirts, bracelets, and other items with hunger-related themes to sell on campus or at local gatherings (e.g., Farmers' market, festivals, tailgates)
- Organize a Hunger Awareness Week around World Food Day (October 16)
- Downlink FAO's Annual World Food Day Teleconference on October 16
- Partner with a local business or corporation to raise funds for hunger relief