The Face of Hunger
Strategies

- Background
- Monetary/Bowl Collection
- Web Design
- Talk Show/PSA
- Game Announcement
Timeline

Month Year: November 14, 2009
• Empty Bowl Event

Month Year: October 27, 2009
• Radio Talk Show

Month Year: October 24- November 5
• Monetary Fund Collection

Month Year: October 24, 31, 2009
• Volleyball Handouts and Announcement

Month Year: October 15, 2009
• Gallery outreach

Month Year: October 12, 2009
• Marketing Outline

Month Year: October 10, 2009
• Confirming letters
Background Information

- Our goal is to raise awareness about hunger and to get people to attend the San Antonio Food Bank’s Empty Bowl event.
- This event will be held on November 14, 2009.
- We have decided on one campus activity and two city wide activities in order to achieve our goals.
- For our campus activity we will design a web page.
- For our city wide activities we will promote the event on a Spanish radio station and we will collect monetary donations.
SAMMinistrie

- Provides housing for some and meals for others.
- Feeds about 600 people in a day
- Dominant age group: 40-60 years
- Bring in homeless, then:
  - Do background checks and TB tests
  - Help them actively search for jobs
  - Once employed, help find housing and pay for 30% of rent and provide some furniture

Asked us to inform public that anybody can be affected, including entire families.
San Antonio Food Bank

- The San Antonio Food Bank is a non-profit organization that helps collect food for people that are in need of it. It was founded in 1980.
- 1 in 5 people face hunger everyday in southwest Texas.
- 65% of the people that are in need of food have children.
- For every dollar donated to the San Antonio Food Bank, $13 of food can be given to people in need.
- Currently, the San Antonio Food Bank serves 16 counties.
- Every week they serve meals to 25,000 people.
St. Vincent de Paul

- Started in 1985
  - Has served 4,386,233 meals since then
- Helps homeless and low income families
- Raises money to distribute food to over 73 food pantries around the Bexar County

Services:
- Dining Room- serves over 900 meals a day
- Client Financial Assistant Program
- Other Assistant Programs
  - Distribution of cloths, shoes, and personal care products
On-Campus Outreach

- Have a Web page link on the OLLUSA main page that talks about hunger in S.A., also about the Empty bowl project, and how OLLU is helping with the Food Bank.
- This Web page will also have a slide show of some of the pictures we took of our experiences.
- At the athletic events we have an announcer, Jay, and he will be announcing information about the Empty Bowls Project and how people can help.
- Also giving fliers out at the games about the event and how people can help.
City Wide
Talk Show-In Spanish

- El Mañanero con Jesse Lechuga Talk Show
  - To be scheduled in late October
  - 95 x Tu Musica- Pop Latino
  - Commercials are also going to be played throughout the month of November to remind the public about our Empty Bowl Event

- Public Service Announcement
  - Stating the importance about helping the San Antonio Food Bank
Monetary Outreach

- Ideas for monetary donations
- We have printed letters from OLLU to take to businesses or companies.
- One company is my place of work Westin River Walk hotel.
- Another one would be the Grand Hyatt.
- Other forms of monetary donations would be family and friends, or students at OLLU.
Bowl Donations

- Team up with local chains such as: HEB, Valero, and Wal-Mart in having designated donation bends supporting our cause.
- Incorporating big businesses will attract larger sponsors and larger donations