



CHAPTER GUIDE

THE UFWH STORY



In 2004, Auburn University was invited by the United Nations World Food Programme (WFP), the world's largest humanitarian agency, to become its lead academic partner in a newly launched War on Hunger student campaign. The partnership has resulted in a "best practices" educational model that outlines a grassroots student campaign and a multi-disciplinary academic action agenda that can be adapted or replicated by other colleges and universities. The partnership has led to more than 300 higher education institutions mobilizing under the banner of Universities Fighting World Hunger (UFWH).

One of the unique aspects of the UFWH model is its inclusiveness – involving all disciplines, colleges, and human rights organizations – on campus while welcoming involvement from students, faculty, and administrators. Since 2014 the Presidents United to Solve Hunger (PUSH) movement has brought high level support to UFWH, with more than 100 university presidents from 6 continents committing to working collectively to advance food and nutrition security.

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Join the UFWH Movement

Becoming part of UFWH means access to a network of universities and chapters all around the world who are each working to solve hunger. UFWH is an organization dedicated to ending hunger that gives each chapter a clear mission and prioritizes the following programs and activities:



Hunger awareness and consciousness-raising – The more you know, the more effective you can be as a hunger fighter. Educational videos, resources and links to online courses on Hunger Studies can be found on the Learn page of the UFWH website. Check your school to see if they offer any courses on hunger studies, food security or food policy.



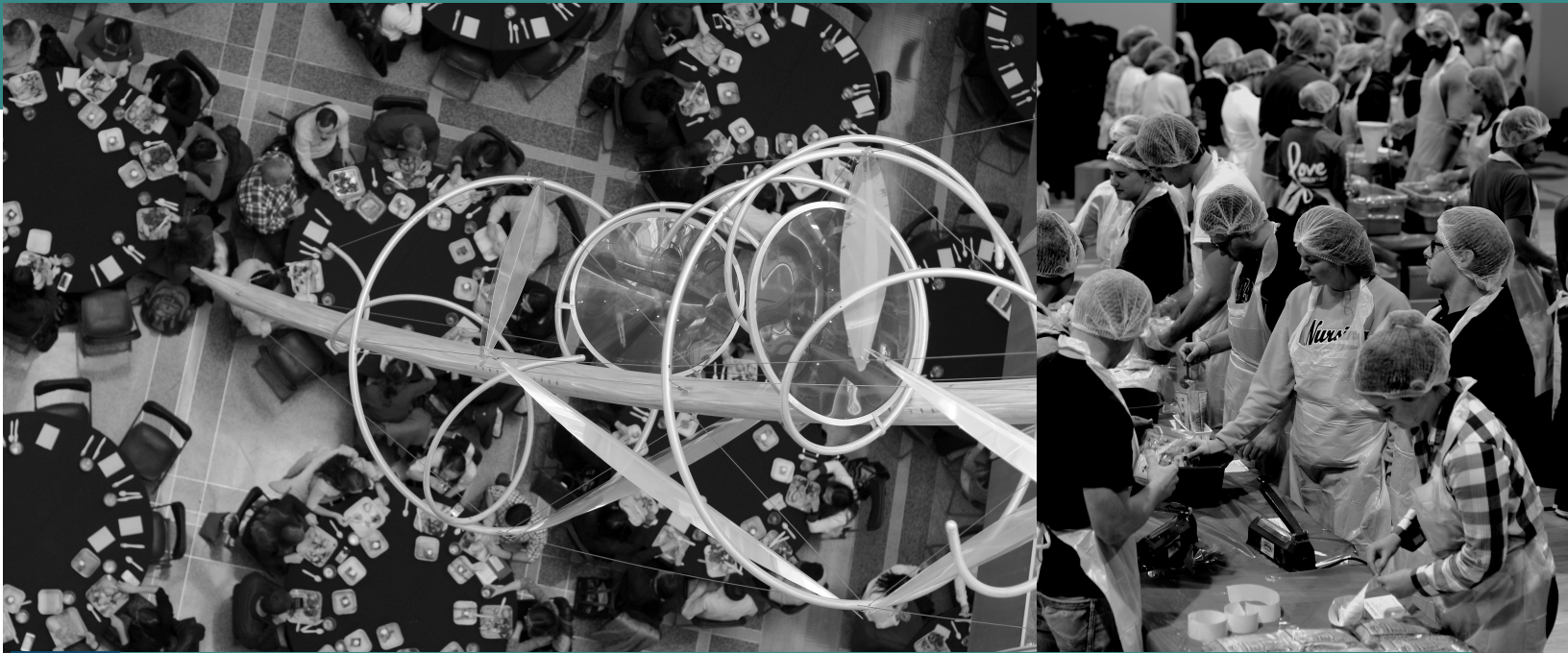
Fundraising and community activities – Once students know about hunger, many are eager to DO something about it. UFWH chapters can collect food for local food banks, raise funds for organizations (such as our partner, the UN World Food Programme), or set up a campus food pantry to help those struggling with hunger on campus.



Advocacy – Become a hunger advocate. Speak up on your campus and in your community on behalf of the hungry. Tell your elected officials that you want them to act, to create the policies and programs to end hunger and malnutrition. Join forces with others who share your views about ending hunger – in the UFWH movement and beyond.



Academic initiatives (teaching, research, outreach) – Universities are uniquely created to discover and share knowledge and can be tremendous game-changers in the fight against hunger. Discover what courses are available on your campus, what research is being done, what innovations have been developed, and then share that information with the UFWH network.



ATTEND THE ANNUAL **UFWH** SUMMIT

Each year in the spring UFWH holds a Summit where students from all over the world gather at a host university to become inspired, share best practices, and learn from government, academic, NGO and business leaders through interactive sessions and hands-on workshops. Find out more about the Summit at www.ufwh.org

JOIN UFWH AS AN EXISTING ORGANIZATION

While encouraging the creation of new chapters, UFWH also invites existing student groups focused on hunger issues to join forces under the UFWH banner. UFWH encompasses many other organizations, as outlined on the UFWH website, and adopting the UFWH banner can help existing groups work collaboratively and cohesively.

How To Start a UFWH Chapter

01 CONTACT UFWH

As a first step you are encouraged to contact the UFWH Coordinator (contact information in the back of this manual). The coordinator is available to answer any questions and help guide you through the process of getting started.

Don't forget to register your chapter by filling out the form on the UFWH website. In addition to registering, the [UFWH 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 world, and download useful materials.

02 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, action, 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 that you start with a few achievable goals and grow from there.

03 RECRUIT FACULTY AND/OR STAFF ADVISORS

Identify professors, administrators, and/or staff who are interested/involved, either professionally or personally, in the areas of hunger, food security, nutrition, the Sustainable Development Goals, and/or international development. Their support and leadership will be tremendously beneficial to your chapter in both the short and long-term. Significant advantages to having faculty and staff thoroughly integrated into your UFWH chapter include:

- Additional credibility and campus recognition
- Access to community resources and contacts
- Assistance in networking guidance and information
- Provision of experienced guidance and information
- Chapter continuity as students graduate

04 REGISTER WITH YOUR UNIVERSITY

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

05 DEVELOP AND IMPLEMENT 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. World Food Day on October 16 is also an important day to remember as you plan activities. Focus your energy in the four areas of the UFWH Hunger Model listed below:

a. RAISE HUNGER AWARENESS AND CONSCIOUSNESS

To address hunger, you must first know about the issue (awareness), and once educated, come to care about it (consciousness-raising). This should be the first step in establishing an effective campaign against hunger. In order to distribute information broadly, and get campus and community buy-in, it is important to have an aggressive marketing strategy using both traditional and new media.

b. TAKE ACTION

Along with hunger awareness activities, you may want to take action, such as collecting food for the local food bank or raising funds for a hunger-related charity. Because it costs the World Food Program only \$0.25 to feed a child for one day, it takes very little money to make a tremendous impact on the lives of the hungry. 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 can be donated through WFPUSA (<http://www.wfpusa.org>) if your school is located within the US, or through WFP (<http://www.wfp.org>) if your school is located outside the US.

c. ADVOCATE

Advocacy consists of strategies and actions taken to influence decision-making at all levels of government and other thought-leader entities. As members of your student chapter come to know about and care about hunger, it is important for them to learn to effectively share that knowledge so that others will care and be mobilized to act. In this way, we can build the public and political will to end hunger.

d.

KICK START ACADEMIC INITIATIVES

Find out which academic units on your campus offer courses that include content related to hunger and malnutrition and encourage students to sign up. Search out information about faculty who are involved in hunger-related studies, and share with students looking for opportunities to strengthen their research experience. Encourage relevant departments or other administrative units to focus special seminars and lecture series on the issue of hunger. All of these activities will serve to increase your university's impact on the fight against hunger.

06

SHARE YOUR STORIES AND OTHER INFORMATION

If you host an event on your campus, we want to know about it. Submit a write-up of the event, along with photos, and we will post your school's story on our website to share with other chapters. We will also reach out to you periodically to ask for your help in raising awareness about national and international UFWH and PUSH initiatives through your communications network, including social media.

07

STAY IN TOUCH

We realize that there is a natural turnover as students graduate and leadership changes in your chapter. Please help us keep our contact list up to date and let us know of any changes when they happen.

What can my UFWH chapter do?

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, you should think about the best way to involve your campus in the fight against hunger. To create a consistent identity among UFWH chapters, we ask that each chapter take part in the five following activities.

1. Register with Universities Fighting World Hunger by going online at www.ufwh.org and filling out the form in the **Take Action** section. This may be a new chapter of UFWH or an existing organization on your campus that is committed to raising awareness about hunger.

2. Hold an event on your campus for World Food Day, October 16. It is a great opportunity for UFWH chapters to raise awareness and take action in the fight against hunger. For more information go to <http://www.fao.org/world-food-day/>

3. Organize an activity during the spring term. To keep the momentum going, we request that each chapter organize a second hunger-related activity or event before the end of the academic year. Please keep in touch. We want to hear from you and hope that you will submit blogs and photos for our website. Also, be sure to let us know about activities on your campus that we can help promote through social media.



4. Use the UFWH logo. Show that your chapter is part of a global movement. We ask that you use the UFWH logo, following guidance in the Brand and Style Guide that you can download from our website at www.ufwh.org/toolkit.

5. Attend the UFWH Annual Summit. While joining us at the Summit is not a required activity, it is a wonderful way to be with other like-minded students from around the world. Each year a different member school hosts this annual event that has seen up to 500 students in attendance. In the past it has been held in locations such as George Washington University in Washington, DC, the University of Guelph in Ontario, Canada, and the Universidad Nacional de Agricultura in Catacamas, Honduras. The 2016 UFWH Summit will be held February 25-26 at the University of Missouri-Columbia. For more information or to register, visit the [Summit](#) page on the UFWH website.

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)
- 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 pint 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 contest 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)
- Participate in World Food Day awareness activities on October 16
- Partner with a local business or corporation to raise funds for hunger relief

GET YOUR PRESIDENT TO JOIN



PRESIDENTS UNITED TO SOLVE HUNGER™

In February 2014, leaders representing more than 30 universities from the US, Canada, and Latin America gathered at a UFWH Pre-summit to discuss the collective role of universities in solving hunger. The consensus outcome of that meeting was the Presidents' Commitment to Food and Nutrition Security, a document that more than 80 university presidents have now signed, committing to a hunger-free campus, community, and world. A ceremonial signing attended by more than 200 academic and multi-sector leaders was held at the United Nations in December 2014. Read more at www.pushtosign.org.

Are you PUSHing your president to sign?

The most powerful way to get university presidents to sign PUSH is through the urging of the key constituents they represent – you – the students. Visit the PUSH website to find our **student toolkit**, including a printable copy of the President's Commitment, a student handbook that offers how-to suggestions on approaching your president, a petition to gain widespread student support, and PUSH web banners to add to your site or use on social media.





Show that you are part of this bigger movement. We welcome your use of the UFWH logo on your materials, on your web site and on your social media platform. You can download the UFWH brand style guide at www.ufwh.org/toolkit.

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