



We all know the facts: When children don't have enough to eat they have trouble concentrating, aggressive tendencies, stunted growth and other challenges. A full belly is a critical component to helping a child succeed inside and outside of the classroom.

That's why the Backpacks for Friday program is such an important resource for southeast Missouri families. With help from coordinators like you, the program has continued to grow. In the 2021-2022 school year, BFF served 1,200 students in 31 school districts. But, with 64 percent of children in Southeast Missouri enrolled in school lunch/breakfast programs, we all know there are more students who need our help.

Southeast Missouri Food Bank staff assembled this fundraising toolkit to help you continue to grow the program in your district. Use the items as you see fit: You know your community best. You'll find a donation letter that can be used for mail campaigns and PowerPoint presentation if you want to speak to groups or organizations directly. Both files can be customized with information about your county and/or school district. We've also included numbers about hunger in Southeast Missouri and a flyer providing a by the numbers look at the BFF program. We hope these will prove helpful to you in securing donations to support BFF in your district.

When targeting your requests, focus on people and groups who are invested in the school and community. This list is a good place to start:

- Churches
- Civic groups/organizations
- Chambers of commerce
- City administration
- Major employers in the community
- Local banks or branch locations
- Utility companies
- Car dealerships
- Farming/ag-related businesses
- Attorney offices
- Insurance agents
- Restaurants

Please let us know if you need additional information or assistance with fundraising for Backpacks for Friday. We're here to help in any way we can!

Thank you for helping us fight childhood hunger in southeast Missouri.