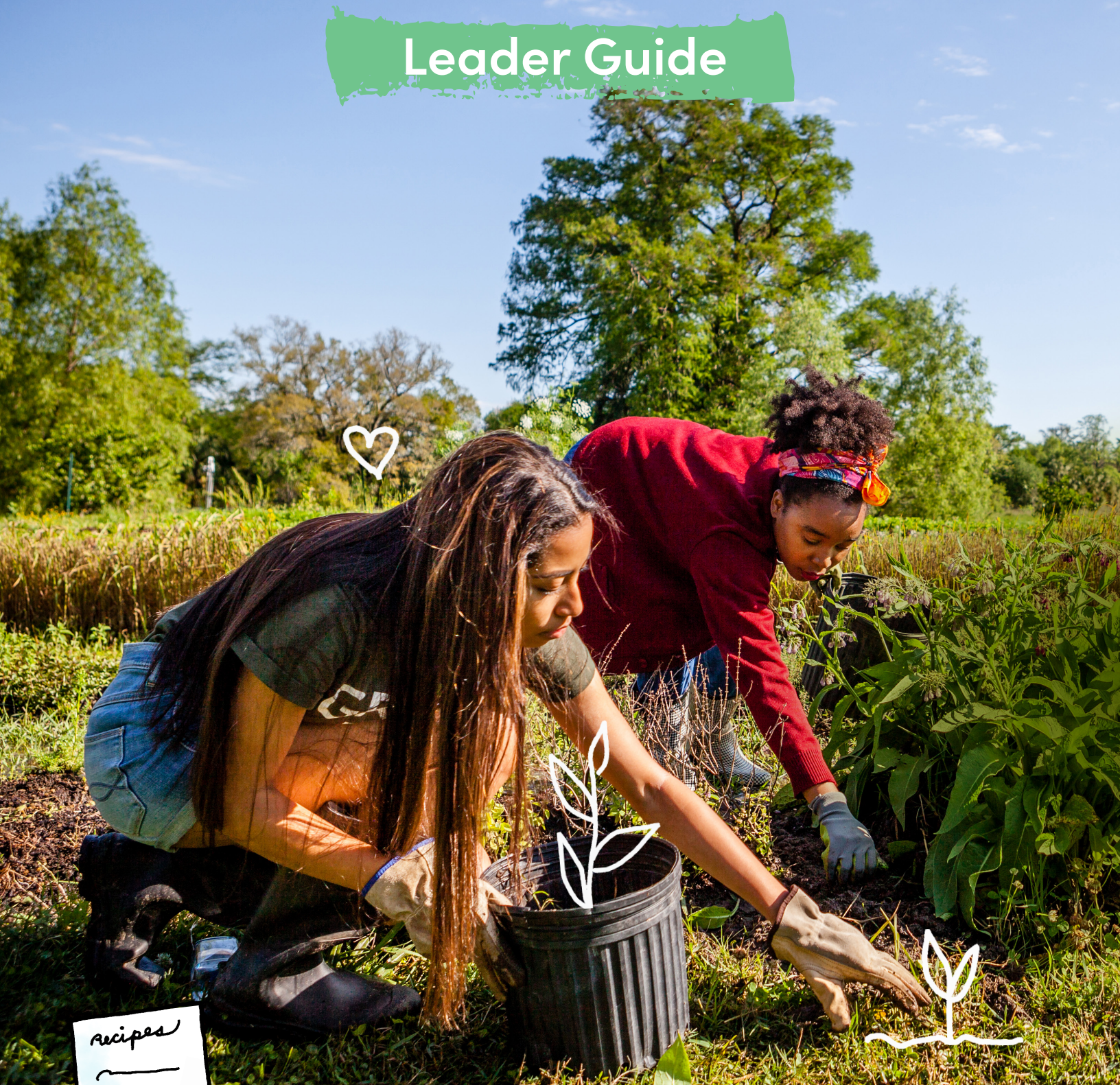


# Hunger Challenge

## Leader Guide



Help write the recipe  
for ending hunger.

students  
r-build



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# Welcome from the Students Rebuild Team



Dear Leader,

When you think about it, we're all a part of the food chain. Whether we plant, harvest, distribute, buy, cook, serve, or simply eat—we all have a connection to food. For some of us, that connection is filled with good memories; the smell of a BBQ at a family gathering, your grandma's famous biscuits served with jam, or the feeling of biting into a perfectly ripe

strawberry in summertime. Often the greatest memories of our lives include food prepared and shared with love.

Food connects us. It brings us together and helps us form community. It nourishes us and helps us grow strong. It fuels all our activities—from thinking to playing to sustaining our livelihood.

That's the experience of food that some can relate to, but far too many cannot. In our world today, one in nine people are suffering from hunger (and one in five in the United States)!

The causes of hunger are many: the devastating impacts of poverty, the effect of climate change on agricultural stability, conflict making food inaccessible and unaffordable for communities, and the lack of access to healthy and fresh foods. This problem is huge and the solutions that are needed are broad.

That's why this year we're inviting students everywhere to address hunger all around the world—including right in their own backyard. We know young people have the ingredients to cook up broad-reaching and diverse solutions for our world's most pressing problems. We've seen it through the last 10 years of Students Rebuild. This year will be no different. Student effort will fuel support to help meet the needs of children within conflict zones who face devastating nutritional decline, provide healthy and accessible meals at school, and back community-based solutions throughout the U.S.

This Leader Guide will introduce you to everything you need to know about the Hunger Challenge. We're excited to take this journey with you and our incredible partners this year: UNICEF, Mary's Meals, Global Nomads Group, and many more.

Together let's prepare the table for change!

Leonetta Elaiho  
Manager, Students Rebuild



# What is Students Rebuild?

Students Rebuild, a program of the **Bezos Family Foundation**, is a free, ready-made adventure in global learning that asks students to put their creativity and compassion to work in support of other young people in need.

The way it works is simple: We issue an annual challenge that invites students to respond to a specific problem affecting young people somewhere in the world. Teachers and students explore the issue in class and, in the process, connect with students around the globe. Then students create art based on what they learn and send it to us. For every piece of art they submit, we make a financial donation to a respected community-based organization serving youth. Since 2010, more than one million participants in 83 countries have created over five million works of art and raised more than \$5 million to benefit tens of thousands of young people around the world.





# About the Hunger Challenge

This year, we're inviting teachers and students worldwide to address hunger and malnutrition globally.

Hunger has many faces. Sometimes hunger is heartbreakingly obvious. Other times, it's less visible but no less destructive. With 821 million people (or one in nine) suffering from hunger globally (one in five in the United States), the faces of hunger are all around us.

With the Hunger Challenge, we're gathering around a global table to learn about hunger in all its guises—malnutrition, food insecurity, “food deserts,” and more—and to investigate how hunger interferes with education and development to prevent too many young people from living full, healthy lives. We're also looking at what can be done to end hunger, from emergency relief in places dealing with conflict like Yemen to longer-term solutions like training the next generation of urban farmers in the United States.



## Assembling the ingredients of hope.

We're inviting students to deepen their understanding of hunger—and use it as a catalyst for action—by taking three simple-but-powerful steps:

- 1 **Learn about hunger** and how it affects young people around the world and in their own backyards.
- 2 **Create an artfully illustrated version of a recipe**—an actual one or a more imaginative, conceptual one—that reflects culture, community, and connection.
- 3 **Send the artistic recipes to us.** For each one we receive, the Bezos Family Foundation will make a \$3 donation—up to \$700,000—to organizations addressing hunger and malnutrition around the world and across the spectrum of need, from emergency relief and feeding programs to longer-term agricultural development.



Get started by registering online at [studentsrebuild.org/register](https://studentsrebuild.org/register).



# When is the Hunger Challenge?

The Hunger Challenge launches on September 17, 2019, and ends June 5, 2020. You can join the Challenge and submit art anytime throughout this period.

# Who is Receiving Funding?

The funding students generate will support 10 organizations and 12 specific projects around the world that are addressing hunger in all of its forms. Projects include UNICEF's work to address chronic malnutrition in Yemen and Ethiopia; Mary's Meals school-based feeding programs in India and Malawi; and community-based initiatives across the U.S. Altogether, the Hunger Challenge will help make a difference for tens of thousands of children worldwide. See a snapshot of the projects below and find a full description of the organizations and projects on our Partner page at [studentsrebuild.org/partners](https://studentsrebuild.org/partners).



**LOCATIONS:** Yemen & Ethiopia  
**PROJECT:** Provide therapeutic food intervention for children suffering from severe acute malnutrition.



**LOCATIONS:** India & Malawi  
**PROJECT:** Provide children a meal every school day for a year in their place of education.







**LOCATION:** New Orleans, LA  
**PROJECT:** Support local youth to receive training in a farm-based leadership program.



**LOCATION:** Chester, NY  
**PROJECT:** Support development of a virtual academy to grow reach of their nutrition lessons and recipes.



**LOCATION:** Harlem, NY  
**PROJECT:** Support growth of a new 2-story vertical hydroponic greenhouse serving low-income youth and families.



**LOCATION:** Billings, MT  
**PROJECT:** Support to Native American youth-led agricultural projects in several communities.



**LOCATION:** Kamuela, HI  
**PROJECT:** Training for primarily Native Hawaiian youth in traditional agricultural practice and related career pathways.



**LOCATION:** Anthony, NM  
**PROJECT:** Youth program to learn about traditional and desert foods in Colonia communities in the region.



**LOCATION:** Baltimore, MD  
**PROJECT:** Expand breakfast feeding program serving children in a Baltimore housing development.



**LOCATION:** Petersburg, NY  
**PROJECT:** Training of young farmers and weekly delivery of naturally grown food to communities in need.

In addition to projects that are receiving funding, we're also excited to collaborate again with experience and instructional design partners, Global Nomads Group and PBLWorks.



**Global Nomads Group (GNG)** will provide content to help illuminate the stories of young people and communities affected by hunger. GNG will create videos, lesson plans, and webcasts during the school year.



**PBLWorks** collaborated with eight Students Rebuild educators over the summer to create a special Project Based Learning Unit to support deeper student-driven learning through the Hunger Challenge.

Videos and Resources from both organizations can be found on our Resources Page at: [studentsrebuild.org/Resources](https://studentsrebuild.org/Resources)



# How Do I Get Started?

Everything you need to participate in the Challenge can be found online at: [studentsrebuild.org/hunger](https://studentsrebuild.org/hunger). This includes up-to-date information on the Challenge, an interactive map featuring this year's teams, videos, additional tools to support student learning, and instructions for making this year's art. We recommend you bookmark the Challenge webpage on your computer and come back to it often.

Here's how to maximize your experience and get started:

## 1. Register your team

Registration is simple, free, and takes less than two minutes. Once registered, your team will be displayed on our interactive map. Teams can be any size—from one person to thousands! [Register your team now.](#)



## 2. Check out your Dashboard

Registration also unlocks your Dashboard—an online feature that lets you track your progress, save materials and lessons for quick reference, upload photos, and provides you with a personal link to your shareable Team Page. Your Team Page allows you to share progress, photos, and any materials you choose with students, families, and colleagues.



## 3. Choose your learning and support resources

Whether you have one hour or a whole school year, you can customize your participation to meet your team's needs and time constraints. To make your journey easy, we've built a few recommended teaching guides you can follow based on the time you have. We also have overview sheets, participation certificates, customizable posters, and more to make your Challenge experience personal. Find all these free resources at: [studentsrebuild.org/resources](https://studentsrebuild.org/resources).

#### 4. Connect, learn, and make art

After using the resources that best fit your needs, have your students make artfully illustrated recipes—actual ones or more imaginative, conceptual ones—that reflect culture, community, and connection. For examples and more instructions on art, check out our Hunger Challenge Art Guide and the Art Making video! Both can be found on our Resources Page at: [studentsrebuild.org/resources](https://studentsrebuild.org/resources).



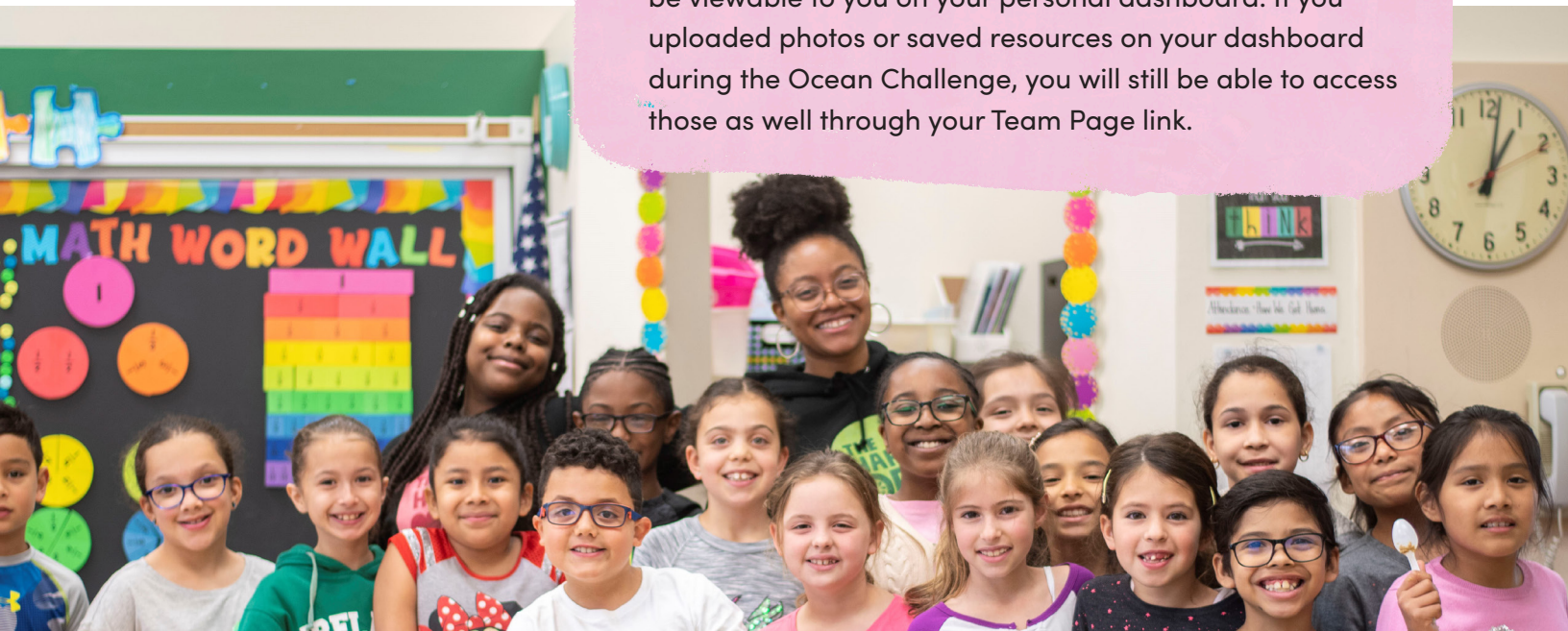
#### 5. Submit artwork to Students Rebuild

There are two ways to submit your art to Students Rebuild: mail us your art pieces or digitally submit them online.

Whichever you choose, the first step is to go to [studentsrebuild.org/submit](https://studentsrebuild.org/submit) or click any submit link on our website. Once there, you'll be able to enter the number of art pieces and the number of participants from your team. Your donation amount will immediately calculate and display on your private dashboard, the team map, and your shareable Team Page. More details on submission are included in the Completing the Challenge section on page 13.

**Have you  
participated in a  
Students Rebuild  
Challenge in  
the past?**

If so, welcome back! You will need to **register** your team again for the Hunger Challenge but if you are using the same email as you registered with in the past, your impact data from your past Challenge participation will still be viewable to you on your personal dashboard. If you uploaded photos or saved resources on your dashboard during the Ocean Challenge, you will still be able to access those as well through your Team Page link.





# During the Challenge

Throughout the Hunger Challenge, there are numerous engagement opportunities and tools available for you to enhance your team's experience on our [Resource Page](#). Use these as they make sense for your team and, as always, feel free to adapt or create your own resources to fit the learning goals of your classroom or program.

## Overview Materials and Teaching Guides

In addition to this Leader Guide, here are the other quick reference tools designed to help you structure your Challenge experience. These include:

- **Introductory Challenge Video:** A short, two-minute video that provides inspiration and information on the Hunger Challenge.
- **Art Instructions:** Detailed information and instructions on how to make this year's creative call-to-action—artfully illustrated versions of recipes. Each recipe will generate a \$3 donation from the Bezos Family Foundation to support programs addressing hunger and malnutrition globally.
- **Teaching Guides:** If you're new to Students Rebuild or just looking for some direction about how to approach the Challenge with your team, we've created guides to help you navigate the tools and engagement opportunities we offer based on the time you have to participate.

## Lesson Plans and Videos

Each year we curate and create resources to boost student learning and reflection. You can find all materials in the Lesson Plan and Videos section of the [Resource Page](#).

- **Project-Based Learning Unit:** The Hunger Project is an exciting new resource crafted by PBLWorks in conjunction with eight Students Rebuild educators. As a flexible project-based learning unit, it's adaptable for grades K-12 and has multiple discipline pathways to follow; humanities, math, and science.
- **Storytelling Videos:** Global Nomads Group has created three short videos to illustrate stories of young people and communities dealing with hunger in unique ways. Each video has accompanying standards-aligned discussion guides to deepen student learning.
- **Other Recommended Curricula:** Every year our team identifies lesson plans and curricula that can be used to deepen learning throughout the Challenge. This year there are recommended lessons from TED-Ed, UNICEF, National Geographic, Foodspan Learning, and more and can be found within the Recommended Lesson Plans worksheets by grade and age range.

## Connecting with our Global Community

To foster connections and learning across our teams—which last year spanned 45 countries—we’re hosting virtual webcast discussions and monthly Facebook/Instagram videos, as well as posting stories exploring hunger and malnutrition across the spectrum of need.

- **Webcasts:** Three virtual webcast discussions (dates to be announced) will feature live conversations between young people participating in the Challenge on the subject of hunger across cultures and communities. You can tune in live to submit questions or watch later. Interested in being on-screen? [RSVP here](#).
- **Monthly Facebook/Instagram Videos:** Every first Tuesday of the month beginning October 1, 2019, we’ll host Facebook and Instagram video segments featuring topics like creating recipe artwork and talking with special guests.
- **Stories:** Read blog posts from partners on project progress, features on students and teams, and updates from the Students Rebuild team.
- **Social Media:** Share your team’s photos, videos, and highlights on social media. Tag @studentsrebuild on Facebook, Instagram, or Twitter and use the hashtag #HungerChallenge so we can see what you share!
- **Newsletters:** Each month we send out a newsletter sharing the latest updates and highlights from the Students Rebuild community. We always feature a “team of the month” to celebrate a team participating in the Challenge. Sharing your team’s work with us on social media is a great way to get your team featured! Sign up for our newsletter online or when registering for the Challenge.





## Materials to Raise Awareness & Celebrate

Spread the word about the Challenge with your students, their families, and the community. Below are tools to boost awareness and engagement that can be found on our [Resource Page](#)!

- **Flyers and Customizable Posters:**

Choose from our print-ready flyers and customizable posters to help raise awareness in your school or community and increase participation.

- **Digital Promotion Kit:** This resource offers sample social language and photos for Facebook, Instagram, and Twitter to share about your participation and engage others.
- **Participation Certificate:** Celebrate student's contributions by sharing our customizable participation certificate.

## Your Personal Team Page

YOU have single-handedly contributed the most to the growth of Students Rebuild over the last 10 years! Word-of-mouth is consistently the best way that new educators and students learn about the program. Your Team Page gives you a personal way to share the Challenge with your students, their families, and colleagues. The shareable link to your Team Page can be found on your Dashboard, accessible after you complete registration.

## Consider Hosting an Event, Exhibiting your Artwork, and/or Contacting Local Media

A great way to raise awareness about the Challenge and your team's efforts is by hosting an event or holding a local celebration of your art! Here are a few ideas to get you started: Combine your Challenge participation with a classroom food drive and raise money for global hunger while addressing hunger in your community; create a team recipe booklet with facts about hunger throughout that can be given away or sold to collect donations for a local foodbank; host a potluck where students and families can learn about hunger and taste recipes from different families and cultures. What ideas can you add?

Special events and interactive activities will help draw more people to the cause and can even result in media attention. Please let us know about any special events you host so we can highlight them as well!



# Completing the Challenge

## Submit Your Art to Students Rebuild

Submitting your art is required to ensure your contribution results in a financial donation. It's simple and your art can be submitted two ways: by mail or digital photo submission. Whichever you choose, submission always starts online at [studentsrebuild.org/submit](https://studentsrebuild.org/submit).

Before getting started with the submission process, here are few important things to note:

- You'll need access to the email address you used for registration to verify your email before completing the submission process.
- Know how many people contributed to your art making. This could be one person or thousands!
- Know how many individual pieces of art were made. This will calculate how much of a donation will be made on your team's behalf.
- Know if you'd like to submit digitally by uploading photos or by mailing us a package of your art. Either option is great, however, all mailed art has the opportunity to be included in our final culmination.
- If choosing digital, have up to 12 photos of your art ready to upload in order to complete submission.
- You can submit art multiple times throughout the Challenge. If your team cooks up more recipes—great! Come back to the submission process and add your numbers.
- If submitting multiple times, all your numbers will be cumulative. If you're returning, only add the numbers of NEW art items and ADDITIONAL participants that may not have already been counted. For example, if the same group of students makes 15 additional recipes, on the submission form you would enter # of art pieces: 15 and # of participants: 0.

Here are a few specific things to note about each way you can submit:

### Mailing your Art

- After entering your numbers online, you'll be able to select "Mail Art."
- This will generate a mailing slip that will provide both the mailing address and details of your submission. Unable to print right now? Write down the provided details on a slip of paper and include it in your package. This enables us to easily identify your package and let you know when we receive it!





- Your numbers will be counted as soon as you hit “complete submission” online, not when we receive your package. This means your dashboard display will immediately reflect your impact.
- When we receive your package, we’ll send you a notification email within four weeks.
- We try our best to include at least one piece of art from each physical package received in our final culmination.

### Uploading your Art

- After entering your numbers online, you’ll be able to select “Upload Art.”
- You don’t need to take a photo of each piece of art. You can submit group shots of art, create an art display, or choose a representation of your Team’s artwork.
- You can upload only 12 photos with each submission instance. If you have more images, you are welcome to upload the rest to your personal gallery—a feature of your Dashboard.
- We cannot accept photos with recognizable faces. If these are submitted we’ll need to reject the photo, but your submission will still count. Tip: Art held in front of faces is a great blocker!
- Please make sure images are in PNG or JPG format and are less than 10MB each. Uploading may take up to 3 minutes so please be patient. Hitting “Upload and Submit” multiple times may cause duplicate submissions.



Do you have other submission related questions? Check our [FAQ section](#) online for answers! If you can’t find the answer there, reach out to us at [info@studentsrebuild.org](mailto:info@studentsrebuild.org).

### Celebrate Your Team’s Efforts

It’s time to celebrate! Your team’s hard work helped generate funding to support multiple organizations and programs addressing hunger and malnutrition, making a difference for tens of thousands of children worldwide. Download and share the participation certificate from our [Resource Page](#) to continue the celebration with your team members.

### Give Us Feedback

After the Challenge ends on June 5, 2020, we’ll send an online survey. Your prompt and honest feedback will help us improve our program to better serve you and our community.

# Beyond the Challenge

## Featuring Your Art

When the Challenge ends, Students Rebuild will work with an artist, organization, and/or venue to host a large public exhibit or event that showcases submitted student recipes and further promotes hunger awareness. Check the [Hunger Challenge page](#) in Spring 2020 for updated information on the culmination.

## Continue Serving Hope

While our Hunger Challenge will end on June 5, 2020, we hope you continue the journey by:

- **Using our learning resources** to dig deeper into understanding hunger and the impact it has on millions around the globe.
- **Thinking about everyday actions**, big and small, that your team can engage in to address hunger in your local community.
- **Sharing your team's experience and photos** with your local community and with us! Featuring stories of how our Challenges impact students and their communities is one of the things we love most.

# Contact Us

**Challenge Hashtag:** #HungerChallenge

**On the Web:** [studentsrebuild.org](https://studentsrebuild.org)



[facebook.com/studentsrebuild](https://facebook.com/studentsrebuild)



[twitter.com/studentsrebuild](https://twitter.com/studentsrebuild)



[instagram.com/studentsrebuild](https://instagram.com/studentsrebuild)



[youtube.com/studentsrebuild](https://youtube.com/studentsrebuild)



[pinterest.com/studentsrebuild](https://pinterest.com/studentsrebuild)



[info@studentsrebuild.org](mailto:info@studentsrebuild.org)

Photos were provided by Hunger Challenge partners. Cover: GrowDat Youth Farm, pg.3: Soul Fire Farm Institute, Inc., pg.4: Mary's Meals, pg.5: The HAPPY Organization, Inc., pg.6: UNICEF, pg.8: UNICEF and Grow Dat Youth Farm, pg.9: The HAPPY Organization, Inc., pg.11: Mary's Meals.