



Skip Lunch Fight Hunger Fact Sheet

- When:** Wednesday, May 12, 2010
- What:** Skip Lunch Fight Hunger is a citywide initiative that asks individuals to donate what they normally spend on lunch to help fight hunger in New York City. By signing up for this campaign and collecting donations from colleagues, friends and family, you'll help City Harvest feed even more hungry New Yorkers this year.
- How:** Join us today! Becoming part of Skip Lunch Fight Hunger is easy. Visit www.skiplunch.org today to learn about how to get involved this year. From our homepage, you can make a donation, join a team or start a team. If you join or start a new team, you will be able to set a fundraising goal. You will have your own customizable fundraising page to direct your friends, family and colleagues to throughout the campaign.
- Talk to your company's human resources or philanthropy/community engagement departments to see if they have ideas to help support or publicize the day. Don't forget to ask if your company matches employee contributions.
- Who:** Many of NYC's most well known companies participate. Our top teams in 2009 included Ernst & Young, American Express Publishing, The Blackstone Group, Royal Bank of Scotland, Macmillan, Debevoise & Plimpton LLP, NBC, The Nielsen Company, Random House, Inc., KPMG LLP, and Weiser LLP. Become part of almost 7,000 participants from nearly 300 companies last year who helped help raise more than \$400,000 in a single day, which is enough to feed over **22,000 kids and their families for an entire summer**.
- Incentives:** The top five fundraising teams will be listed on the City Harvest Skip Lunch Fight Hunger truck for one full year.
- The top 25 fundraising teams will be listed in a full-page *Metro New York* advertisement.
- There will be additional incentive prizes for top performing teams. Visit www.skiplunch.org for more details on this year's prizes.
- In past years, City Harvest has hosted a Team Appreciation Night with the New York Mets at a home game. Skip Lunch Fight Hunger participants have had the opportunity to line up on the field and be acknowledged for their fundraising efforts, and of course, enjoyed the game!

The Growth of Skip Lunch Fight Hunger:

2003: Skip Lunch Fight Hunger was conceived by City Harvest board member Dana Cowin, editor in chief of *Food & Wine* magazine. Its inaugural year raised \$60,000.

2005: Skip Lunch Fight Hunger teams “made the lunch special” by raising over \$200,000.

2008: Participants “were a hero for lunch” when they raised over \$500,000 helping to feed 30,500 children and their families for an entire summer.

To date funds raised for Skip Lunch Fight Hunger have helped City Harvest rescue more than 3,000,000 pounds of food for hungry children and their families in New York City.

Last year’s Skip Lunch Fight Hunger campaign was seen on WNBC’s *Today in New York*, CBS’ *The Early Show*, *Metro New York*, *The Staten Island Advance*, *Gothamist*, *Tasting Table*, and the *Village Voice* as well other publications and websites.

We look forward to working with you and your team on this year’s campaign! To register or learn more about Skip Lunch Fight Hunger please visit www.skiplunch.org.

For more information about City Harvest please visit www.cityharvest.org.