



Madison Rotary Foundation

END HUNGER 3.6

A ROTARY INTERNATIONAL DISTRICT 7470 SERVICE PROJECT

The Rotary Club of Madison and Madison Rotary Foundation (“Madison”) invite all district 7470 clubs to participate in the End Hunger 3.6 project. We summarize this worthy initiative as follows:

The Project The End Hunger 3.6 project is a community event in which we package and distribute nutritious, non-perishable, ready-to-cook meals to feed the hungry in our local communities. Madison will leverage our experience, skilled project leadership team, operational structure, fundraising know-how, volunteer engagement plan and marketing strategies from last year to lead this initiative and deliver an equal or better level of amazing success for the district.

The Need Someone dies of malnutrition or starvation in the world every 3.6 seconds, hence the project name. The district is committed to tackling this issue by fighting hunger in our local community since, in New Jersey alone, over one million people live below the poverty line, one in five children is hungry and relies on food stamps for meals, and the number of people who go hungry and are in need of assistance in finding a meal in our area continues to rise. This project not only raises public awareness, but also provides the public with hands-on experience in helping to fight hunger and alleviate an urgent basic human need.

Event Date Saturday, March 18, 2017 (tentatively, 9AM – 3PM).

Location Baldwin Gymnasium of Drew University in Madison with parking on-site.

Goal Package 150,000 meals, such as rice & beans, pasta with tomato & basil, mac & cheese and oatmeal, to be distributed to local hunger-based charities and organizations that minister to the impoverished.

Fundraising Goal The cost of each meal is approximately 30 cents. The fundraising goal, including financial and in-kind gifts, is \$45,500.

Volunteer Goal The estimated volunteers needed are approximately 650 people on the day of the event, 265 at each of the two two-hour shifts and another 50 lead volunteers working throughout the day-long event. Approximately 50 Rotarians will prepare and setup the venue the day prior to the event.

Plan Details

Partner clubs: There is a minimum financial contribution to join of \$250, a modest amount in order to allow clubs of any size to participate. Coincidentally, it is approximately the same level as last year’s voluntary contribution from each partner club. Partner club members will enjoy early volunteer registration as, based on last year’s experience, volunteer spots are expected to fill very quickly to capacity. Each partner club may also elect to reserve boxes of packaged meals, up to a maximum of 2,000 meals, for its designated direct-feeding charity/organization at only 15 cents per meal. Additional quantities can be arranged at cost. The more money we collectively raise, the more meals we can provide.

www.madisonrotarynj.org

Madison Rotary Foundation, P.O. Box 211, Madison, NJ 07940. Madison Rotary Club Foundation is a 501(c)(3) organization.



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Lead: Madison will be responsible for all aspects of planning, organizing and coordinating the project including, but not limited, to vendor management, operations, logistics, fundraising, volunteer management, recipient engagement, community outreach, marketing and publicity. Madison will also make a significant financial contribution to the project, as it did last year.

Past Success At the inaugural 2016 event, Madison successfully raised the necessary funds (over \$15,000, including \$4,000 from Madison) over a three-month period and packaged 52,000 meals (valued at about \$80,000) by utilizing over 250 volunteers at the event. The meals were distributed throughout New Jersey and New York City to over 40 feeding sites, including: the Market Street Mission, Community Soup Kitchen, and The Table of Hope in Morristown; Faith Kitchen in Dover; St. John's Soup Kitchen in Newark; New Jersey Salvation Army; and the Bowery Mission in NYC. Several area clubs donated to the project and/or volunteered at the event, including Denville Sunrise, Dover, Livingston, Maplewood, Netcong-Stanhope, Pequannock Valley, Phillipsburg and Summit clubs; all contributed to the event's great success. The event attracted an overwhelming number of donors, supporters and volunteers from the community, ranging from individuals, families and businesses to youth, civic, religious and non-profit organizations. The success and huge community involvement generated excellent press and positive fanfare for our humanitarian efforts.

Expected Outcome The numerous benefits for the district and partner clubs are:

- Meeting an urgent and profound basic need in our local communities;
- Providing the public in our district—people of all ages—with a hands-on Rotary humanitarian service experience;
- Inspiring, educating, engaging and cultivating prospective Rotarians in our district;
- Setting an exemplary model of leading and uniting the community in serving the less fortunate and easing their suffering;
- Demonstrating our "Service Above Self" spirit throughout the district community; and
- Transforming the Rotary brand into a tangible, life-impacting, well-recognized household name in our district and beyond.

Kick-off Event All district clubs are invited to the 2017 End Hunger 3.6 Kick-off on November 3, 7PM-8:15PM, at the Madison Area YMCA, 111 Kings Road, Madison. In addition to district fellowship over meal sampling and desserts, the program includes an End Hunger 3.6 overview, testimonials from last year's recipient charities, a Q&A session and the opportunity to join and be recognized as a partner club.

Contact Info For additional latest information, visit www.madisonrotarynj.org. If you have any questions, please contact Ellsworth Havens, End Hunger 3.6 Chair (ellsworthhavens@icloud.com, 201-400-6357), or Jeannie Tsukamoto, Rotary Club of Madison President (atsukamoto@msn.com, 973-410-0723).

We enthusiastically look forward to your partnership. Thank you.

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