

**Description:**

Community members will live off a two-week hamper and update daily about their experience. Participants will be staggered throughout the month to create a month-long campaign.

The challenge will run throughout the month of March (1st to the 28th) leading up to our Servus Spring Food Drive on April 4 & 5, 2020.

The challenge will mainly be showcased on Facebook to keep it all on one platform and to manage shareability, although you are welcome to share on other platforms as well. (We just ask that any podcasts, recorded radio bits, blog posts, videos, etc. need to be shareable to Facebook as well.)

Who can participate:

Any local community member that would like to take part! * *Must be okay with making posts about the challenge public on Facebook.* *

We can accommodate the list to reflect allergies and food restrictions.

Event purpose:

To showcase what is received in a typical single hamper (split in two – as in reality we provide for a whole month.)

To encourage people to donate healthy food options to the WBFB (our mission is to provide the most nutritional hampers possible) on a daily basis and during Food Drives.

To create awareness of dietary restrictions (celiac, diabetes, low sodium, vegetarian, etc.) and how the WBFB tries to accommodate to these (if applicable/any participants have these restrictions).

What you provide:

- A commitment to do the challenge over a two-week period in March.
- Updates on your experience living off the provided hamper (short video, Facebook/Instagram stories, photos, etc.) – *we know you are all creative so have fun with it!*

- A photo and small write-up as to why you are participating in the challenge, so that we can announce/spotlight all participants leading up to the challenge!

What we provide:

- A shopping list of what food is provided for the two-week hamper.
- Social media support around the event, as well as sharing and liking updates.
- A spotlight on your participation.
- Information on the Wood Buffalo Food Bank and its programs that you may like to include/share during your challenge.

Rules:

Participants can only eat what is provided on the list during their two-week period – no supplementing with additional food/drink!

If a participant “cheats” and eats anything else than what is provided in the hamper, they must come clean and announce it, and explain why they did so. *(Example: in a previous challenge a participant went to a catered event and ate the food.)*

#hamperchallenge2020 #feedymm

Timeline:

February 21 : All participants confirmed & registration deadline.

February 26 : Grocery lists sent out to all participants who require them.

February 28 : Photo and brief write-up deadline.

March 1 : Challenge kick-off!

March 1 – March 28 : Challenge updates shared, participant spotlights.

March 28 : Challenge ends!

TBD : Group wrap-up/share experiences.

2019 Hamper Challenge Registration Form

Name: _____

Organization/Business: _____

Phone number: _____

Email: _____

Social Media Handle(s) you will be using:

Facebook page/profile(s):

Instagram:

Twitter:

Website:

Other:

Time frames available (check all that apply):

- ☐ Sunday, March 1 to Saturday, March 14
- ☐ Sunday, March 8 to Saturday, March 21
- ☐ Sunday, March 15 to Sunday, March 28

*We will do our best to stagger everyone evenly throughout the month depending on schedules and availability.

Food Allergies: _____
