

HELP TACKLE HUNGER WITH “SOUPER BOWL OF CARING”

The number of Americans living in poverty is the highest it has been in 52 years. One in seven households in our nation is food insecure, which affects more than 16 million children. Research shows that hungry children do poorly in school and have lower academic achievement because they cannot concentrate. This is why your help is needed on Super Bowl weekend.

The “Souper Bowl of Caring” is a national movement to fight hunger and poverty in communities across our country around the time of the Super Bowl football game. Although started as a youth-led activity, the Souper Bowl of Caring has grown to include church congregations, schools, civic groups and businesses, all working together to collect donations for food banks, shelters, soup kitchens, and other hunger-relief projects in their local communities.

Participating is simple. In the week leading up to, or on Super Bowl Sunday, participating groups are urged to take up a collection for people in need, asking for \$1 or one item of food from each donor, with 100% percent of the resulting collection going directly to the local hunger-relief charity of their choice. Last year nearly 17,700 groups participated in Souper Bowl of Caring, collecting more than \$9.5 million dollars and food for local hunger-relief charities. This year’s goal is to collect \$11 million nationwide.

If your church, business or other organization would like to participate, just follow this simple game plan. First, register your group at www.souperbowl.org or by calling 1-800-358-SOUP. Second, collect money or canned goods before or on Super Bowl Sunday (February 5). Third, when your collection is complete, report your results at www.souperbowl.org or by calling 1-800-358-SOUP. Finally, donate 100% of your collection to a hunger-relief charity such as the food pantry at Heart and Hand House, Inc., or other local charity of your choice.

Heart and Hand House, Inc., is a non-profit mission project affiliated with the United Methodist Church that provides emergency assistance to income-eligible residents of Barbour County. For more information about the ministry or the Souper Bowl of Caring, please visit their website at www.heartandhandhouse.org or call the main office at 304-457-1295.