



Let's Can Hunger Challenge

APPLICATION SUBMISSION DEADLINES:

CANADA:	02 April 2010	11:59 EDT
UNITED STATES:	16 April 2010	11:59 CST
MEXICO:	14 May 2010	11:59 CDT
AUSTRALIA:	01 June 2010	11:59 ACST

This form is formatted for use universally across all *Let's Can Hunger* countries

Country: (drop down menu) **Australia, Canada, Mexico, United States**

Institution Information:

***Institution Name:**

Address Line 1:

Address Line 2:

City:

State/Province:

Zip code:

***Name of Project Lead** (student submitting application):

First Name:

Last Name/Surname:

E-mail: **Confirmation email to be sent to this address**

Phone:

***Name of Team President:**

First Name:

Last Name/Surname:

E-mail: **Confirmation email to be sent to this address**

Phone:

Name of Alternate Student Contact (if Project Lead and Team President are the same):

First Name:

Last Name/Surname:

E-mail:

Phone:

***SIFE Faculty Advisor:**

First Name:

Last Name/Surname:

Email: **(confirmation email sent to this address)**

Office Phone:

Mobile (optional):

I. OVERALL METRICS

Please record the appropriate measurements in each field. This section is required by SIFE World Headquarters for record keeping. This section will not be used to evaluate the team's success in the *Let's Can Hunger Challenge*.

***A.**

Number of Participants Involved in Program Delivery	Urgent Hunger Relief		Lasting Hunger Relief		Hunger Awareness		TOTAL	
	# Participants	# Hours	# Participants	# Hours	# Participants	# Hours	# Participants <small>(Please adjust for double counting)</small>	# Hours
SIFE team members:								(auto-tabulate)
Team Business Advisory Board members:								(auto-tabulate)
Campbell's employees engaged:								(auto-tabulate)
non-SIFE faculty and administrative volunteers:								(auto-tabulate)
Non-SIFE student volunteers:								(auto-tabulate)
Non-SIFE community volunteers:								(auto-tabulate)
TOTAL:	(auto-tabulate)	(auto-tabulate)	(auto-tabulate)	(auto-tabulate)	(auto-tabulate)	(auto-tabulate)	(auto-tabulate)	(auto-tabulate)

Number of People Impacted ¹	Urgent Hunger Relief	Lasting Hunger Relief	Hunger Awareness	Total (please adjust for double counting)
	(number of people fed by food/fund donations or number of people receiving food)			
TOTAL:				

Number of Program Partners ²	Urgent Hunger Relief	Lasting Hunger Relief	Hunger Awareness	Total (Please adjust for double counting)
Businesses				
Food Banks, Pantries, etc.				
Organizations (i.e. religious institutions, student clubs, civic organizations etc.)				
Other				
TOTAL:	(auto-tabulate)	(auto-tabulate)	(auto-tabulate)	(auto-tabulate)

***B. Please list all partnering entities** (i.e. Campus Club, Civic, Religious Organization or other nonprofit, Food Banks, Businesses, etc.). (Text Box: 1500 Characters Max)

KEY DEFINITIONS:

¹**Number of people impacted** is the total number of individuals that were direct beneficiaries of your team’s community outreach projects. This number should not include estimates of people impacted indirectly as a result of the wider ripple effect of your activities, with the exception of people impacted in Urgent Hunger Relief.

²**Number of Program Partners** are defined as the number of businesses or organizations the SIFE team partnered with, *not* the number of employees per business or organization. Business or organization *employees* that directly worked with the SIFE team should be noted as non-SIFE community volunteers.

II. MEDIA

***A. Please enter the appropriate information regarding media attention to the SIFE team’s *Let’s Can Hunger* activities and upload available supporting materials [here](#).**

#	Date (DD/MM/YYYY)	Name of Media Source	Type of Media (Drop down menu)	Coverage Area (Drop down menu)
1	This table should expand for the number of media hits documented		Options: Radio, TV, Newspaper, Other	Options: Local, National, Other
2				
3				
4				

B. Please input the reach and frequency of media attention to arrive at the number of gross impressions (see *KEY DEFINITIONS* below for term definitions).

Reach (number) x Frequency (number) = Gross Impressions (number) automatically calculate

KEY DEFINITIONS:

Reach: The estimated number of unduplicated or different households or persons who viewed a specific station at least once for five minutes during the average week for the reported period of time. For print media, this is the number of people who read the publication.

Frequency: The average number of times the unduplicated viewers (or readers) will be exposed to the schedule of spots.

Gross Impressions: The average number of persons who view (or read) at the time the spot is run, multiplied by the number of times the spot or program is run.

III. INDIVIDUAL OBJECTIVES

Please fill in the appropriate information for each objective in which your team participated. Winners of the Overall Competition per country will be determined by the weighted sum total of their scores in each of the three objectives. A SIFE team may not win more than one *Let’s Can Hunger* prize.

***Urgent Hunger Relief:**

This objective will be evaluated based on the following criteria and corresponding metrics:

1. **Describe the SIFE team’s strategy in identifying partner(s) or food bank(s) to work with in this objective.** (Text Box: 1500 Characters Max) /10
2. **Describe the SIFE team’s strategy in working with the partner or food bank(s) to encourage the donation of food and/or funds. How does the team plan to maintain or build upon any increased level of giving by the community or target audience?** (Text Box: 1500 Characters Max) /35
3. **Please list any new audience(s) or market(s) identified as a contributor or donor to a food/fund drive or food bank, pantry, etc., as a result of your SIFE team’s activities.** (Text Box: 1500 Characters Max) /20
4. **Record the results of your team’s food and/or fund drives in the table below.** Please record only non-perishable items edible for human consumption. Record any alternative items or poundage collected (*i.e. toiletries, perishable food, frozen food, clothing items, pet food, etc.*) here. (number)

Note: Campbell’s uses a 1:1:1 ratio of items to pounds to dollars (USD). For Mexico, the ratio is 1:1:13 from items to pounds to pesos.

#	Date of Food Drive DD/MM/YYYY	Audience or Market Segment Targeted	Cultural, Seasonal or Other Special Promotional Event	Total Items or Pounds* Collected	Total Funds Collected (in local currency)	Total Funds Collected USD (convert according to average national exchange rate)
1		<i>Ex. Basketball Fans</i>	<i>Ex. Basketball Season</i>			(auto convert)
2		<i>Ex. Retail Grocer Customers</i>	<i>Ex. Hunger Awareness Month</i>			(auto convert)
3		<i>Ex. University Campus</i>	<i>Ex. Spring Break</i>			(auto convert)
4		<i>Ex. University Campus</i>	<i>Ex. Winter Holidays</i>			(auto convert)
	This table should expand for the number of drives completed					(auto convert)
				Total (auto-tabulate)	Total (auto-tabulate)	Total (auto-tabulate)

*Kilogram Conversion: kg x 2.2 = pounds
[example: 50 kg x 2.2 = 110.2 lbs]

Total: ___/100

Lasting Hunger Relief:

This objective will be evaluated on the following criteria and corresponding metrics:

1. **List your target audience(s) and describe the strategy your team implemented in identifying a (each) target audience(s).** (Text Box: 1500 Characters Max) ___/15

2. **Describe how the SIFE team enabled lasting hunger relief for those caught in the cycle of hunger (i.e. empowering individuals or families to eliminate or reduce dependency on supplemental hunger assistance in the spirit of SIFE; through collaboration and capacity building; by moving individuals from dependency to self-determination/independence; or through making contributions towards the self sufficiency of these individuals or families).** (Text Box: 1500 Characters Max) ___/40

3. **A. How many individuals or families caught in the cycle of hunger was the SIFE team able to effectively empower (i.e. eliminating or reducing dependency on supplemental hunger assistance), versus how many individuals or families were exposed to the SIFE team's lasting hunger relief strategy but remained in the cycle of hunger with no change?**

Individuals or families empowered (number)

Total number of individuals or families targeted for lasting hunger relief (number)

- B. How did your team measure this?** (Text Box: 1500 Characters Max) ___/15

4. **Describe the team's strategy in ensuring the sustainability of this impact.** (Text Box: 1500 Characters Max) ___/30

Total: ___/100

Hunger Awareness:

This objective will be evaluated based on the following criteria and corresponding metrics:

- 1. **List your target audience(s) and describe the strategy your team implemented in identifying a(each) target audience(s).** (Text Box: 1500 Characters Max) ___/15

- 2. **Describe the marketing campaign or public relations campaign your team created and implemented to increase awareness of hunger. Include samples or photos of creatively used promotional or awareness materials** (e.g., newspaper or other print ads; Twitter posts, Facebook pages; radio ads; other promotional materials, slogans, displays, etc.). (Text Box: 1500 Characters Max) Upload available supporting documents [here](#). ___/40

- 3. **A.** Input the reach and frequency of your team’s hunger awareness campaign to arrive at the total gross impressions achieved (See *KEY DEFINITIONS* below for definition of terms).

Reach (number) x Frequency (number) = Gross Impressions (number) automatically calculate

- B.** What is the number of direct impressions made by your team’s hunger awareness campaign? (number) ___/15

- 4. **Upload your team’s [here](#). Videos must not exceed 10MB in size. Acceptable file types include WMV, AVI, MOV and MP4. The video should not exceed 3 minutes and should depict the PR and marketing campaign used to raise awareness of your target audience about the problem of hunger.** For example, a video can consist of: footage or pictures of the different activities your team implemented to help raise awareness, with descriptions of how these activities raise awareness; a compelling presentation of local, national or global hunger statistics; a public service announcement, etc. You are encouraged to be creative and stretch yourselves beyond these examples! ___/30

KEY DEFINITIONS:

Reach: The estimated number of unduplicated or different households or persons who viewed a specific station at least once for five minutes during the average week for the reported period of time. For print media, this is the number of people who read the publication.

Frequency: The average number of times the unduplicated viewers (or readers) will be exposed to the schedule of spots.

Gross Impressions: The average number of persons who view (or read) at the time the spot is run, multiplied by the number of times the spot or program is run.

Direct impressions: The number of unduplicated or different households or persons who viewed specific station at least once for five minutes during the average week for the reported period of time. For print media, this is the number of people who read the publication.

Total: ___/100

FOR OFFICIAL USE ONLY:

Overall Score (for participation in all three objectives only):

Urgent Hunger Relief Total:	(___/100) x 60%	Total 1: ___
Lasting Hunger Relief Total:	(___/100) x 25%	Total 2: ___
Hunger Awareness Total:	(___/100) x 15%	Total 3: ___

Final Overall Score: Total 1 + Total 2 + Total 3 = ___

IV. *AUDIENCE DEMOGRAPHICS

Please submit the number of participants recorded by your team in the appropriate spaces below. This section is required by SIFE World Headquarters for record keeping. This section will not be used to evaluate the team's success in the *Let's Can Hunger* Challenge.

Target Audience	Urgent Hunger Relief	Lasting Hunger Relief	Hunger Awareness	Total
Entrepreneurs				(auto-tabulate)
Senior Adults (Age 60 or above)				(auto-tabulate)
Adults (Age 26 to 59)				(auto-tabulate)
College/University/Adults (Age 19 to 25)				(auto-tabulate)
Out-of-School Youth				(auto-tabulate)
Secondary School/Senior High (Age 16-18)				(auto-tabulate)
Middle School/Junior High (Age 12-15)				(auto-tabulate)
Primary/Elementary School Children (Age 3 - 11)				(auto-tabulate)

V. Feedback

How did your team hear about the *Let's Can Hunger* Challenge? Please select all that apply. Drop down menu →

2008-2009 LCH Participant

Email

Program Manager

Fall Training Conference

Online (www.letscanhunger.com)

Other (please specify)

Please list up to three reasons why participating in the *Let's Can Hunger* Challenge has been beneficial to your SIFE Team. (Text Box: 1500 Characters Max)

Please give us feedback on how to improve the program for the future. (Text Box: 1500 Characters Max)

By checking this box, SIFE has permission to place any resources provided for the *Let's Can Hunger* Challenge on www.letscanhunger.com as materials to share with all participating teams.