



## 2010 ALL-CITY SWIM MEET FOOD/FUND DRIVE

**\$1 = 7 meals and 1.25 pounds = 1 meal**

**Who:** All swimmers and their families.

**What:** A food/fund drive challenge between All-City Swim League pools and their communities to collect food and funds to raise the most meals for our neighbors struggling with hunger. **Last year a record breaking 132,190 meals were raised. This year the goal is to surpass that!** The challenge is measured in **meals per swimmer** as opposed to pounds or number of items. *For every \$1 donated, Second Harvest provides seven meals. Every 1.25 pounds collected provides one meal.*

**Why:** To benefit Second Harvest Foodbank of Southern Wisconsin's partner agencies (food pantries and food programs) throughout the Madison area. The All-City Swim Meet Food/Fund Drive will help us serve the 140,600 individuals-(**43% of whom are children**)-that struggle to put food on the table.

**When:** The challenge **kicks off Saturday June 12<sup>th</sup>**, and continues throughout the swim season. The challenge **ends at noon on July 31<sup>st</sup>**, the final day of the All-City Swim Meet at Hill Farm Swim Club. The pool that has raised the most meals will be announced as the winner that afternoon. Second Harvest will deliver a food collection barrel to each participating pool June 15 or June 17 during pool hours. **Complete the provided registration form to ensure barrel delivery and pick-up for your pool.**

**Where:** At each participating pool and the All-City Swim Meet finale at Hill Farm Swim Club.

**How:** Each participating pool selects a specific food pantry/program or Second Harvest Foodbank to benefit from their collection. Monetary and food donations are welcome.

- **Monetary donations:**

- ◆ Donate online at <http://www.secondharvestmadison.org/AllCitySwimMeet.htm> and select your pool name from the **designation drop-down**.
- ◆ Mail checks to: Second Harvest Foodbank of Southern Wisconsin, 2802 Dairy Drive, Madison, WI 53718. **Include your pool name** on the check's memo line.

- **Food:** Collection barrels will be at each pool.

For all food and funds collected during the drive, Second Harvest will issue a credit to the benefiting food pantry/program's Foodbank account. This way, each food pantry/program can select from Second Harvest Foodbank the food most needed for its customers. If you select Second Harvest to benefit from your drive, the donations will benefit all we serve.

**For more information:**

- *Donation questions or assistance with barrel delivery/pick up or selecting a food pantry/program:* Contact Lisa Gundlach at Second Harvest at [lisag@shfbmadison.org](mailto:lisag@shfbmadison.org) or 608-223-9121 x7212.
- *About the All-City Swim Meet Food/Fund Drive:* Ingo Bensch at [ingo-bensch@stanfordalumni.org](mailto:ingo-bensch@stanfordalumni.org)



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