



2011 ALL CITY SWIM MEET FOOD/FUND DRIVE

\$1 = 3 meals and 1.3 pounds = 1 meal

GOAL = 50 meals per swimmer

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. **2011 marks the 50th Anniversary of the All City Swim Meet and the goal is to raise 50 meals per swimmer!** The challenge is measured in **meals raised per swimmer. Help meet and exceed the goal to provide more than 110,000 meals this summer**

NEW THIS YEAR - WEEKLY CHALLENGE of meals raised per swimmer

At the beginning of the swim season each pool will create a video. Pool coordinators will email the total monetary donations raised during the week (Monday – Sunday) by Monday at noon to Lisa and Julianne (contact information below). The **pool** that raises the most meals per swimmer that week will have their **video posted on the All City Swim Meet website** for the week.

Where: At each participating pool and the All City Swim Meet finale at Parkcrest Pool.

Why: To benefit Second Harvest Foodbank of Southern Wisconsin's Madison-Area partner food pantries that distribute 50,000 pounds of food or more annually and Madison-Area Kids Cafe Sites that provide meals, snacks and nutrition education to more than 1,700 youth annually. The All City Swim Meet Food/Fund Drive makes a difference for the nearly 141,000 individuals-**43% of who are children**-that Second Harvest serves.

When: The challenge **kick offs Saturday June 11th**, and continues throughout the swim season. The challenge **ends at noon on July 30th**, the final day of the All City Swim Meet at Parkcrest Pool. The pool that has raised the most meals per swimmer will be announced as the winner that afternoon.

How: Each pool selects a food pantry or Kids Cafe Site from the provided list to benefit from their collection of:

- **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 during the summer.

For all food and funds collected during the drive, Second Harvest will issue a credit to the benefiting food pantry/Kids Cafe Foodbank account. This way they select from Second Harvest Foodbank the most needed food.

Next Step: **Complete the provided registration form** to **select a food pantry or Kids Cafe site to benefit** from your collection and to ensure donation and barrel delivery and pick-up for your pool.

For more information:

- *Donation questions or assistance with barrel delivery/pick up or selecting a food pantry/program:* Lisa Gundlach at Second Harvest at lisag@shfbmadison.org or 608-216.7212.
- *About the All City Swim Meet Food/Fund Drive:* Julianne Zweifel at Julianne.Zweifel@UWMF.WISC.EDU