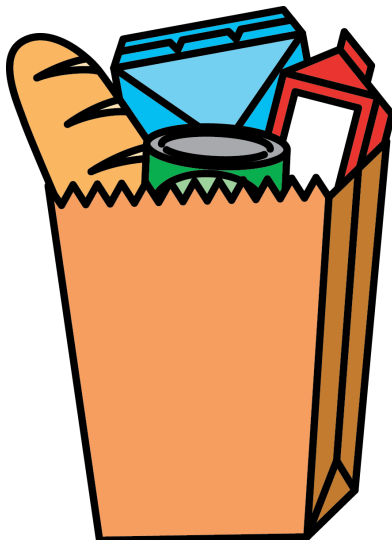


EVENT HANDBOOK



CUMAC

Feeding People & Changing Lives

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Thank you for your interest in helping CUMAC feed people and change lives! This handbook includes just a few ideas for events and fundraisers but the possibilities are endless when it comes to getting involved and supporting our mission.

WHO ARE WE?

MISSION

CUMAC feeds people and changes lives. It works to alleviate hunger and its root causes in Paterson, Passaic County and northern New Jersey.

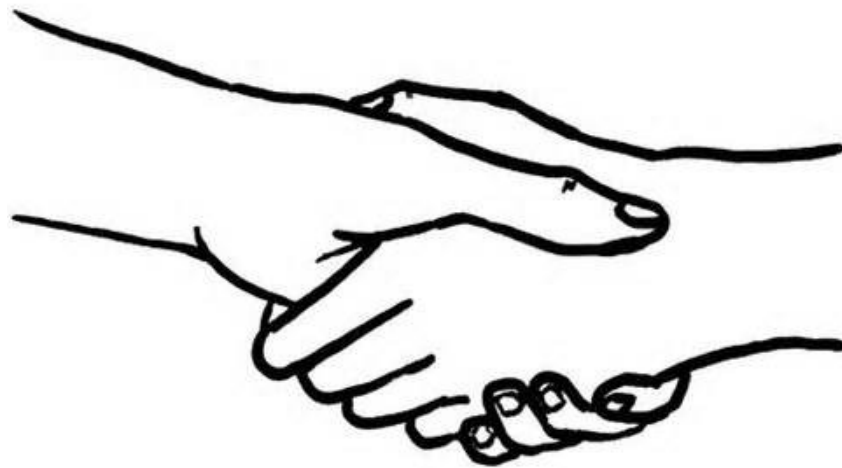
HISTORY

CUMAC is a 501(c)(3) designated non-profit, outreach ministry of the United Methodist Church dedicated to the alleviation of poverty and hunger in Paterson and Passaic County. Begun in the late 1970s, we have grown from a tiny food pantry in a church closet, to a 28,000 square foot facility in downtown Paterson that houses a job training facility, a thrift shop, food storage for other local agencies and a busy food pantry providing both ongoing and emergency relief to clients. In addition, we sponsor a comprehensive after-school program, and permanent shelter to individuals suffering chronic homelessness. As the largest food distribution program in Passaic County, we regularly feed about 2800 individuals a month for individuals and families in need, and we provide transportation, storage and shared food resources to about 55 other area feeding programs. Ultimately, we distribute over 2 million pounds of food per year. About 1/3 of our clients are children, 1/5 are senior citizens, and 1/4 are disabled. Our work relies heavily on donations from individuals and groups.

WHY WE DO WHAT WE DO

- According to the 2000 census report, Paterson, NJ is the third largest city in the state and the fourth poorest city (per capita) in the nation.
- 50% of families in Paterson earn less than the federally designated poverty level of \$18,100 per year for a family of four. That does not begin to demonstrate the true picture of need as studies show a family of four needs at least twice that amount just to cover basic needs.
- 60% of Paterson school children live at or below the poverty level and 80% qualify for federal free or reduced price lunches, indicating the high level of poverty of their families.

Quite frankly, we find this level of need appalling, particularly in a world of plenty. We know that the means to meet people's basic needs—such as food and clothing—are available. It is simply a matter of locating resources and ensuring they are transferred to those in need. Every day we strive to serve those living in, or at the brink of, poverty in Paterson, Passaic County and northern New Jersey.



THINGS TO REMEMBER

For any event....

1. Contact CUMAC and let us know of your interest! Call us at **(973) 742-5518** or email us at events@cumacecho.org. CUMAC will help with logistics, materials, promotion, etc, if needed.

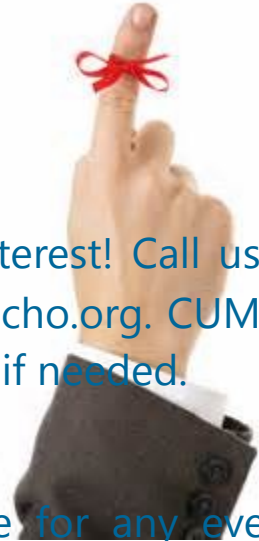
2. Pick the details.

(a) Remember, when choosing a date and time for any event, consider other events that may be going on at your church or in your community at the same time. In order to maximize attendance, you want to make sure nothing conflicts and all who desire to attend are able to.

(b) Make sure to consider the weather forecast depending on what time of year you hold your event. It's always a good idea, if possible, to schedule a snow/rain date.

(c) Choose a venue. Some may charge and you'll want to keep that in mind when analyzing your budget and ALWAYS know where and how much **parking** is available.

3. **Network, network, network!** If you're hosting a chili cookoff, do you have any friends with a background in the culinary arts or service industry? Anyone who runs a restaurant? Anyone who hobbies in cooking whom you could ask advice or tips? Ask around your congregation, school, or work place. You may be surprised!



4. **Advertise, advertise, advertise!** Get the word out immediately and consistently. CUMAC can provide flyers, handouts or other promotional materials, but make sure to use all resources at your disposal: email, social media, church bulletin, local paper, etc.

5. **Take pictures.** No need for a professional, but it's helpful for the cause to share your story in photos and inspire others to act.

6. **Get creative!** Make it a challenge, offer incentives, consider a theme. The possibilities are endless and there's always room to improve any ideas listed here or even begin your own tradition with a brand new effort or event. When you're feeding people and changing lives, the sky is the limit.

If you have any questions, contact CUMAC at any time.
(973) 742-5518

HAPPY
PLANNING!!

RESOURCES CUMAC CAN OFFER

1. Staff Support—CUMAC will help any way we can with any event you choose to hold. We're also happy to come speak about our mission to get supporters excited!
2. Volunteer Recruitment—We have a wonderful, committed volunteer base that loves to help CUMAC at every turn.
3. Promotional Materials—We've got some great, large banners you're free to use for your event! We can also draft a variety of flyers, invitations, etc. And we love to promote to our supporters any event that is held on behalf of CUMAC. We'll help spread the word!



EVENT IDEAS



FASHION SHOW



Always wanted to stroll the catwalk? Have you been to CUMAC's Community Closet? Put on your own Fashion Show featuring the trendiest in thrift shop fashion! Sure to be a crowd pleaser for men and women of all ages, a fashion show to benefit CUMAC can be a stylish way to feed people and change lives.

In the Spotlight:

Little Falls UMC held their first fashion show in January 2014 and it was a smashing success. They had 22 people (men, women, children and teens) who volunteered to model clothing from CUMAC's Thrift Shop. Held for just a few hours on a Saturday afternoon at their church, guests were treated to a fashion show with light refreshments. In preparing for the show, each model was able to come to CUMAC and choose their own outfit – high fashion for which they paid rock bottom prices, all to benefit CUMAC'S Community Closet. In a wonderful alignment of the stars, a major clothing retailer donated their yearend stock (200 items) which the show runners displayed on racks around the room for purchase. Tickets were sold for \$10 and anything else needed was donated. All said, the total amount raised, from tickets and clothing sales, was \$1440.

Here are some things you'll need and tips to get started.

1. Someone to write a script. As each model walks the runway, someone must announce what they're donning. An easy way to do this is to have someone with the models at the Thrift Shop when they're choosing their outfits taking a picture of the person holding up their chosen threads. This way, the script writer can have everyone's visual info and write it up on their own time.
2. Someone to act as host/announcer.
3. Make sure each model and the host/announcer knows the order in which the models are walking.
4. No matter how you arrange the seating, a good idea is to have guests **and models** seated. As it gets closer to their turn (they can listen for a few names ahead, knowing that's their cue), the model quietly gets up and approaches the side stage, the announcer gives them a quick glance to make sure it's the right model, and off they go revealing the latest in Community Closet Couture. At the end of their walk, they can return to their seat. This setup is nice because it keeps the room full and also ensures that you don't have 20 people behind the curtain getting noisy.
5. Whether a retailer comes knocking down your door wanting to donate brand new clothes, or you find other new or second hand clothing or items to sell, you will need **clothing racks** to display them. Give us a call, we may have some you can borrow. Always consider leaving leftovers out during your coffee hour on Sunday.
6. This is definitely an event at which you want to provide some snacks. (Is there ever an event where food is a bad idea, really?) But don't go overboard, finger foods, desserts, coffee and tea should do.
7. Consider musical accompaniment or background instrumentals for a chic mood.

*****Note*****

Our Community Closet is open Monday through Friday, 10:00am – 3:00pm. If your models are unavailable to do their shopping during this time, please let us know. We are happy to open the thrift shop during a scheduled evening or Saturday morning and guide you through the shopping experience.



CHANGE HUNGER WARS

Penny Wars is a classic competition and always fun for groups. The goal is to collect as much non-silver change as possible. Pennies count positively toward the total, while silver change and bills count negatively toward your total. Put your extra pennies in your jar and silver change in your opponents' jars. Donate the proceeds to CUMAC. The winning group gets a pizza party or some other prize. Maybe the losing team has to dress silly the next day!

Things to Remember:

1. Decide how long the Penny War will last. Don't make it so long that people lose their momentum or competitive spirit.
2. Each group gets one jar.
3. Cut slit in lid of each jar.
4. Decorate your jar. You will want it to prominently display both your cause and your team but try to keep as much of the jar publicly transparent as possible so everyone can see your contents.
5. Make sure everyone knows the rules of the war and display the rules clearly by each jar:
6. Pennies count as 1 cent each as you would expect but silver coins and paper money (including checks) count AGAINST that team. This is where the competitive nature comes into play. Teams can then place silver coin and paper money into their competitors jars themselves. The most money wins! And of course CUMAC wins either way as ALL money collected will help us to feed those in need.

You Will Need:

- * Large glass jar for each group WITH LID (plastic lid is easier).
- * Things to decorate each jar



CHOPPED: CUMAC EDITION



Have you ever seen the competition show *Chopped* on Food Network? What if the basket each chef was given were full of items a client typically receives from the CUMAC pantry?

The format of the show is as follows:

The challenge begins with 4 chefs. They each receive a mystery basket of ingredients and turn it into a dish that is judged on creativity, presentation, and taste with minimal time to plan and execute. The competition is divided into three rounds: Appetizer, Entrée and Dessert. In each round, the chefs are given a new basket containing a handful of ingredients and the dish each competitor prepares must contain each of those ingredients. Each round has a time limit and at the end of each round, one chef is “chopped” or eliminated from the competition, so that there will be one final winner at the end of the competition. The idea is that the ingredients don’t usually “go” together and that’s where the chef’s skill comes in.

*The **CUMAC version** could be similar to this format or it could be changed up to maybe have fewer chefs and/or rounds. You could recruit chefs from your group who enjoy cooking or you could even try to get some local culinary students to compete. This could take hunger awareness out of your church or organization and into the wider community.*

Things to Remember:

1. Decide where the actual competition will be held. Obviously, you will need a full kitchen with appliances and sinks and ample space for each person to prepare a full meal. The chefs will also need proper utensils and supplies.



2. Contact CUMAC for a list of common items our clients receive in their monthly allowance of food.



3. Choose a judge(s) and make sure each judge knows what they are scoring on. Choose an evaluation criterion. You could use a point system, 1 through 10, or just a voting system if you have multiple judges.

4. Take advantage of the awareness aspect of this challenge. There are difficulties in cooking a balanced meal with the items the pantry can provide. While being a fun competition, this event can serve as quite an eye opener.

Some other things to think about:

Tickets could be sold to the event for fundraising efforts. You could provide a more palatable meal for attendees afterward. Or ask them to bring their favorite food with them, like a sac lunch. This could open up discussion about what a meal using items you chose looks like vs. a meal using items you had no choice but to use to feed your family.

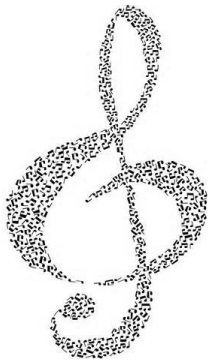
HARMONIES TO END HUNGER

Do you have an impressive vocal, bell or youth choir? Or maybe an awesome praise band? Host a benefit concert at your church, school or organization and share those talents with your community. You could even include a Battle of the Bands or some kind of dance competition. Or make it into a talent show! Whether you charge an entry fee or allow attendees to request songs for a set fee per song this can serve as a wonderful fundraiser. Consider including inspirational music (moving songs that may serve as a call to action) or perhaps stream poignant video in the background. Of course, even if your group is rocking out to Top 20 cover songs and the tone is more celebratory, the event will be a success! Everyone loves music.



Things to Remember:

1. Make sure you have audio equipment unless the venue is small and intimate and the voices are strong enough.
2. Think about including video or powerpoint images or a CUMAC moment or song in tribute. CUMAC has a powerful video we can supply for this. (Remember to have the right visual equipment)!



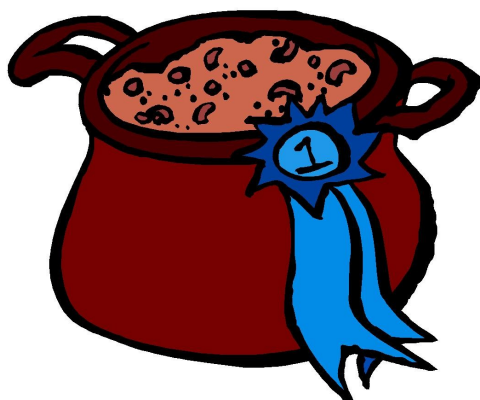
3. Rehearse! Just because it's for a good cause doesn't mean people don't want to see a great show.

4. An intermission is not recommended as it can be hard to corral people back for the second half. Instead, plan on a fellowship time afterward with finger foods or desserts.

5. Think about having one song be a sing along to get the audience involved.



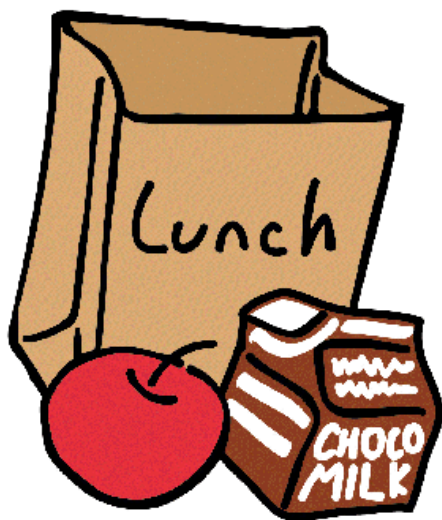
CROCK POT COOK OFF



Have people bring let's say 20 dishes in different categories to a central location (one where the crock pots can remain plugged in). Charge attendees an entrance fee and allow them to vote on their favorite dish. The easiest way to handle voting is to have a big plastic (secure) jar in front of each pot. Attendees use their admission ticket and place in the jar of their favorite dish. Winner of the most tickets gets a prize and all proceeds go to CUMAC. Another option is to have people vote with their dollars. Winner of the most money gets a prize and all proceeds go to CUMAC. (Add a bake sale, include a corn bread competition, or raffle off a brand new crock pot). Variations on this include a chili cook off or breakfast casseroles—anything can be done in a slow cooker . Get creative!

SKIP-A-MEAL SUNDAY

Do you usually go to brunch after Church? Skip your Sunday lunch meal and experience just slightly what it's like to be hungry. Not only could this serve as a fundraising effort for your group or promotion for a food drive, but it also brings awareness to the cause and allows people to experience on a very small scale what it must be like to have to skip a meal.



A variation on this could be **Give It Up!** Choose something to go without and get sponsors for every day you are successful or donate what you would have spent on said indulgence to CUMAC.

Some different ideas for this awareness event could be:

- Donate what you would have spent on your lunch to CUMAC.
- Purchase food items with the money you would have spent on your lunch and donate to CUMAC.
- Have a photo contest – What are you doing instead of having lunch? Winner gets the “selfie” prize.

READ TO FEED

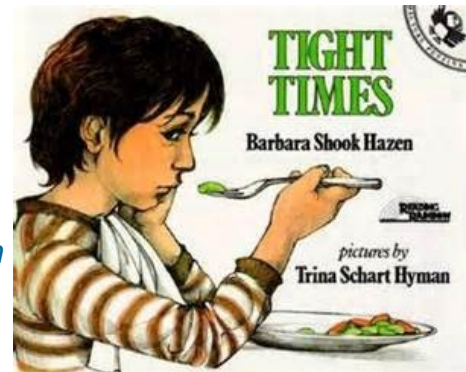
Remember the Book It program in elementary school? This is the same concept, only your child seeks out sponsors to pay a certain amount for every book they read during a certain time period. (Great for summer break!) All of the money earned is donated to CUMAC. The student could set a goal of a certain number of books to read by a certain date or within a certain amount of time. If they make their goal, they get a prize. Or they could set a monetary goal and win something that way. There are numerous variations on this theme of getting pledges for accomplishing certain goals. (Or for doing something silly ie: promise to dye your hair green if you reach \$100).



**Note: Read to feed was coined by Heifer International and is a program they promote for similar purposes. You can find out more at www.heifer.org.*

Children's Books

- **Faith the Cow** by Lori Lohstoete
- **Beatrice's Goat** by Lori Lohstoeter
- **One Potato, Two Potato** by Cynthia DeFelice
- **Uncle Willie and the Soup Kitchen** by Dyanne Disalvo-Ryan
- **Tight Times** by Trina Schart Hyman
- **Sam and the Lucky Money** by Karen Chinn, Cornelius Van Wright and Ying-Hwa Hu
- **A Kids' Guide to Hunger & Homelessness: How to Take Action** by Tracy Apple Howard
- **If the World Were a Village** by David J. Smith
- **The Good Garden: How One Family Went from Hunger to Having Enough** (CitizenKid) by Katie Smith Milway
- **One Hen – How One Small Loan Made a Big Difference** (CitizenKid) by Katie Smith Milway
- **Stone Soup** (the version by Jon J. Muth)
- **A Handful of Seeds** by Monica Hughes
- **Mama Panya's Pancakes** by Mary Chamberlin
- **Treasure Hunt** by Heidi Martin
- **The Lunch Thief** by Anne C. Bromley
- **Rosie, The Shopping Cart Lady** by Chia Martin



Teen/Adult Books

- **Growing up Empty: The Hunger Epidemic in America** by Loretta Schwartz Nobel
- **All You Can Eat: How Hungry is America?** By Joel Berg
- **Amazing Grace – The Lives of Children and the Conscience of a Nation** by Jonathan Kozol
- **Poverty in America** by John Iceland
- **The Glass Castle** by Jeannette Walls
- **Nickel and Dime** by Barbara Ehrenreich
- **The Working Poor: Invisible in America** by David Shipler
- **Rachel and Her Children** by Jonathan Kozol
- **Material World: A Global Family Portrait** by Peter Menzel

MEAL PACKAGING



Outreach, Inc. has developed a food packaging model for their delicious and nutritionally fortified meals. Their model allows for the production of meals for 25 cents per serving. All materials and training are provided. The more volunteers you gather, the more meals you can pack! Included is a general outline for a meal packaging event. CUMAC will walk you through every step of the process.

In the Spotlight:

*On Martin Luther King, Jr. Day of Service this year, **Rotary District 7490** hosted a packaging event where volunteers packaged a total of 40,000 meals. That same day, volunteers at **Calvary UMC** packaged 50,000 meals. That's 90,000 meals in a matter of hours!*

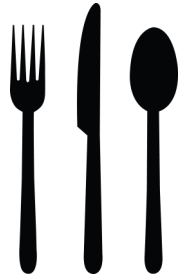
EMPTY BOWLS

Ever struggled to fill your bowl with a hot meal? There are millions around the world whose bowls remain empty and you can help bring awareness to this devastating truth. Empty Bowls is an international grassroots effort to fight hunger and was created by The Imagine Render Group. You can find out more at www.emptybowls.net.



Hosting an empty bowls meal is relatively simple. Ideally you want to find someone to donate handcrafted bowls people can choose from, but if that's not an option, any bowls will do. The meal provided is a simple soup and maybe some bread. There is a nominal charge for the meal, but, again, it's primarily an awareness event. Have those served keep their bowls as a reminder of all the bowls that go empty around the world each day.

DINE TO DONATE



Numerous restaurants in our area offer community nights. These nights are free of charge. First, contact the restaurant and schedule your group's community night. Then, as a sponsor, you promote the night and make sure there's a flyer printed up for supporters to take with them. At the end of the night, CUMAC receives a percentage of the sales. This is an easy way to fundraise at no cost and no risk.

PARTICIPATING RESTAURANTS:

- Applebee's
- Arby's
- Blue Moon Mexican Café
- Boston Market
- Buffalo Wild Wings
- Chevys
- Chili's
- Friendly's
- Houlihan's
- Jamba Juice
- Moe's
- Outback Steakhouse
- Panda Express
- Pizzeria Uno
- Potbelly
- Red Robin
- Ruby Tuesday
- T.G.I.Friday's

FOOD DRIVE



A WORD ON HOW CUMAC BENEFITS FROM FOOD DRIVES

On average, we feed 2800 people a month, offering them sufficient food to provide 15 meals per week per family member. By year's end, we give out the equivalent of over 660,000 meals to our direct clients and through our partner pantries. Our three sources of food are a government allotment from USDA and SFPP, food we purchase at discount from the Community Food Bank or on sale at local grocery stores, and donations from individuals and groups. Over the past few years we have seen nearly an 80% reduction in government food, making donations from individuals and groups more vital than ever. Generally we are handing out food as fast as it comes in. When we do have sufficient food to feed our clients, we distribute any surplus to area agencies also serving those in need. We can never have too much food!

Things to Remember:

1. Contact CUMAC for a current list of **most needed items**.
 2. Determine a timeline
 - Choose an "end date" for your drive—the last day participants may drop off food. You can count back from that date to determine a start date depending on how much time you want to allot for the collection.
 - Determining the length of the drive is entirely up to you. If you only allow one or two days for people to bring in food, there may be many who forget. If you allow an entire month, you may end up with more food than you have the space to store it. **One or two weeks** is generally an adequate amount of time to collect a large amount of food without overwhelming you.
 - When considering a date, keep in mind many individuals and groups organize drive around the holidays. We are equally in need of food during the "**off season**."
 3. Make sure people are aware of when and where they can drop off food.
 4. The best way to collect the food is in either **paper or plastic grocery bags**. This not only makes it easy to transport the food, but we can reuse the bags for distribution of food to our clients.
 5. Arrange for pick-up or drop-off of the collected food.
- **Pick Up:** CUMAC is happy to pick up the proceeds of your food drive. We ask that you schedule an appointment at least a month in advance as our vehicles have very busy schedules. If you are considering a long-term food drive, we can schedule more than one pick up.



- **Drop Off:** You are also welcome to drop the food off at our Paterson warehouse so you can see our facilities and get an idea of how all of your hard work will pay off. Some groups who conduct food drives choose to volunteer the day they bring in the food. This gives them the chance to witness our operations first hand and see their hard work in action. If this opportunity interests you, please mention it in your initial contact with CUMAC.

GROCERY STORE FOOD COLLECTION

Things to Remember:

1. Contact CUMAC for a **letter of introduction** and **certificate of insurance** and list of **most needed items**.
2. Once you decide where you would like to collect, **contact the manager** of the store. Offer a few dates and remember that stores typically like to make arrangements 1-2 months in advance.
3. Once a store agrees and you determine a date, ask if you can **hang flyers** advertising your event. CUMAC can provide these as well.
4. Determine how many hours you will collect. From there you can decide how

You Will Need:

- ◆ A chair or two for volunteers
- ◆ A box to store food (or perhaps you can borrow a cart from your store)
- ◆ A small card table to keep material on
- ◆ A jug to collect money in addition to food
- ◆ CUMAC's list of needed items to hand to patrons
- ◆ A CUMAC banner or sign
- ◆ A copy of your shift assignments with volunteer phone numbers

many volunteers you will need, whether you will need to break them into shifts or if everybody will stay the duration of the collection.

5. It may help to assign a few volunteers at entrances to hand out lists of needed items and a few at the exits to collect food. Be sure to get a sense of your store's layout and plan accordingly. Remember also, don't overwhelm the patrons!

6. Make sure to give your grocery store a **courtesy call** the week before your collection reminding them you're coming. Also plan to remind your volunteers of their commitment.

7. Arrange for pick-up or drop-off of the collected food. (See page 25)



MORE WAYS TO SUPPORT CUMAC

Some of these could be individual efforts or may work better for groups and others are geared toward youth projects.



1. Rent-a-Worker

Sell your services doing odd jobs for a fee per task, per hour, or per day.

2. Dress Down Day

Have your employer partner in allowing those who donate to wear jeans on a certain day. Or have the school allow kids who earn the most to wear their pjs to class.



3. Make it a competition

Grade vs. Grade, group vs. group, men vs. women, kids vs. parents, etc. to see who can bring in the most food or monetary donations.



4. Minute To Win It

Host a similar event to the show and have groups pay a fee to compete. Winners get prizes. You can find examples of the different games they play on the show online.

5. Strike Down Hunger

Prizes for 1st, 2nd, and 3rd place and a prize for the lowest score with the least gutter balls. Pay to play.



6. Holiday Sale

Sell carnations for Valentine's Day, homemade Christmas ornaments, or homemade holiday cards



7. Mohawks for Hunger

Campaign to get a mohawk if you raise a certain amount. Or promise to shave your head.

8. Ice cream social

Or a lemonade stand! Great summertime fundraiser!



9. Cram the Van

After obtaining permission from your local grocery store, park your van somewhere visible and encourage patrons to purchase food for the van on their way in.

10. Principal for the day

This can be the prize for raising the most donations.



11. Potato Bar

Potatoes are very affordable and easy to prepare. They're also sometimes the only food a family has to eat. Set up a potato bar with all the fixins' and charge a nominal fee to go to CUMAC.

12. Kick Hunger!

Host a kickball tournament and include some hunger awareness programming.





13. Trivia Night

Pay to play. Include questions on hunger in the US and New Jersey. Winning team gets a prize.

13. Movie Night

Host a screening of *A Place at the Table* (ask CUMAC to borrow their copy) or another film that highlights poverty issues.



14. Car Wash

Be sure to ask permission for location and water. Remember you'll have to buy soap, sponges and towels.

15. International Dinner

Have people from various ethnic origins cook traditional foods, and then charge admission to an international dinner. This can also serve as an awareness event.



16. Gift Wrapping

Some businesses and malls allow organizations to offer gift wrapping services for donations during the holiday season. CUMAC can help you with your request letter.

17. Product Sales

Tired of selling candy bars and hosting bake sales? There are plenty of companies that offer fundraising programs. Check out USA Seafood & Meat Co. (usaseafoodco.com/fundraising) and surprise your family with something delicious!



Have an idea of your own?

Let us know – We'd be happy to help!



Feeding People
Changing Lives

Already hosting an event?

Is your church, company or civic club already holding your annual golf outing, banquet or fundraiser? Consider designating a portion of the proceeds to go to CUMAC's feeding efforts. Every bit helps and we'd love to come say thanks!

CONTACT CUMAC

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CUMAC

Feeding People & Changing Lives