



2018-2019 SCHOOL SPIRIT Challenge



Non-perishable food and funds collected in the School Spirit program will benefit the Food Bank of Eastern Michigan (FBEM) and help feed 331,000 seniors, children & families in 22 Eastern Michigan Counties.

Who to ask for more information:

- **Questions about the food drive:** Katie Howicz at FBEM, khowicz@fbem.us or 810-369-0219
- **Questions about the live Friday show:** Casey Gould at ABC12, schoolspirit@abc12.com or 810-341-6407

Who is Eligible:

Any school in 11 counties of the Food Bank of Eastern Michigan's network is eligible to conduct drives and be a part of the School Spirit Challenge. Only those schools within ABC12's viewing area are eligible for the live Friday show. The schools not participating in the live show will still get coverage on FBEM's website and Facebook page, and are eligible to win the Spirit Cup! FBEM provides service to over 400 agencies and food pantries in Eastern Michigan. Please see a list of eligible counties on the following page.

How to Win:

Whether your school raises food or cash or both, everything is tallied as a score in pounds. Cash donation explanation: \$1 = 9lbs. Because of our buying power, with the help of our retail and agricultural partners, FBEM is able to turn that one dollar into nine pounds of food! Our agencies benefit as they are able to order the kinds of food *your* community needs, including fresh produce. We also accept personal care items such as soap, shampoo, toilet paper, etc., which is also tallied into your total. In 2017, FBEM distributed 28.5 million lbs. of food, with over 11 million of that being fresh produce. You can help us do even more!



How to sign up for the live Friday ABC12 show:

- Go to <https://www.abc12.com/features/schoolspirit> and click “Submit Your School.” Someone from ABC12 will contact you to schedule a date and go over the show details.

Reporting Process for Spirit Squad Donations

- **On the Friday of the live show**, FBEM employees will take your donations to be weighed at the Food Bank, or we will schedule a truck to pick it up that morning.
- **As you continue to collect food** before and after your live show date, non-perishable donations can be delivered to FBEM’s Hunger Solution Center (HSC) located at 1939 Howard Ave., Flint, MI 48503, Monday-Friday, 8:30am to 4pm.
 - The receptionist will assist you in filling out a form and arrange assistance for unloading. *Please be sure to let her know your school’s name.*
 - Large donations (over 500 pounds) can schedule a pick-up by a Food Bank truck. Contact Katie Howicz, at least 1 week in advance, to arrange a truck pick-up.
- **Cash and/or check donations can also be delivered** to the Food Bank HSC. The receptionist will provide a receipt. *Please list your school’s name.*
 - Checks, made payable to Food Bank of Eastern Michigan, can be mailed to 2300 Lapeer Rd., Flint, MI 48503. Always list the school name.
 - ALL food and cash donations to the Food Bank are mailed a thank you letter for your gift(s).
- Food and/or cash donations made to another Food Bank or food pantry may be eligible toward School Spirit pounds. Please check with Katie Howicz first.
 - The donating school must provide a copy of their pounds and/or cash receipt to the Food Bank of Eastern Michigan as verification. Call Katie Howicz for details at 810-396-0219.

Eligible Counties for the Challenge:

Arenac, Bay, Genesee, Gladwin, Huron, Iosco, Lapeer, Midland, Ogemaw, Saginaw, St. Clair, Sanilac, and Tuscola.

Eligible Counties for the live ABC12 Show:

Arenac, Bay, Genesee, Gladwin, Huron, Iosco, Midland, Ogemaw, Saginaw, and Tuscola.

On behalf of ABC12 and the Food Bank of Eastern Michigan

THANK YOU for helping to feed the hungry!