



Dedicated to Ending
Child Hunger

After the Bell Media Kit
Food Banks Canada

In order to successfully execute the After the Bell program, we ask that you:

- Use the program lexicon when talking about the After the Bell program
- Follow Food Banks Canada's brand guide found here: https://www.foodbanksCanada.ca/getmedia/842f1045-0968-4541-9a16-d814fd09b7ae/Food-Banks-Canada_Brand-Guide_For-Website_2017.pdf.aspx?ext=.pdf
- Use the program name After the Bell and refer to Food Banks Canada's and donors' support when discussing the program publicly
- Use the After the Bell Media Guide when doing public relations with any and all media related to After the Bell
- We encourage you to reach out to existing local (municipal, regional) media to report on the After the Bell Program
- Collect a minimum of two personal stories from After the Bell client recipients (include high resolution photos with these stories)
- Have signed media releases from participating clients and provide them to Food Banks Canada
- Share on your social media channels. In addition to tagging @FoodBanksCanada, please use #AfterTheBell and #LetsEndChildHunger as the official program hashtags

After the Bell Lexicon:

- After the Bell bags received by food banks should always be referred to as "**healthy food packs**"
- Should **NEVER** use the term "snack, treat or meal" when referring to the healthy food packs
- Should be very specific about who the healthy food packs are being given to (example, never say "anyone can grab a snack pack")
- Should refer to After the Bell as a "**program**"
- Should call the people who receive the packs "children in need", "families in need" or "neighbours in need"
- Adjectives to use when describing the healthy food packs "healthy, nutritious, essential, fundamental, kid-friendly, generous, varied/variety"
- Adjectives to avoid completely while describing the healthy food packs "fun, cute, nibbles, munchies, yummy, goodies, sweet, gift",
- Specifically highlight the fresh food additions (apples, carrots or produce)
- Specifically highlight the most nutritious aspects of the healthy food packs
- Mention Food Banks Canada as the driver of the program and your food organization as a chosen recipient
- If you are partnering with local donors to support your delivery of After the Bell, please be in touch with Karen and Erin to discuss how you should acknowledge all donors publicly.

Key Contacts:

Program questions: Karen Alebon – karen@foodbanksCanada.ca

Partner & Fundraising questions Erin McAllister – emcallister@foodbanksCanada.ca



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Key Messages

The Food Banks Canada After the Bell program is dedicated to ending child hunger. With school nutrition programs ending for the summer months, After the Bell aims to fill that gap.

- Our goal is to provide child-friendly, healthy food packs to food banks to distribute to kids experiencing hunger throughout Canada;
- New this year, we are expanding the reach of the program to include more locations. Some examples include: Vancouver Island, northern Ontario (Thunder Bay, Sudbury, Mattawa and North Bay) and other remote locations such as Bella Coola, BC which is very isolated.

As part of the program, 150,000 food packs are scheduled to be sent to participating food bank programs throughout the country to help keep kids from going hungry.

- What's concerning is that the percentage of children accessing food banks is far overrepresented compared to their share of the population.
 - Children under 18 represent 34.1% of the food bank population, but only make up 19.4% of Canada's general population. [Source: Hunger Count];

While we had to cancel our annual packing day in May for a second year, where more than 1,000 volunteers come together to pack the healthy food packages, we are working with a co-packer to ensure these essential packages will still reach children in need over the summer.

Secondary Messages

1. The After the Bell Program is generously supported by our corporate partners who help us in our mission to put an end to child hunger;
2. Once the healthy food packs arrive at their local food banks, fresh fruits and vegetables are added. They are then delivered into the hands of children experiencing hunger;
3. Healthy food packs contain varied nutritious food items such as, shelf stable milk, fresh fruits and vegetables, hummus and oatmeal, to name few;
4. Find out more about Food Banks Canada and the other programs and services we offer by going to foodbankscanada.ca
5. Food Banks Canada is a national, charitable organization supporting a network of food banks, agencies and provincial associations across the country. Our vision is a Canada where no one goes hungry.