

“PACK PARTY” for FEED MY STARVING CHILDREN

Executive Summary

In our culture, children—although often enthusiastic and excited to serve—are frequently relegated to menial tasks, placed at the “kids table,” and not taken seriously as contributing members of society. In addition, they don’t have much access to resources that help them mobilize their social networks. As a result, kids with a desire to help others and enact social change feel disempowered and quickly lose, rather than develop, their fervor for service. Feed My Starving Children provides children as young as five years old with an outlet through which they can actively address the problem of world hunger and fuel their passion for service and justice. The FMSC “Pack Party” kit allows children the opportunity to educate their friends about world hunger and encourage volunteerism at FMSC in a fun, light-hearted atmosphere, setting the stage for a lifelong commitment to leadership, community involvement and social change. At FMSC, children contribute on the same level as adults, empowering them to socially transform the present and instilling values that carry into the future.

1.0 Background, Purpose, and Focus

For the last fifteen years the world has regularly produced enough food to feed every person on the planet. Yet, in those same fifteen years the number of hungry people in the world has increased from 840 million to over 1 billion. According to UNICEF, over 400,000 children

needlessly go hungry and 18,000 die of undernourishment every day. Political chaos, famine, natural disasters, and systemic patterns of poverty contribute to this crisis.

Feed My Starving Children provides life-saving meals in more than 70 countries through partnerships with orphanages, schools, clinics, refugee camps and malnourishment centers. The food—designed to meet the nutritional needs of undernourished children—is entirely hand packed by volunteers in the United States. Last year, more than a half million volunteers packaged 133 million meals for children around the world. More than half of those volunteers were under 18. The thousands of children who volunteer at FMSC possess the persuasive power (even more so than adults) to pull others into FMSC’s mission, encouraging them to volunteer or support FMSC financially.

In order to harness and direct children’s natural influence and contagious energy, I’ve developed the “Pack Party.” Pack Parties allow children to access their fun-loving nature in order to mobilize others toward FMSC’s mission. The purpose of the Pack Party brand is to increase awareness, volunteers and finances for Feed My Starving Children by mobilizing and empowering children in the United States.

Packing food at FMSC is far from a typical food pantry experience. They play loud, upbeat music and transform the monotonous action of packing food into a fun competition between packing stations, encouraging volunteers to work quickly and efficiently to pack the most meals for the most children. FMSC’s unique volunteer experience fosters a natural connection to the lively atmosphere of a child’s party. Upon arrival to the FMSC packing facility, volunteers watch a short presentation and inspiring video about the organization’s mission and subsequently get to work packing FMSC’s four ingredients (vitamins, veggies, soy

and rice) into 16 oz. bags for shipment all over the world. After the session concludes, the volunteers pray over the food and FMSC staff distributes awards to groups who packed the most meals. The end result is a fun, competitive experience that inspires even initially skeptical kids to return again and again.

2.0 Situation Analysis

2.1 Past or similar efforts

Some children have already chosen to incorporate a volunteer session as part of their birthday festivities. Those children express a great deal of satisfaction and their party attendees have returned to volunteer with their families and friends. The Pack Party brand will raise awareness about the possibility of throwing an FMSC party and fully resource children who wish to do so.

Other non-profit organizations have successfully instituted similar concepts. For example, Charity Water has employed the web component of the Pack Party for people of all ages. Anyone can visit Charity Water's website and register to "pledge their birthday." This involves creating a personal fundraising page and asking friends and family for donations instead of gifts. Over 22,000 people have pledged their birthdays and raised funds to help provide clean water for people in need.

Similarly, the non-profit One Day's Wages (ODW) provides resources for adults to throw "Holiday Benefit Parties" in December during which people share ODW's mission with other adults and ask them to support it in various ways. For many people, this has become an important part of their holiday traditions and offers a meaningful oasis amidst the rampant holiday materialism in the United States.

2.2 SWOT

Strengths:

- I have a passion for FMSC and a willingness to see this project to completion.
- I have personal connections within FMSC.
- A talented North Central College student has offered to design the kit for free.
- I've met with a few staff members and they're excited about the prospect.
- I have good connections with children (and their parents) in the target market and they've expressed willingness to offer suggestions and review materials.
- FMSC has existing communication channels with the target audience such as email lists, Twitter, Facebook, Flickr and Google Plus profiles.
- FMSC has an existing marketplace (store) at each site, offering on-site product visibility to the target market.
- FMSC has an existing, committed volunteer base that would be interested in this product.
- Some kids already throw informal birthday parties at FMSC.

Weaknesses:

- Since I'm a volunteer I don't have much control over decisions regarding timing and budget.
- Although the cost of the kit will cover the expense, there may not be initial budget money for printing.
- The FMSC staff is already overworked and underpaid and may not have time to manage a new marketing initiative.
- My initiative may compete with other marketing initiatives that FMSC has in process.

Opportunities:

- FMSC has a great reputation as an excellent steward of resources and as a leading provider of food to undernourished kids.

- FMSC has a great reputation for providing a lively, fun volunteer experience for all ages.
- Parents in the mostly suburban, affluent areas where FMSC's packing sites are located are often looking for a ways to educate their children about social issues around the world.
- Some parents are tired of the competitive birthday party rat race and will likely encourage their children to pursue more selfless and meaningful alternatives.
- Children comprise half of FMSC's volunteer workforce and are its greatest evangelists. Their enthusiasm is infectious and inspires children and adults alike join in FMSC's mission.
- Throwing a party at FMSC is unique.
- Throwing a "pack party" for a birthday is much less expensive than alternative options for kids' birthday parties.
- There is a significant fundraising opportunity when some children ask attendees to make a financial donation to FMSC in lieu of gifts.
- FMSC's strong Christian commitment aligns with the majority religious demographic in DuPage County.
- In the last five years, churches, nonprofits and other NGOs have amped up their marketing practices. This has resulted in a higher profile for social service agencies and a greater awareness of social issues. In other words, social concern and activism it is cooler than just a few years ago.
- Highly publicized droughts, hurricanes, tsunamis, earthquakes and political upheaval across the globe in recent years have increased people's level of awareness about world hunger.
- Amidst the current economic downturn, an FMSC Pack Party is a cheap and fun option for financially hurting families.

Threats:

- Many other options exist for children's parties including Chuck E. Cheese, Extreme Trampoline, Enchanted Castle, skating rinks and movie theaters. These parties are fun and considered the norm.

- Children may fear that their friends will think the idea is lame.
- Children who have never volunteered at FMSC may be turned off by the idea to do a service project as opposed to traditional party activities.
- Most media messages directed at children strongly encourage materialism and selfishness.

3.0 Target Market Profile

Although some children already incorporate an FMSC packing session into their birthday parties, FMSC offers no formal branding or assistance. Therefore, children ages 5-17 who have volunteered at FMSC and possess the leadership qualities and enthusiasm to mobilize their friends toward advancing FMSC's mission represent the Pack Party's primary target audience. The parents of these children represent the Pack Party's secondary audience. Initial surveys indicate that parents appreciate a meaningful alternative to the usual birthday party locations and will happily encourage their children to throw a Pack Party instead.

3.1 Size

In the 2012 fiscal year, over 600,000 people volunteered at Feed My Starving Children and over 300,000 of them were children. Children often volunteer repeatedly citing the experience as both fun and meaningful. According to Marilyn Maurella, FMSC's Development Advisor, children frequently urge their parents, relatives and friends to volunteer and donate to FMSC after a visiting the site with their youth group, scout troop, class, academic club or sports team. Children connected with and motivated by FMSC's mission hold a great deal of influence over their parents, extended families and friendship circles.

3.2 Demographics, geographics, psychographics, related behaviors

The majority of FMSC's volunteers live in Minnesota, Illinois and Arizona near the locations of FMSC's packing facilities (Coon Rapids, Chanhassen and Eagan, Minnesota; Schaumburg, Aurora and Libertyville, Illinois; Tempe, Arizona). A small number of FMSC volunteers are concentrated in other pockets of the United States. These people most likely volunteered through FMSC's MobilePack, a program in which the organization creates temporary packing facilities all over the country. Typical volunteers and donors hail from middle to upper class suburban communities.

FMSC's strong Christian component attracts many church groups and religious people who draw motivation to serve and support the organization from their religious convictions. Many volunteers are part of church groups or other religious charities and networks in their communities.

3.3 Stage of change (readiness to "buy")

The Schaumburg site alone welcomes about four birthday party groups per month. These parties result from one motivated child, using his or her birthday to make a difference in the lives of others and raise awareness about FMSC's work. In some cases, children ask party attendees to make a financial contribution in lieu of gifts. The FMSC Pack Party kit encourages this behavior. Its formal branding will raise awareness among volunteers who would likely consider this option but never knew it existed. The organization has a rapt audience already in place, potentially willing to change to their typical birthday party routines.

3.4 Perceived barriers to desired behavior

Some children may not want to give up birthday gifts, which is why this component will be entirely optional. In addition, parents will need to drive to the site to purchase the Pack Party kit and may not want to drive there twice if they don't live particularly close to a facility. This will also be a barrier for those who are interested in FMSC's mission and desire to throw a Pack Party but don't live in a city near a facility to supplement the party with a volunteer shift. Children might also fear rejection from their friends who balk at doing a service project for a party.

3.5 Potential benefits for desired behavior

Potential benefits include increased self-esteem and efficacy among children. The games provided in the Pack Party kit contain an educational element in which children learn about hunger-related issues and how they can help. The party favors included for attendees to take home help kids remember what they learned at the party and remind them of their positive experience, thus encouraging future engagement in community service and charitable activities.

3.6 Competing behaviors

Children have been throwing birthday parties at Chuck E. Cheese, Enchanted Castle, skating rinks or movie theaters for decades. Undoubtedly, these parties are fun and considered the norm. Some children (and parents) may not want to give up the traditional birthday party experience. Additionally, most media messages directed at children strongly encourage materialism, selfishness and excess.

4.0 Marketing Objectives and Goals

4.1 Social marketing objectives: behavior, knowledge, beliefs

After the campaign launches, we hope kids will begin to throw Pack Parties for events including but not limited to birthdays, graduations, confirmations and bar mitzvahs. As kids seek out unique and fun ways to celebrate their special events, the Pack Party brand offers a fresh alternative to age-old party ideas, allowing them to host a fun event that raises awareness about global hunger and encourages attendees to act on behalf of the less fortunate.

In order to adopt this behavior, the target audience must know three things: that the option exists, that world hunger is a serious problem and that volunteering at FMSC is a fun way to do something about it. Children who have already volunteered at FMSC have some education about the issue of world hunger and know that packing food at FMSC is a fun experience.

Kids need to rethink their agency to have an impact on the world around them. Pack Parties encourage kids to believe that—despite their age—they are *powerful*, they have *influence*, they can *make a difference* and that they can *have fun* in the process.

4.2 Goals: measurable and time sensitive

1. Launch the Pack Party campaign by April 30, 2013.
2. Average three Pack Parties per month at each of FMSC's seven packing sites by December 31, 2013.
3. Average five Pack Parties per month at each of FMSC's packing sites by December 2014.

4. Raise at least \$5,000 by the end of the calendar year via personal fundraising webpages established by Pack Party participants.
5. As more packing sites open in new cities, include a party room in the architectural layout so Pack Parties can take place entirely at an FMSC packing facility.

5.0 Positioning Statement

I want children to see that throwing a party for FMSC is a fun, meaningful and empowering way to celebrate an event and mobilize their friends toward eliminating undernourishment around the world.

6.0 Marketing Mix (4P's)

6.1 Product

Children love to volunteer at FMSC because it's lively, fun and fast-paced. Many children have a strong motivation to serve others but, due to their age, lack outlets through which to do so. Child volunteers are energetic, excitable and desire to make valuable contributions in their communities. The core products offered to volunteers at FMSC are increased self-esteem and efficacy, leadership development skills and increased social awareness. Throwing an FMSC Pack Party gives children an opportunity to empower themselves and their friends and to have a positive impact on less fortunate children around the world. Additionally, FMSC Pack Parties increase both the volunteer and financial base of the organization.

The actual product materializes when children convince their parents to purchase a party kit and commit to throwing a Pack Party for their birthday, graduation or other

event. Since FMSC doesn't have a designated party room, part of the Pack Party must take place at the child's home before or after a volunteer shift at an FMSC packing facility.

The augmented product makes it easy and fun to throw a portion of the party at home. It includes fun educational games, stickers, bracelets made by food recipients, party invitations, "party hats" (specially colored hairnets), M&M tubes (fundraising device) and a package of FMSC food. The entire kit is contained in a brightly colored pizza box. In addition, the kit contains instructions on how to set up a personal Pack Party fundraising webpage with a unique link to email to family and friends or post to social networking sites.

See end for samples of these products, including a *Pack Party Handbook*, cards for matching and memory games, and a placemat. The author wishes to thank Taylor Bastone for her design help on these products.

6.2 Price

The "Pack Party" kit will cost \$50 (significantly less than popular alternatives such as Chuck E. Cheese, Extreme Trampoline or roller skating). Non-monetary incentives include public recognition as a Pack Party during the volunteer session by the "Pack Party Volunteer" stickers and special hairnets included in the kit. In addition, the party host receives a free FMSC t-shirt of their choice upon arrival at the packing facility.

6.3 Place

Parents can purchase the Pack Party kit at any FMSC packing location. A stack of brightly colored pizza boxes will display prominently near the register in the FMSC Marketplace, prompting volunteers to ask about them. The actual party will take place at the party host's home before or after the group volunteers at an FMSC packing site.

6.4 Promotion

Key messages directed at parents highlight the possibility of throwing a party with more meaning (but just as much fun) as traditional options. Pack Parties offer parents a significantly less expensive option than the usual pizza parties at movie theatres and skating rinks. Parental key messaging will highlight this attractive cost savings.

Since children are highly visual, the design aesthetic of the kit itself will communicate their key messages. The kit's vibrant colors, bold fonts and energetic design assures children that—although the party includes a service project—it maintains the celebratory vibe that makes birthday parties such a memorable part of childhood in America. The relative ease of throwing a Pack Party will be communicated to both children and parents. Key messages make the target audience aware that the kit provides everything they need for a successful event.

Messengers include FMSC staff that orient and assist volunteers upon their arrival. Employees will proactively promote Pack Parties to the thousands of volunteers who walk through FMSC's doors each year. Additionally, once the Pack Party brand is launched, parents and children who have thrown pack parties will spread the word and

increase awareness about the brand. Children who attend Pack Parties will tell others and possibly be inspired to throw one for their next event.

Communication channels selected to spread the “Throw a Pack Party!” message include Facebook, Twitter, email newsletters and the FMSC homepage. Volunteers often frequent the FMSC blog and Flickr page, reading about new promotions and browsing photos. We will utilize these channels to raise awareness about Pack Parties as a viable option. Moreover, children can link to their personal fundraising webpages on their social networking sites and email the link to family and friends both near and far.

7.0 Evaluation Plan

7.1 Purpose and audience for evaluation

Thorough evaluation is essential to the campaign’s success. We’ll need to carefully measure the increase of Pack Parties over time and in relation to various communication channels such as email, social networking sites and the FMSC blog. We’ll continually assess which messages and messengers are most effective and increase efforts in that area. For example, if an email newsletter results in an increase of sales in Party Pack kits, we’ll increase efforts in email communication. If most kids discover Pack Parties from other children who have thrown them, we may institute some type of “I threw a Pack Party and you can too!” marketing strategy that children can employ after their special event.

In addition, we’ll survey parents who have assisted their children in throwing Pack Parties to ask for comments and suggestions of how we can improve the kit itself or

its marketing and logistics. An increase in Pack Parties will indicate the changes outlined in section four regarding the target audience's behavior, knowledge and beliefs.

7.2 What will be measured: output/process, outcome, impact measures

Output measures include responses to email marketing, blog posts and social media updates. Outcome measures include the number of Pack Party kits sold and the feedback received from target audiences. Impact measures include meals packed for hungry kids as a result of Pack Parties and if children choose to throw Pack Parties repeatedly.

7.3 How and when measures will be taken

FMSC will email surveys to both parents and children after the Pack Party, soliciting their feedback about personal outcomes (attitudes, beliefs and knowledge) and logistical suggestions. FMSC facility staff will total the number of Pack Parties each month and report it to FMSC's marketing manager, who will track progress. In addition, she'll monitor "likes" on Facebook, "retweets" on Twitter and page clicks on email blasts. She'll also monitor visits and comments related to the FMSC blog post about Pack Parties and unique visits to the Pack Party webpage. We'll also monitor how much money has been raised via the hosts' personal fundraising webpages.

8.0 Budget

8.1 Cost for implementing marketing plan, including evaluation

Major costs will be associated with printing the booklets, pizza boxes, invitations and stickers in the Pack Party kit. Additional costs may be associated for advanced web

hosting features necessary for the personal fundraising page component. Although FMSC has already purchased the bracelets and M&M tubes to sell in the Marketplace, budget dollars must be transferred from the Marketplace budget to the Party Pack budget in order to cover the costs.

8.2 Any anticipated incremental revenues or costs savings

Since the cost of the Pack Party kit (\$50) will cover the expense, it will eventually sustain itself. However, in order to get the campaign off the ground, some funds will be required upfront. FMSC will explore possible volunteer and donor connections that may provide free or significantly discounted printing.

9.0 Implementation Plan

9.1 Who will do what and when

In the coming month I plan to meet with Marilyn Maurella, FMSC's Development Advisor, to share my marketing plan and finished communication pieces. Marilyn and I will conference with marketing staff based in FMSC's Minnesota headquarters to discuss and develop an appropriate timeline for printing, assembling and marketing the Pack Party brand. I hope to have kits printed and boxed by April 30, 2013 and to commence marketing strategies discussed in the above plan by mid-May.

10.0 Project Assessment [removed for this posting as a project sample]



*Feeding God's
Starving Children
Hungry in Body & Spirit*



PACK — HANDBOOK — PARTY





Thanks for throwing a **PACK PARTY!**

Kids like you are an incredibly important part of fulfilling FMSC's mission. In fact, more than half of FMSC's volunteers are children. This means you are a powerful part of the Feed My Starving Children community—thanks for making a difference!

This booklet contains some fun ideas for your party. Feel free to use them or make up your own! To help you throw the best party ever, some handy game-related downloads are available at [website](#).

Also, visit [website](#) to create your personal party fundraising page! Email the link to your friends and family or post it to facebook and twitter to raise money for FMSC.

Thank you for using your special event to tell your friends and family about how they can help feed undernourished children all around the world!

Sincerely,

Your Friends at Feed My Starving Children

A few helpful facts about hunger:

- Every day, **6,200** children die of starvation
- Every **14 seconds** a child dies of starvation
- In the last 15 years, the number of hungry people in the world has increased from 840 million to **1 billion**.
- Every day, **400 million children** go without food.

*All facts from The United Nations Children's Fund

What does the Bible say about hunger and poverty?

- **Matthew 25:35**: I was hungry and you gave me food, I was thirsty and you gave me drink, I was a stranger and you welcomed me.
- **James 2:15-17**: If a brother or sister lacks food and one of you says, "go in peace," and yet do not supply their bodily needs, what is the good of that? Faith if it has no works is dead.
- **Proverbs 19:17**: Whoever is kind to the poor lends to the LORD, and he will reward them for what they have done.
- **Proverbs 22:2**: Rich and poor have this in common: The LORD is the Maker of them all.
- **Proverbs 22:9**: The generous will themselves be blessed, for they share their food with the poor.
- **Jeremiah 22:16**: He defended the cause of the poor and needy, and so all went well. Is that not what it means to know me?" declares the LORD.
- **Luke 11:41**: But now as for what is inside you—be generous to the poor, and everything will be clean for you.
- **Galatians 2:10**: All they asked was that we should continue to remember the poor, the very thing I had been eager to do all along.

Manna Pack Memory (Age Range: 5-8)

Download and print the memory cards from [website](#). Shuffle the cards and lay them on a table, face down. The youngest player goes first. Play then proceeds clockwise. On each turn, a player turns over two cards (one at a time) and keeps them if they match numbers. If they successfully match a pair of numbers, that player also gets to take another turn. When a player turns over two cards that do not match numbers, those cards are turned face down again and it becomes the next player's turn.

Take-Away Point:

Explain that these are the faces of kids who will receive the food that they'll pack as volunteers at Feed My Starving Children!

Dinner Disparity (Age Range: 12+)

Use this activity if you think your party guests are mature enough to handle a deeper lesson. When it comes time for the meal, serve only a few children at the table and give nothing to the rest. As confusion (and perhaps frustration) mounts, ask the kids to explain how it feels to be excluded. Is it fair? Why not? After some discussion, offer food to everyone and say a prayer of thanksgiving and for those who aren't as fortunate.

Take-Away Point:

Explain that many of us in the United States are similar to those who received the meal. However, some kids were born in places where access to food is much more difficult. Explain that, as those who are blessed, we can help others by packing food at FMSC, helping sick and hungry people get well and grow strong.



Party package contents:

- **Invitations**

Use these to invite your friends and family to your party. If you prefer that your guests donate to FMSC instead of giving presents, put the donation sticker on the invitation (completely optional).

- **Party hats (hair nets)**

- **M&M tubes**

Each of these M&M tubes holds \$14 in quarters. Send them home as party favors and ask your guests to return them to you full of quarters. Bring them to FMSC and we'll replace each with another M&M tube to fill again! Each tube provides 63 meals!

- **Bracelets**

Use these bracelets—made in the Philippines by people who receive FMSC food—as game prizes or party favors. Tell your guests to wear them on the hand they use to eat as a reminder to pray for the children who receive FMSC food.

- **Placemats**

Have your guests color these and take them home as a reminder of what they learned at your Pack Party.

- **Volunteer stickers**

Wear these stickers when you volunteer. If it is your birthday, ask for a free t-shirt!

- **Package of FMSC food**

Cook this food up for your party guests.





Fun and Games

Here are some ideas to get your party started:

Food Frenzy (Age Range: 6+)

Download the Food Frenzy sheets from [website](#). Divide your guests in teams of two or three. Give them ten minutes to write down as many foods as possible that start with each letter of the alphabet. Then, give them five minutes to survey cabinets, pantries and the refrigerator in the kitchen to round out their lists. The team with the longest list wins.

Take-Away Point:

After the game, point out the variety and quantity of foods they surveyed in the kitchen and thought of quickly. Explain that, in many places in the world, this variety of food is not available and kids don't have kitchens stocked with many options. Feel free to follow up with a "Food at Work" video from FMSC's website or read a "Food at Work" story available on the Pack Party downloads page.

What's On Your Plate? (Age Range: 5-10)

Cut out pictures of food from grocery store advertisements. Give each guest a paper plate and instruct them to remember everything they ate yesterday and today and glue or draw it on their plate. When they are finished, ask them to hold up their plate and explain what they ate to the group.

Take-Away Point:

When the kids are finished talking about their food, show them a blank paper plate and explain that this is what many children would have drawn if it weren't for the life saving food they receive from Feed My Starving Children. Explain that by volunteering at FMSC, they're helping hungry kids in more than 70 countries fill their blank plates with Vitamins, Veggies, Soy and Rice!

FMSC Hide and Seek (Age Range: 5-10)

Download and print the Vitamins, Veggies, Soy and Rice pictures from [website](#). Attach each picture to a sweatband or headband. Choose four guests to be the "hiders" and give each a headband to wear. Give them 40 seconds to hide and send the others to find them. The game is over when the Vitamins, Veggies, Soy and Rice "hiders" are found. Switch "hiders" and play again.

Take-Away Point:

After the game is finished, explain that many children must work hard to get their food and can't just open their refrigerators when they get hungry. Feel free to follow up with a "Food at Work" video from FMSC's website or read a "Food at Work" story available on the Pack Party downloads page.

Blindfold Baffle (Age Range: 6+)

Download the blindfolds from [WEBSITE](#). Poke two small holes in the center of each eye. Play Twister (available at discount and toy stores) and blindfold half your guests. Rotate which guests are blindfolded for each round of Twister.

Take-Away Point:

After the game, ask what it felt like to play with the blindfold. Was it frustrating? Which players had the advantage? Explain that when your body is undernourished, it is difficult to pay attention to class and keep up with other children. It is frustrating to feel physically sick and impaired all the time, to know that you aren't able to do your best in school and other activities. Explain that FMSC's food nourishes kids so they can reach their full potential in school and life. Feel free to follow up with a "Food at Work" video from FMSC's website or read a "Food at Work" story available on the Pack Party downloads page.

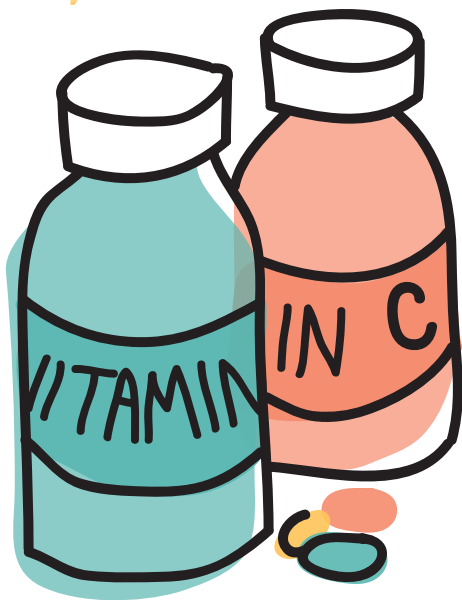
Placemat Game (Age Range: 5+)

Use the placemats from the Party Pack kit as coloring sheets. Give guests 10 minutes to locate and color each of the countries to which FMSC sends food. The one with the most countries colored in after ten minutes wins.

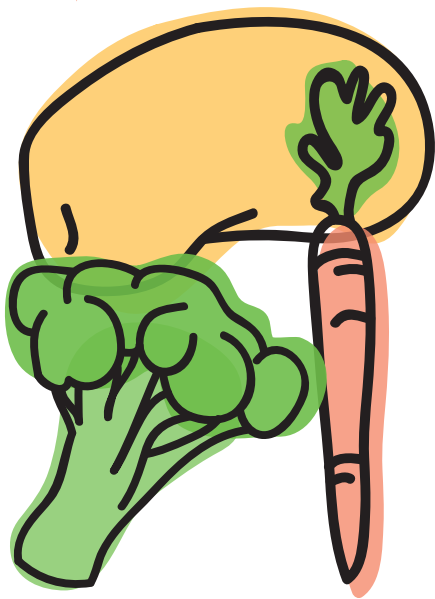
Take-Away Point:

Invite your guests to bring the placemat home as a reminder to pray for hungry kids before they eat their meals. Feel free to follow up with a "Food at Work" video from FMSC's website or read a "Food at Work" story available on the Pack Party downloads page.

Vitamins



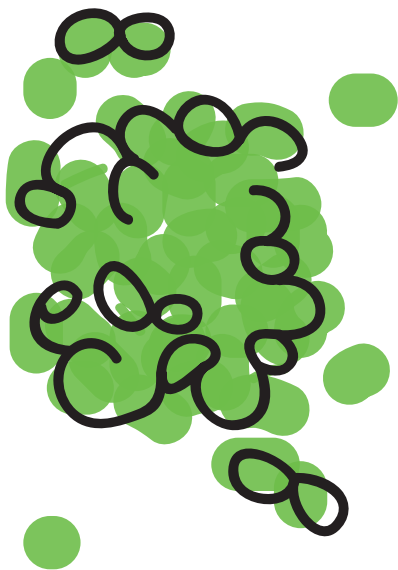
Veggies



Rice



Soy





Honduras



Uganda



Ghana



Nicaragua



Philippines



Haiti



Guatemala



Kenya



Malawi



Tajikistan



Liberia



Cambodia



El Salvador



Pakistan



Swaziland



Somalia



Dominican Republic



Gambia



Myanmar



Zimbabwe



Rwanda

FEED MY
STARVING
CHILDREN



Feed My Starving Children provides life-saving meals to people who need them most all over the world. FMSC meals are distributed in nearly 70 countries through partnerships at orphanages, schools, clinics, refugee camps and malnourishment centers.

*Afghanistan
Angola
Armenia
Azerbaijan
Bangladesh
Belarus
Burkina Faso
Burundi*

*Cambodia
Chile
Colombia
Cuba
D. R. of the Congo
Djibouti
Dominican Republic
Ecuador*

*El Salvador
Ethiopia
Gambia
Georgia
Ghana
Guatemala
Guyana
Haiti*

*Honduras
India
Indonesia
Iraq
Jamaica
Kenya
Liberia
Malawi*

*Mexico
Mozambique
Myanmar
Namibia
Nicaragua
Niger
North Korea
Pakistan*

*Panama
Peru
Philippines
Sierra Leone
Somalia
South Africa
Sudan
Swaziland*

*Tajikistan
Tanzania
Togo
Uganda
Ukraine
USA
Zambia
Zimbabwe*