



2025 HUNGER ACTION MONTH

GENERAL INFO, TALKING POINTS, & SOCIAL MEDIA TOOLKIT

ABOUT THIS TOOLKIT

Please join us for Hunger Action Month this September by using the below resources to spread awareness and encourage your communities to take action via digital channels. Examples include raising awareness for Hunger Action Month in community newsletters, community calendars and on social media.

WEBSITE

www.feedoc.org/HungerActionMonth

www.feedoc.org/HAM

WHAT IS HUNGER ACTION MONTH (HAM)?

September is Hunger Action Month – an annual nationwide campaign that unites Food Banks, anti-hunger organizations and the public to inspire people to take action against hunger and to raise awareness for those facing food and nutritional insecurity in our communities.

Activities take place throughout the month, with collective efforts focusing around Hunger Action Day on **Tuesday, September 9, 2025**.

GENERAL TALKING POINTS

- Everyone needs nutritious food to thrive. Yet, tens of millions of people in the United States face hunger every day.
- In Orange County: Over 359,000 individuals are food insecure, including over 86,000 children. (Source: Feeding America)
- In the first half of 2025, Orange County's two food banks, Second Harvest Food Bank of Orange County and Orange County Food Bank, together have collectively distributed 36,709,298 pounds of food through their networks of food pantries, soup kitchens, shelters, senior centers, schools,

colleges, universities, houses of worship, and other community organizations throughout Orange County.

- That's why this September, we are asking everyone to join in the movement to end food insecurity.
- Your voice, action and commitment will help ensure every community has the food they need to thrive.
- When people are fed, futures are nourished.
- Throughout the month of September, Food Banks and the community can come together to support our neighbors in need.

TOP 5 WAYS TO TAKE ACTION

1. DONATE – Funds help the Food Bank allocate resources to where we need them most. Make a gift at feedoc.org/donate.
2. VOLUNTEER – Sign up with your family or company for a volunteer opportunity with Second Harvest Food Bank - at Harvest Solutions Farm (a partnership with University of California South Coast Research & Extension Center and Solutions for Urban Agriculture), our Distribution Center, or Founders Farm. Visit feedoc.org/volunteer.
3. Host a VIRTUAL FOOD DRIVE – Start a virtual food drive with your family, company or community organization. Visit feedoc.org/virtual-food-drive to learn more and get started.
4. ADVOCATE for your Community – Food banks play a critical role in addressing food insecurity, but we can't do it alone. Learn more about our Advocacy & Community Engagement Programs at feedoc.org/advocacy.
5. Take a TOUR of the Food Bank – Get at behind-the-scenes tour of Second Harvest's 108,000 square foot Distribution Center. Visit feedoc.org/tour to register for a "Food for Thought" tour.

HUNGER ACTION MONTH LOGO

[Click here for downloadable files](#)



SOCIAL MEDIA HASHTAGS

#HungerActionMonth

#HAM

#FeedOC

SAMPLE SOCIAL MEDIA COPY

September is #HungerActionMonth! Whether you volunteer, donate, advocate or spread the word online, let's work together to end food insecurity in OC. Visit feedoc.org/HAM to get involved.

There's plenty of food in America; yet 1 in 9 people (including 1 in 8 kids) in Orange County still don't have the food they need to thrive. September is #HungerActionMonth and let's take action together to end food insecurity in OC. Visit feedoc.org/HAM to get involved.

Everyone needs nutritious food to thrive. Yet, over 359,000 individuals in OC experience food insecurity. This September, for #HungerActionMonth, join the movement to end food insecurity. Every action counts—whether you volunteer, donate, advocate or spread the word online. Join us at feedoc.org/HAM.

Throughout the month of September, Second Harvest Food Bank is sharing a few important ways you can get involved to help end food insecurity in Orange County. Take action this #HungerActionMonth. Visit feedoc.org/HAM to learn more.

SOCIAL MEDIA IMAGES

[Click here for downloadable files](#)

