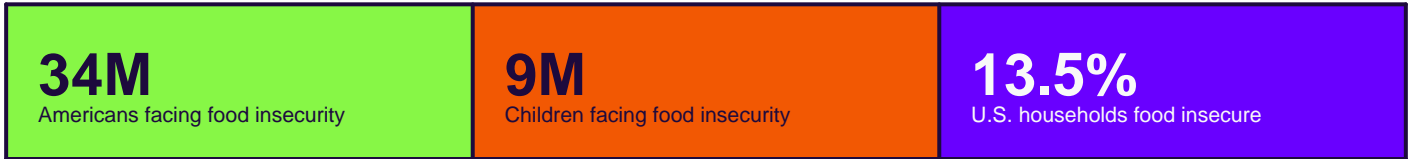


# Bring the TOCG Club to your school.

A seasonal, hunger-fighting club by kids, for kids. Instead of trick-or-treating for candy, students go door-to-door asking for canned goods to support local food banks.



Source: USDA Economic Research Service & Feeding America.

## The Problem

Food insecurity is the limited or uncertain availability of nutritionally adequate, safe foods. Demand at food banks spikes between Halloween and the winter holidays — exactly when most communities have the chance to act. Schools play a critical role in raising awareness and empowering students to make a real impact.

## How Schools Can Run TOCG

- 1. School announcements** — Spread the word through morning announcements or the PTO newsletter. Tell students how to participate by going door-to-door on Halloween night collecting canned goods instead of (or alongside) candy.
- 2. Student-led presentations** — Give students an opportunity to present on food insecurity to their classmates during assemblies, homeroom, or lunch. We provide age-appropriate slides and talking points.
- 3. School drop-off locations** — Set up collection points in the library, cafeteria, or gym. Volunteers or local food bank partners handle transport to the food bank.
- 4. Healthy competition** — Run friendly competitions between classrooms, grades, or clubs. Reward the top collectors with a pizza party, extra recess, or a dress-down day.

## Why It Works

- **Real-world education.** Hands-on lessons in empathy, civic responsibility, and collective action.
- **Community engagement.** Strengthens ties between school and neighborhood.
- **Leadership.** Students who lead presentations or organize collections build confidence and ownership.
- **Timing.** Food banks need donations most before Thanksgiving — TOCG delivers exactly when it counts.

**Get started:** visit [TOCG.club/educators](https://TOCG.club/educators) for slides, flyers, and activity sheets. Take the pledge at [TOCG.club/pledge](https://TOCG.club/pledge).