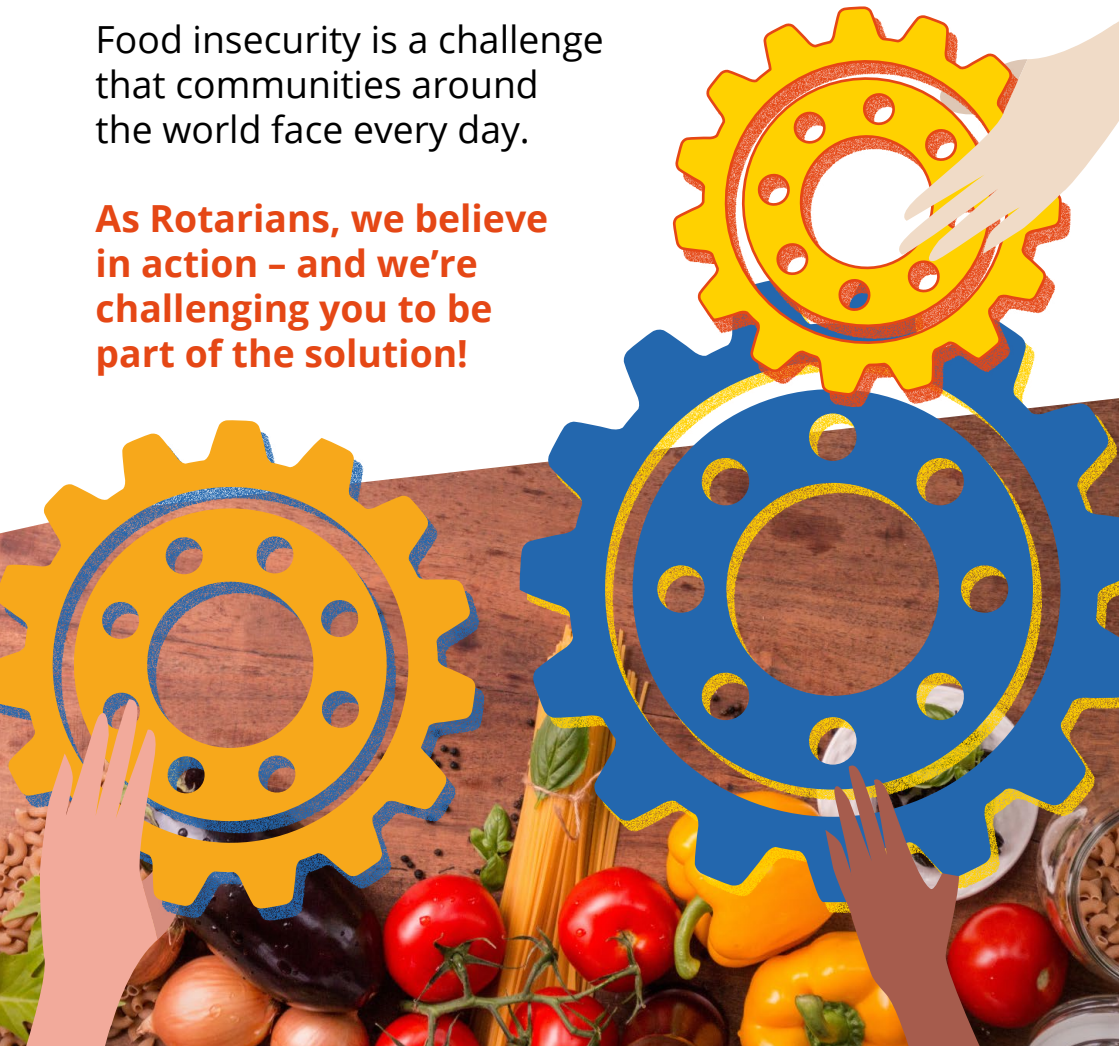




Calling all **#RotaryFoodChampions** – Step up and make a difference!

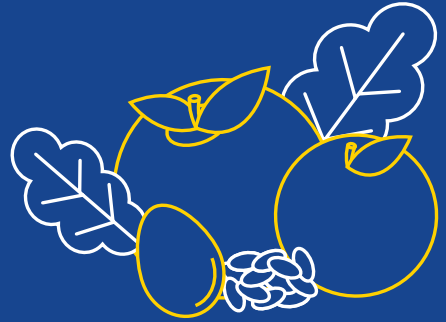
Food insecurity is a challenge
that communities around
the world face every day.

**As Rotarians, we believe
in action – and we're
challenging you to be
part of the solution!**



What is a **#RotaryFoodChampion**?

A Rotary Food Champion is a Rotary club lead that commits to taking concrete action to improve food security, sustainability and resilience in their community.



Rotary Food Champions implement at least one significant food-focused project annually and work collaboratively with specialised organisations to maximise their impact.

How to become a **#RotaryFoodChampion** ✨ ✨



Choose your **project**



Form strategic **partnerships**



Implement your **initiative**



Share **your story**



Measure and grow

Choose your **project**

Select at least one food resilience project that addresses a specific need in your community. Here are a few ideas:

Support a local food hub



Partner with existing food pantries or community kitchens to expand their capacity:

- Volunteer support for operations
- Fundraise for equipment or facilities
- Provide professional expertise (marketing, logistics, etc.)
- Connect with local businesses for food donations

Start a community garden



Create spaces where community members can grow their own food:

- Convert unused land into productive growing spaces
- Provide gardening education and resources
- Prepare grow boxes for those in need
- Create opportunities for intergenerational learning

Engage youth in food education



Develop programmes that teach young people about sustainable food systems:

- School gardening initiatives
- Cooking and nutrition classes
- Youth-led farmers' markets
- Farm-to-school programmes

Celebrate cultural diversity through food



Use food as a way to build community and celebrate diversity:

- World Kitchen events featuring dishes from different cultures
- Community cookbooks documenting local food traditions
- Cross-cultural cooking classes
- Food-focused community celebrations

Deliver cooking classes



- Attend a Rotary Food Accredited Training Course
- Deliver classes to children and young people
- Work with Rotary Young Chef
- Connect with a local cookery school



Form strategic **partnerships**

Consider collaborating with organisations that specialise in food security and sustainability, such as:

FoodSavers –

A community-driven initiative reducing food waste and improving food access

foodsavers.org.uk

Food Foundation –

foodfoundation.org.uk

Sustain –

Advocating for better food and farming policies

sustainweb.org

Food and Farming

Commission – **ffcc.co.uk**

Bite Back –

biteback2030.com

Ministry of Food

Jamie Oliver –

jamiesministryoffood.com

Sustainable Food Places –

Supporting local partnerships for healthy, sustainable food

sustainablefoodplaces.org

FareShare – Redistributing surplus food to those in need

fareshare.org.uk

Incredible Edible –

Encouraging communities to grow their own food

incredibleedible.org.uk

Chefs in Schools –

chefsinschools.org.uk

ProVeg –

proveg.com/uk

ReThink Food –

rethinkfood.co.uk

FoodWise Leeds –

foodwiseleeds.org

Engaging with these organisations can provide valuable insights, resources and partnerships to help your club make a lasting impact.



Implement your **initiative**

Execute your project with Rotary's commitment to excellence and service.

Food resilience isn't just about feeding people. It's about empowering communities, promoting sustainable practices and fostering collaboration.

By taking on this challenge, your club will:

- strengthen community well-being
- inspire other clubs to act
- support Rotary's mission to fight hunger and malnutrition



Promoting **peace** by eating together

Protecting the **environment** by collecting surplus food

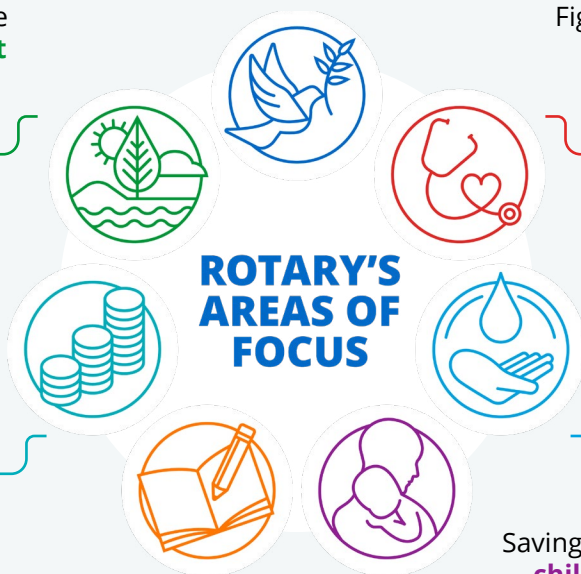
Fighting **disease** by eating nutrient rich food

Growing **local economies** by growing high quality produce

Providing **clean water**, sanitation, hygiene and good food

Supporting **education** by teaching cookery skills

Saving **mothers and children** with free school meals and healthy start vouchers



Share **your story**

Once your club takes on a project, document it using **#RotaryFoodChampions** and tag **@RotaryFood** on **LinkedIn, Facebook and Instagram**. Let's inspire a movement of food-focused initiatives that create lasting change.

Case study:

Building confidence through cooking

M has been attending our sessions for around three years and has grown into a confident and curious young cook. Once hesitant to try anything new, M now arrives each week excited to pick a new ingredient to explore. This growing confidence has had a ripple effect: M's packed lunches are more varied, they regularly ask for new recipe ideas, and they even share video clips of their tastings on social media, filmed by their parents.

Not every food is a hit, but M always gets a big "well done for trying!" – because the real success is in their willingness to explore.

Beyond cooking, M is an enthusiastic and supportive member of the group.

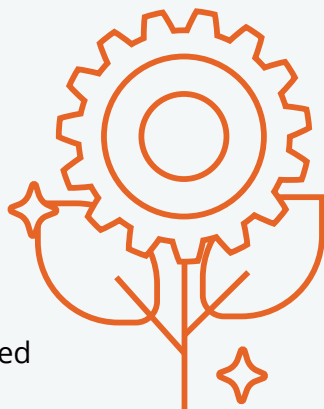
They demonstrate techniques, encourage others, and help set up and tidy after sessions. M often tells us they'd love to volunteer with us one day – and we'd be lucky to have them.



Measure and grow

Effective Food Champion projects track their impact through metrics such as:

- number of meals provided
- pounds of food rescued or distributed
- number of garden plots created
- number of people receiving food education
- volunteer hours contributed
- new partnerships formed
- media coverage and community awareness generated



Benefits of becoming a #RotaryFoodChampion



For your **community**

- Immediate relief for those facing food insecurity
- Development of sustainable food systems that provide long-term solutions
- Educational opportunities that empower community members
- Strengthened community bonds through collaborative food initiatives
- Reduced food waste and environmental impact



For your **Rotary Club**

- Meaningful service opportunities that align with Rotary's mission to fight hunger
- Increase visibility and relevance in your community
- New partnership opportunities with food-focused organisations
- Attracting service-minded members passionate about food security
- Measurable impact that can be tracked and celebrated
- Connection to a global network of like-minded Rotarians



JOIN THE MOVEMENT **TODAY!**

**Are you ready to
serve up solutions?
The challenge
starts now!**

Let's make sure no one in our
communities goes hungry,
one Rotary project at a time.



For more information or to declare your club's
commitment, email juli@rotaryfood.org
or juli@foodsavers.org.uk.