

Campbell's Let's Can Hunger Challenge

Judging Criteria

How effectively did the SIFE team measure and demonstrate a comprehensive approach to addressing hunger including; raising awareness, translating awareness to action in the form of urgent hunger relief and empowering those in need to defeat the cycle of hunger?

Each team will be evaluated on the following:

1. Successful development and execution of an integrated marketing campaign to raise awareness about the issue of hunger, as measured by gross media impressions, number of media hits, and types of media engaged
2. Ability to translate awareness into action by energizing the community and sustaining increased levels of giving to those in urgent need, as measured by the quantity of nonperishable food and/or amount of funds collected
3. Impact of the knowledge, skills or resources shared to successfully empower people in need to defeat the cycle of hunger as measured by outputs and outcomes during the course of the program year
4. A 3-5 minute video project narrative describing project concept, execution, outputs and outcomes

See a sample Final Impact Report at www.letscanhunger.com for complete criteria.

Project Timeline

The project submitted may be completed between May 13, 2011 and April 15, 2012. SIFE strongly encourages teams to use the name of the sponsoring company for all Campbell's *Let's Can Hunger* activities.

Eligibility

All enrolled SIFE USA teams are eligible to enter. Note the Campbell's *Let's Can Hunger* Challenge is also offered in Canada and Mexico, however teams will be judged at the national and not global level. Winning teams will be determined in each of the three countries.

How to Enter

Teams will enter using the online registration form at www.letscanhunger.com. Registrations must be received no later than 11:59PM CST October 28, 2011.

Awards

Urgent Hunger Relief Incentive

\$250 shall be awarded to the first 96 SIFE USA teams pledging to raise 5,000 lbs by completing the pledge portion of the online registration form.

After Final Impact Reports are submitted, the 45 teams raising the highest number of lbs will receive an additional award as follows:

Top1-5	\$1,000
Next 6-15	\$750
Next16-30	\$500
Next 31-45	\$250

Grand Prize Awards:*

Online entries will be judged prior to the SIFE USA National Exposition by a group of representatives from Campbell Soup Company. The National Grand Prize winners will be announced at the 2012 SIFE USA National Exposition in Kansas City, MO.

National First Place: \$5,000 & Trophy

National Second Place: \$4,000 & Trophy

National Third Place: \$3,000 & Trophy

**Teams qualifying for a Grand Prize must raise a minimum of 25,000 lbs*

A completed Final Impact Report must be received by the deadline of April 16, 2011 to be eligible for an additional Urgent Hunger Relief Incentive or Grand Prize award.

Online Finalist Entry

All entries must be completed by April 16, 2012 at 11:59 PM CST. Reports received after this time will not be considered for a Grand Prize.

Email verification will be sent upon receipt of online entries. Any team that completes an online report for this competition, but does not receive this verification should contact the SIFE USA Project Specialist immediately.

Judging Criteria Fulfillment

Campbell's *Let's Can Hunger* invites teams to comprehensively address hunger by using business and economic concepts and an entrepreneurial approach to raise awareness of hunger, provide urgent relief and empower people in need to defeat the cycle of hunger. Teams will use business concepts to effectively market and raise awareness of hunger, translating awareness into action by presenting a compelling social issue. The effectiveness of this campaign is measured by the team's ability to generate urgent hunger relief and raise the quality of life for people in need. Through Lasting Hunger Relief, teams are challenged to empower their target audience to raise their standard of living with the knowledge, skills or resources shared by the team. The program is offered in concert with the concept of corporate social responsibility and the new SIFE criterion, which accounts for the triple bottom line of business; people, profit and planet.

Additional Information

Visit the Campbell's *Let's Can Hunger* website at: www.letscanhunger.com for access to online forms, tips, resources, customizable advertisements and more!

Contact

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