The Fight To End Hunger

QUESTIONS

with Roxanne Moore, Executive Director, Sodexo Stop Hunger Foundation

What are some unique ways you’ve seen campuses get involved in the fight against hunger? Any tips/best practices you can share?

As we gear up for Servathon in April, it’s very likely that many of these same safety measures will remain in place. So will the need for volunteers to help community members trying to recover from the damage brought on by this pandemic. Community food banks and pantries continue to need volunteers to help package food; hand out food; rescue food from being wasted; and support educational initiatives and help with food drives. One of the best things operators can do is connect with local food banks and ask where employees can provide the greatest value. Some food banks and other nonprofits may ask for additional support with meal preparation.

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What is your best advice for engaging employees in Servathon in April?

Our last Servathon (April 2020) was unfortunately cancelled due to COVID-19. As food insecurity skyrocketed due to raising unemployment, the need for volunteers was significant, and volunteers (like essential workers) were required to engage in health and safety practices.

What Servathon-specific (or general hunger-related) resources are available for our marketing and operations teams? Are there any of which they might not be aware?

This year, we will have new Servathon resources on SodexoNet for all Stop Hunger Champions and employees. If an employee has any interest in becoming a Stop Hunger Champion, please reach out to StopHunger@Sodexo.com.

In addition, employees should create a profile in our new volunteering platform, the Goodness Platform. This program allows us to post a variety of volunteer activities for employees. Employees can also share opportunities for inclusion on the platform. To get started, employees with a Sodexo email can access the Goodness Platform (using single sign-on) at https://stophunger.sodexo.com.

What do our clients need to know about hunger in America? Globally? What do they need to know about Stop Hunger more broadly, and how can marketing managers and operators share that message?

It’s most important for administrators to understand that the issue has not gotten better. If anything, the momentum that was gained over the past 20 years is reversing due to the global pandemic.

Food insecurity on college campuses is more prevalent among students of color. Fifty-seven percent of Black or African American students reported food insecurity recently, compared to 40 percent of non-Hispanic/white students. Recent data also reveals that 4.8 million students—a quarter of all undergraduate students—are parents, and 63 percent of college students with children face food insecurity. Forty-three percent of students who are parents are single mothers.

Now more than ever, it is essential for organizations to collaborate, leverage resources, and discuss the issues and how they impact both students and our society tomorrow. We need to work to develop solutions to help students remain successful now and forever. Whether this means implementing programs like Swipe Out Hunger, organizing and/or year-end food drives, establishing rental give-back programs or implementing food pantries on campus, there are many ways to engage students and make them part of the solution.

The Sodexo Stop Hunger Foundation has a mission to:

• Provide food aid where it is needed today
• Contribute to protecting the social safety net that helps children and families move out of and avoid poverty and hunger
• Solidify our leadership in identifying, investing in and scaling innovative, youth-designed and youth-led solutions to childhood hunger

We accomplish this by investing in capacity building, leveraging the full assets of Sodexo and working collaboratively with other anti-hunger non-profit organizations. While our mission to end hunger started in 2002, in 2020, Stop Hunger actions are now present in more than 50 percent of the countries where Sodexo does business.

Any other hunger-fighting initiatives you are planning this spring?

The Stop Hunger Foundation has every intention of hosting Servathon in April, and we will be sharing ideas on how employees can engage, even virtually. Much like other organizations, the Foundation has found a need to be more creative than ever, so we will also be launching a new fundraising platform and encouraging employees and others to engage in fun, interactive activities.

Further, we plan to host educational events to promote learning and advocacy to help increase awareness of the issues contributing to hunger, how it impacts a diverse range of people, and what is being done—and still needs to be done—to rise together and end hunger. We will also be working with our non-profit partners to engage youth in Global Youth Service Day, which is the largest youth service and civic action event in the world. Finally, we will be seeking our next candidates for StopHunger@Sodexo.com.

StopHunger@Sodexo.com

Sodexo safety packages

Students collect packaged leftovers

Innovative Help for Homeless and Food Recovery Network deliver food to two shelters in Grand Junction, CO

END OF MEAL SERVICE:

Sodexo collects and weights food thrown away by students at the end of the meal service, then advertises how much total wasted food is collected.

Sodexo provides suggestions for reducing waste, such as taking smaller servings or asking for campus before committing to a full plate of rice.