



WhyHunger

1st Annual

4.7K

HUNGERTHON HUSTLE



**Join the Race to
End Hunger!**

Register to walk or run, raise funds from your friends and family, and you could win a 4-night stay at The Hard Rock Resort in Cancun and other amazing prizes!

NYC RUNNERS

Register by 11/25
In-Person Walk/Run on 12/3
Location: Governors Island
Course Open: 8am - 11am
Raise \$200+ to get a free t-shirt!

VIRTUAL RUNNERS

Register by 11/25
Run anytime between
11/26 - 12/3
Submit your results by
12/3 at 11:59 PM EST

To learn more and register, click [here](#)



47 million Americans faced hunger and food insecurity last year

We are 'hustling' 4.7K in
solidarity to change that

Register

Donate

About The Hungerthon Hustle

Join us for a 4.7K walk/run! Whether you're in NYC or across the globe, interested participants can sign up as an individual or team to raise money and awareness for WhyHunger's work to end hunger and its root causes. How to get involved:

Format: Virtual or In-person

Key Dates & Info:

- Free to register!
- Registration runs until 11/25
- In-person NYC walk/run on 12/3 8am -11am on Governors Island
- Virtual Walks to be completed starting 11/26 and submitted by 12/3 @ 11:59pm EST
- Prizes will be awarded to the top fundraising individual and to the fastest time!
- In-person participants who raise over \$200 get a free t-shirt!

About Hungerthon

WhyHunger's Hungerthon is an annual educational and fundraising campaign to tackle the root causes of hunger in America. Now in its 39th year, Hungerthon unites people across the U.S. to make nutritious food a human right for all. Your help funds local solutions to hunger, provides emergency food and supplies, and supports sustainable agriculture initiatives. Together, we can create a hunger-free future. Learn more at [Hungerthon.org](https://www.hungerthon.org).



WHYHUNGER'S FIND FOOD TOOLS

Funds raised during Hungerthon support our national Hunger Hotline and digital Find Food tools. Since 2020, this program has helped nearly 5 million people get nutritious local food when they needed it most.

Why
4.7K?



The 4.7K distance, instead of a traditional 5K, is in solidarity with the 47 million Americans who faced hunger in 2023. Each year, our distance will be determined by the USDA statistics on hunger in the United States.

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4.7K



HUNGERTHON HUSTLE

PRIZES

GRAND PRIZE!

4 Days at the Hard Rock Resort in Cancun!

awarded to the individual participant raising the most money



Fastest Runner

De'Longhi Eletta Explore

Automatic Espresso Machine with Cold Brew - one of Oprah's Favorite Things



Other prizes awarded to:

- Largest raising team
- Fastest Alternate Runner (Virtual v In-Person)

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4.7K



HUNGERTHON HUSTLE

CORPORATE PARTNER TOOLKIT

About The Hungerthon Hustle

Our co-founder, Harry Chapin, once said, "When in doubt, do something!" So, we're asking you to lace up your walking shoes or running sneakers and get your friends to join you in 'Hustling' 4.7K! This Thanksgiving, join WhyHunger and "do something" to make a difference in solidarity with the 47 million Americans struggle with hunger.

Join the Hungerthon Hustle as a corporate team, virtually or in-person, and help WhyHunger end hunger and its root causes.



Hunger in America

Hunger has no single face. Hunger could be the federal clerk on furlough during a government shutdown, a single mother skipping meals so her kids can eat, or a newly-arrived immigrant family with a box of canned goods that are high in sugar and sodium and lacking cultural relevance.

Hunger looks different for each of the 47 million Americans forced to make impossible decisions between food and rent, medicine, childcare, or education. At WhyHunger, we nourish people in need and fuel local solutions to end hunger long-term.



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WhyHunger's Mission & Work

WhyHunger was founded in 1975 by the late musician Harry Chapin and Radio DJ Bill Ayres on the fundamental belief that access to nutritious food is a human right and hunger is a solvable problem in a world of abundance. What began as a simple commitment between two friends to make a difference has grown into a global nonprofit.

WhyHunger believes a world without hunger is possible. We provide critical resources to support grassroots movements and fuel community solutions rooted in social, environmental, racial and economic justice. We are working to end hunger and advance the human right to nutritious food in the U.S. and around the world.

Since 2020, hunger has surged globally, but in the past four years, WhyHunger has

helped 4.6 million people get fresh, healthy food when they needed it most; invested \$8.1 million to scale sustainable agriculture and community-driven solutions; and responded to crises in 70 communities with over \$1.2 million in emergency grants. WhyHunger and our grassroots partners are proving that change is possible, and that food justice can prevail.



WhyHunger consistently earns top marks from charity watchdog groups, including currently holding a coveted 4-star rating from Charity Navigator. 91% of funds raised are directly invested in programmatic work



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KEY INFO



Format: Virtual or In-person

Registration: 11/4 - 11/25

Step 1: Create your team fundraiser [here](#).

Step 2: Invite employees to join the team and raise funds to fight hunger.

Step 3: Celebrate staff participants and funds raised!

Run Structure:

Virtual Runners will record their 4.7k any time between 11/26 and 12/3 via fitness tracking apps like Strava, MapMyRun, or Apple Fitness and submit their results via an online form.

In-Person Runners will join WhyHunger staff, Board, and supporters on 12/3 for a course run/walk in New York City. The course will be open 8am - 11am on Governors Island for groups and individuals

Prizes will be awarded to:

- The individual who raises the most money to fight hunger.
- The team that raises the most money to fight hunger.
- The fastest participant to complete the race at the 12/3 event in NYC.
- The fastest virtual race participant.

For more information email karly@whyhunger.org



HUNGERTHON HUSTLE

CORPORATE PARTNER TOOLKIT



FOUR WAYS YOUR COMPANY CAN SUPPORT



Match Funds Raised

Matching funds raised by your employees is a great way to encourage participation and show appreciation for their efforts.



Sponsor Participants

Donate a certain dollar amount (like \$47) for each registered employee in honor of the 47M Americans facing food insecurity.



Host a Lunch & Learn

Invite the WhyHunger staff to come and speak in-person or via Zoom about Hunger, our mission and this event.



Share & Promote

Share your support via your company's newsletter, email, social media, or by hanging flyers in your office. Graphics and captions linked [here](#).

For more information email karly@whyhunger.org



HUNGERTHON HUSTLE

RULES & INFO

- All participants must register by **November 25**.
- The **in-person** event will be in New York City on **December 3**. The course will be on Governors Island and open from 8am - 11am
- The Run/Walk for all participants **must be completed between 11/26 – 12/3**.
- Virtual participants must submit their time by **12/3 11:59 EST** to be eligible for prizes.
- Virtual participants **must track** their run/walk using a fitness tracker like Strava, MapMyRun, Apple Fitness, FitBit, etc.
- Can be completed **anywhere in the world**.
- **Airfare not included** in prizes; prize winner may need to be accompanied by an adult over 21.
- Any in-person participant who raises over \$200 will **receive a free t-shirt**.