

A stylized sunburst graphic composed of several light red, elongated, teardrop-shaped rays radiating from the upper left towards the center of the page.

2023 SUMMER CHALLENGE



OPEN YOUR HEART
TO THE HUNGRY AND HOMELESS



ABOUT OYH

GIVING WHERE THE NEED IS GREATEST

Open Your Heart has been targeting donations to help Minnesotans experiencing food and housing insecurity since 1986.

We fill specific, unmet needs: We help food and shelter providers of all sizes get the things they must have to serve more people.

15,000 Minnesotans will be unhoused tonight. We help emergency shelters, supportive housing programs, and domestic violence shelters purchase necessities such as mattresses, security cameras, and repair heating units for our cold winters.

1 in 15 Minnesotans face hunger. We help food shelves purchase items needed to carry more fresh foods, such as freezers and shelving, and fix structural damage to serve clients in a safer space, such as roof repair.

Homeless students are four times as likely to drop out of school. Our unique Education Fund helps children and youth who are homeless get their GEDs, purchase school supplies and winter clothing, pay for activity fees, and much more so they can participate fully in school.

Providing tangible resources such as these is vital to serving the growing number of people in need and ensures that food and shelter organizations are able to focus their attention on helping people in crisis get back on their feet. We also work to raise awareness of the issues impacting people facing hunger and homelessness and support initiatives that address these complex challenges.



OPEN YOUR HEART
TO THE HUNGRY AND HOMELESS

2023 SUMMER CHALLENGE

The Open Your Heart Summer Challenge aims to boost food shelves in Minnesota when they need it most. During the summer months, food shelf donations are traditionally low. For the thousands of Minnesota families that rely on free breakfast and lunch programs during the school year, the summer makes it difficult for them to secure food. Open Your Heart's Summer Challenge makes it possible for Minnesota food shelves to restock and distribute fresh and frozen foods during this difficult time of year.



OPEN YOUR HEART
TO THE HUNGRY AND HOMELESS

Summer Challenge Resources | A toolkit for this year's challenge with tools and tips for social media!





Open Your Heart to the Hungry and Homeless and Hunger Solutions Minnesota are excited to announce the launch of the 14th annual Open Your Heart Summer Challenge grant. This grant opportunity provides participating food shelves in Minnesota with a matched grant proportional to the food shelves' fundraising activities throughout the month of July.

Due to ongoing economic hardship the pandemic and inflation have caused, households continue to rely on food shelves to meet their food needs. The demand for food shelf resources increased dramatically in 2022 as additional support programs have or are set to expire along with the increase in food prices. Minnesotans are turning to their local food shelves for support. Food shelves continue to rely on the support of partners like Open Your Heart so they can help those struggling with hunger. This funding helps raise awareness of hunger and helps food shelves raise additional funding during slower summer months when donations are down to continue meeting the needs of their local communities.

The Challenge Grant is a proportional match opportunity for food shelves to leverage local fundraising during the month of July. Funds through this grant are divided among participating food shelves based on the amount each food shelf raises in July and how many food shelves participate with a minimum grant award of \$150 and a maximum award of \$4,000.

By leveraging the Open Your Heart Summer Challenge grant, food shelves across Minnesota typically raise over \$1 million in local fundraising in the month of July. Last year, food shelves leveraged this grant opportunity and raised over \$2.9 million in local dollars. The impact of Open Your Heart's funding has a nearly 20-fold return for local food shelves.



OPEN YOUR HEART
TO THE HUNGRY AND HOMELESS

Logos



**OPEN
YOUR
HEART**
TO THE HUNGRY
AND HOMELESS

**HUNGER
SOLUTIONS**

Winning Minnesota's Food Fight





Summer Challenge Hashtags

- **#giveback**
- **#summerchallenge**
- **#oyh**
- **#openyourheart**
- **#oyhsummerchallenge**
- **#foodshelf**
- **#hungersolutions**
- **hungersolutionsmn**
- **mnsummerchallenge**



Social Media Captions

1. Support [Your Organization]'s Participation in Open Your Heart's 14th Annual Summer Challenge!

Open Your Heart's Summer Challenge provides participating food shelves like us with a matched grant proportional to their fundraising activities throughout July. Click: [Your Organization's Donation Link] and make a donation today!

2. For over a decade, Open Your Heart has provided the highly impactful Summer Challenge Grant to support food shelves like [Your Organization] across the state.

This funding helps raise awareness of hunger and provides us with additional funding during these slower summer months to continue meeting the needs of our community. At a time when food shelves face tremendous strain and the increased need for resources, funds through Summer Challenge have a tremendous impact on food shelves like us!

3. Instagram: "In Minnesota, 432,170 people are facing hunger - and of them 147,340 are children." – Feeding America

4. This July, support Minnesota Food Shelves like ours through Open Your Heart's Summer Challenge matching grant. Click: [Your Organization's Donation Link] and make a donation today!



Social Media Captions

6. Please consider donating to Open Your Heart's Summer Challenge and help our Minnesota food shelves meet the increased need in their food budgets with more individuals than ever visiting food shelves.

To see the full list of participating food shelves and make a donation to a food shelf near you, visit <https://oyh.org/summer-challenge/>.

7. Open Your Heart Summer Challenge provides participating food shelves like [Your Organization] with a matched grant proportional to their fundraising activities throughout July.

8. In partnership with Hunger Solutions, the Open Your Heart Summer Challenge aims to boost food shelves in Minnesota when they need it most. During the summer months, food shelf donations are traditionally low and this summer the need is even greater.

9. Want to make an impact? A reminder that today is the last day to donate for the Summer Challenge! We appreciate your endless support to help fight food shortages across Minnesota. Visit <https://oyh.org/summer-challenge/>.

10. Reminder to donate to Open Your Heart's Summer Challenge in an effort to help with food shelves like ours. Make a donation to [Your Organization] throughout the month of July and Open Your Heart will make your gift go even further! Visit [Your Organization's Donation Link] and make a donation today.

11. July is the annual Summer Challenge grant from Open Your Heart to the Hungry and Homeless - providing a proportional grant to match financial donations made in July, to participating Minnesota Food Shelves like [Your Organization]! Visit [Your Organization's Donation Link] and make a donation today!



WEBSITE & SOCIAL MEDIA HANDLES

**Open Your Heart to the Hungry
and Homeless**



**@Open Your Heart to the
Hungry and Homeless**



@openyourheartmn



@OYHmn

Website: <https://www.oyh.org>



WEBSITE & SOCIAL MEDIA HANDLES

Hunger Solutions Minnesota



@HungerSolutionsMN



@hungersolutionsmn



@HungerSolutions

Website:

<https://www.hungersolutions.org/>