

PARADE classroom®

TEACHER'S GUIDE

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October 16-22, 2005

▶ This Week's Focus:

The Great American Bake Sale®

This week's guide has a special mission: helping to feed hungry children across America. Some 13.3 million American children don't have enough food to live active, healthy lives. The good news is that your classrooms

can help. Join the third annual Great American Bake Sale, presented by PARADE magazine and Share Our Strength, and sponsored by ABC Entertainment and PAM for Baking. In these pages, you'll learn more about the problem of childhood hunger and the Bake Sale. The money you raise will benefit hungry children in your state as well as in the areas hit hardest by Hurricane Katrina. We hope you'll participate in this crucial service-learning project.



Your classes can help end childhood hunger in the U.S. as part of the third annual Great American Bake Sale.

Everyday Newspaper Activity

Activity #8: Pros and Cons. Ask students to find a newspaper article on any controversial subject coming up before Congress. As they read, have them take notes on the advantages and disadvantages of the potential legislation. If they were members of Congress, how would they vote?

Coming Up Next Week

- Red Ribbon Week: Drug-Free Schools
- Methamphetamines and Teens
- Adopt a Dog

▶ **In the News: Childhood Hunger in America; What You Can Do: The Great American Bake Sale! p.2**

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Childhood Hunger in America

Curriculum links: Current events, social studies, sociology, health, science, economics

Briefing: An epidemic of hunger is continuing in America. For the fourth year in a row, the number of children—now 13.3 million—who do not have enough food to lead a healthy life has increased. Overall, more than 36 million Americans are food “insecure.” Malnourished kids are likely to have poor health, less ability to resist illness and more frequent hospitalizations. They are also prone to higher levels of aggression, hyperactivity and anxiety. They have lower test scores, worse academic achievement and are not able to concentrate as well as others. The good news is that while we cannot control natural disasters like Hurricane Katrina—which has greatly added to the number of those without food and homes—we *can* do something to help these children. With food and time, the problems caused by childhood hunger are reversible. So please urge your students to join The Great American Bake Sale.[®] You’ll find details in the lesson plan below.

Classroom Debates

• **Why is hunger increasing in America?** The economy? A rise in the cost of living? Cutbacks in social programs? Other reasons? What would it be like to be a child who didn’t have enough to eat? Can infants or children do anything to help themselves? What effects does hunger have on children?

Newspaper activity: How could you use the paper to help publicize a bake sale to benefit hungry children? Come up with at least three ways.

Resources: Books: Loretta Schwartz-Nobel’s *Growing Up Empty* (Perennial, 2003) and Ron Fridell’s *The War on Hunger* (21st Century Books, 2003). Web sites: Find out the consequences of childhood hunger. Read the U.S. Conference of Mayors report on the increasing hunger problem and a USDA report on food insecurity. Visit the Food Research and Action Center for more info.*

The Great American Bake Sale[®]

Curriculum links: Health, physical education, social studies, family and consumer science

Briefing: PARADE and Share Our Strength, the nation’s leading anti-hunger organization, are presenting the third annual Great American Bake Sale to end childhood hunger in America. A portion of the proceeds also will be granted to support hunger programs in the areas hit hardest by Hurricane Katrina. You and your class can help by having a bake sale any time between now and January 29, 2006. Register at www.greatamericanbakesale.org or call 1-800-761-4227 for more information. Since 2003, more than 1 million Americans have baked, sold or bought treats in these events, raising more than \$2.7 million. Many volunteers have been school groups, and they have learned valuable business skills. For example, Terri Bakken’s ESL classes in Pasco, Wash., borrowed equipment, bought supplies and learned to follow recipes. They assembled industrial mixers and ran commercial dishwashers. They made posters, wrote advertisements, priced and packaged items. Their service-learning project taught them that they could accomplish a lot—and help others at the same time. (Be sure to see the related Skills Sheets on pp. 4-5.)

Classroom Debates

• **When would be a good time to have a bake sale?** Right before the holidays? At a football or basketball game? During lunch break? Where would be a good place to have it? What places would receive the most foot traffic and attract the most attention? How could you let people know about it? What type of baked goods would people most like to buy? What would you most like to bake?

Newspaper activity: Ask students to look through your paper’s food section. Can they find recipes that they’d like to make for the Bake Sale?

Resources: Books: Jeff Bridge’s *Cooking Up an End to Childhood Hunger in America* (Time, 2001), Maida Heatter’s *Cookies* (Andrew McMeel, 2001) and Evelyn Raab’s *The Clueless Baker* (Firefly, 2001). Web sites: Visit Share Our Strength to register and learn more about the Bake Sale.*

*Visit www.paradeclassroom.com/links for links to all mentioned Web sites.

Helping After the Hurricane

Curriculum links: Social studies, civics and government, sociology and economics

Cover photo by Zachary Bowden-Holmes/WPN



On Oct. 16, PARADE will launch *The Great American Bake Sale* with a cover story on hunger in America and the aftermath of Hurricane Katrina. Above: Quintelle Williams comforts her 9-day-old baby, Ikea, in New Orleans.

Briefing: For the cover story this week, PARADE Contributing Editor David Relin travels to the Gulf Coast to learn what the victims of Hurricane Katrina need most today. Relin spoke with families who have taken temporary refuge in churches in the region, including the Wrights. The family of six had to evacuate their trailer in Grand Bay, Ala., with only enough food for one day. They found shelter at a church in Mobile, Ala., where they received protein-packed boxes provided by the local food bank. Kathy Wright, the mother of four daughters, says, “We don’t know when we’ll have a house of our own. But thanks to all these good people working 24/7, we’re OK. When you’ve got food and water, you can stop thinking about survival and start putting

your life back together.” Hurricanes Katrina and Rita have shredded the safety net that ensured that the most vulnerable children in the Gulf region had enough to eat. But the good news, Relin reports, is that the nation already has effective government nutrition programs and emergency food workers in place. They’re capable of feeding all of the nation’s children—everywhere—if we provide them with the funds to do their jobs. And Hurricane Katrina brought out the generosity of the American people. By late September, America’s Second Harvest, the nation’s network of food banks, which depends on private donations, had sent more than 32 million pounds of emergency food supplies to the Gulf. Organizations like Second Harvest now face their greatest challenge—feeding not only evacuees but also those who depend on their services year-round. The Great American Bake Sale® supports the food banks providing for the Gulf Coast region as well as innovative programs across the country. By holding a bake sale, you can not only assist programs in your own community but also designate proceeds from your sale to assist children in the areas devastated by the hurricanes.

Classroom Debates

- **What lessons do you think Americans learned from Hurricane Katrina and its aftermath?** Do you think the government response was adequate? What could officials have done differently?
- **What would a typical day for a child or teen living in a shelter be like?** What do you think are the most important things a child needs? What can you, your class, or another group do personally to help hungry children? Would you hold a bake sale? If so, would you designate that the proceeds go to the hurricane-ravaged areas?

ASK MARILYN

Brainteaser

Question: What’s the next letter in this series—
B C E G K M Q S?

Answer: W. The letters represent the first nine prime numbers by each letter’s numerical position in the alphabet (e.g., B=2, C=3, E=5, etc.).

Interact: The New Testament says, “Do unto others as you would have them do unto you.” What would *you* say? Fill in the blank with one or more words:

Do unto others _____

Send students’ submissions to Ask Marilyn, 711 Third Avenue, New York, N.Y. 10017, or e-mail them to marilyn@parade.com.

Newspaper activity: Check your newspaper.

What problems are survivors of Hurricane Katrina facing now? What is the government doing to address these problems? What are nonprofit agencies, like America’s Second Harvest and the Red Cross, doing? Are there any stories about other hunger issues in America?

Resources: Web sites: Learn more about hurricane relief efforts at America’s Second Harvest and Share Our Strength. View the site of a typical emergency food bank.*

Answer Key:

Newspapers Get the Word Out (p.5): Answers will vary.

Make Your Bake Sale a Piece of Cake*

To participate in *The Great American Bake Sale*,[®] you first need to register. Visit the official site at www.greatamericanbakesale.org or call 1-800-761-4227. You'll receive a poster with bake sale tips and lots of other information about the program. Here are some additional tips for students.

David Young-Wolff-Photo Edit



1. Pick an occasion. The Great American Bake Sale happens at a great time in the school year. Consider having your sale on a special occasion, such as a football or basketball game, a holiday party, the school play, or any other time that people gather together (as long as it's before Jan. 29, 2006).

2. Promote, promote, promote! Let your local newspaper know what you're doing. Develop public service announcements for all media. Make buttons out of cardboard and safety pins. Create jingles and raps for public address systems. Go wild with ideas.

3. Share your purpose. Let everyone know the reason for the bake sale. Make signs that explain what it's all about and where the money is going. Use what you learned about

childhood hunger to motivate people to buy.

4. Recruit bakers. Start with students and faculty. Ask parents and friends to help as well. Contact local bakeries, chefs and cooks to donate baked goods. That way they can demonstrate their culinary talents for a great cause. Aim for a variety of desserts—everything from fruit bars and cupcakes to banana breads, cookies, cakes and pies.

5. Get ready. Plan the actual event. How can you make the sale area look clean, attractive and inviting? How should the sellers look? Should they dress in a particular theme? You can also increase your bake sale proceeds by selling coffee, lemonade, or recipe packets, neatly printed out and wrapped in ribbon.

6. At the bake sale: Line plates with doilies for a nice, uniform look. Display cakes on stands, and use napkin-lined baskets for cookies. Allow time for slicing, arranging the table décor and plates, and setting up the cash box. Have a plate with small "teaser" tastes. Be sure to furnish boxes and bags for carry-home. And, yes, everyone helps clean up!

7. Say thanks. Create thank you notes—perhaps in the shape of a cookie or a slice of pie—for everyone who helped, from the facility manager who helped you get tables to the local baker who gave you three cherry pies.

8. Send the proceeds of your bake sale to Share Our Strength.

And remember:

- 1. Involve everyone.**
- 2. Round up bakers.**
- 3. Find jobs for nonbakers.**
- 4. Pick a great date—and a rain date.**
- 5. Promote and advertise.**
- 6. Schedule all tasks.**
- 7. Make a supplies checklist.**
- 8. Keep pricing simple.**
- 9. Have fun!**

*These tips are adapted from Cathryn Berger Kaye's *"The Great American Bake Sale: Curriculum to Address Childhood Hunger,"* published by Share Our Strength. And be sure to check out Cathryn's book, *"The Complete Guide to Service Learning"* (Free Spirit, 2003).

Newspapers Get the Word Out

Newspapers really can grab people's attention and promote your bake sale. Feature articles and announcements can help you recruit bakers and sponsors as well as attract buyers to your event. Of course, reporters don't automatically show up every time you hold a bake sale. They have to know in advance—often far in advance—just what you have planned. It's up to you to tell them. Begin by putting together a media list. This should include the names, titles, addresses, telephone and fax numbers, and e-mail addresses of every news organization and reporter who is likely to have an interest in your activities. The listings you compile will look something like this:

DAILY AND WEEKLY NEWSPAPERS

NAME OF PAPER: _____ ADDRESS: _____

TELEPHONE: _____ FAX: _____

CITY EDITOR: _____ EXTENSION: _____ E-MAIL: _____

ASSIGNMENT EDITOR: _____ EXTENSION: _____ E-MAIL: _____

FEATURE EDITOR: _____ EXTENSION: _____ E-MAIL: _____

PHOTO EDITOR: _____ EXTENSION: _____ E-MAIL: _____

EDITORIAL PAGE EDITOR: _____ EXTENSION: _____ E-MAIL: _____

DAILY, WEEKLY, SUNDAY, OTHER? _____

DEADLINES: _____

Making Your Pitch

About two weeks before your event, send "pitch" letters to newspapers, radio and television stations. (Most magazines operate far in advance and will need notice of three months or more!) Pitch letters sell interesting stories that are not breaking news. The letter should be brief and include all the facts—who, where, what, when, why, how—as well as contact information. It should also stress exactly what makes your event newsworthy. Editors and reporters will be most interested in events that have certain qualities. For each quality below, jot down a few notes about how your event qualifies. Not every event has to meet each requirement, but the more, the better.

(Use a separate sheet of paper if necessary.)

• **Timeliness:** There should be good reason to do the story NOW.

• **Human Interest:** Teen volunteering is a good topic, especially if it intersects with something else with emotional impact, such as the hungry or homeless. If there is a compelling human story you can include as well, it would strengthen your pitch.

• **Uniqueness:** What's special about your event? How is it different from others?

• **Impact:** Will it have an effect on the community? On an individual? On a particular group?

• **Prominence:** Are there celebrities or local VIPs involved?

If you want to pitch your story to television stations, another important element is **visual interest**: Let the TV station know in advance what visually interesting things they'll see at your event. Without a good visual component, a segment is unlikely to air.

After you've allowed enough time for your letter to be delivered, make a follow-up call to the assignment editor. Explain who you are and ask if the letter has been received. Check to see if the editor is on deadline. If so, offer to call back at a later time. If the editor has time to listen, describe your plans and invite him or her to attend the event.