



BITE Hunger 2021

May 5 - May 18, 2021

What is BITE Hunger?

BITE Hunger (Businesses Ignite To End Hunger) is a friendly competition between local companies to help fight hunger in Middle Tennessee. All funds raised will support Second Harvest Food Bank of Middle Tennessee and its mission to feed hungry people and work to solve hunger issues in our community. Each participating company will fall into one of four categories based on the number of employees and only compete against companies within that category.

Small: 1 - 25 employees

Medium: 26 - 100 employees

Large: 101 - 250 employees

Extra Large: 251 + employees

How does BITE Hunger work?

BITE is completely virtual this year! Each company will have a page within the BITE Hunger Virtual Food Drive where employees and their networks can donate online. At Second Harvest \$1=4 meals, so even a little bit goes a long way. Each company page will have a unique URL which is easy to share and can even be posted on social media platforms to expand the reach. At the end of each week we will update everyone on the current standings for each category, and whoever raises the most at the end of the campaign wins!

Bragging Rights

By participating in Second Harvest's BITE Hunger you are positioning your company as a leader in the fight against hunger in our community. The impact of the entire BITE Hunger campaign will be listed in a special placement of the Second Harvest seasonal newsletter. The Champions of each category will be recognized by Second Harvest Food Bank of Middle Tennessee.

To learn more contact valerie.reta@secondharvestmidtn.org or call (615) 627-1602



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1. Sign Up for BITE Hunger

Register your team to participate by contacting Valerie Reta at 615.627.1602 or valerie.reta@secondharvestmidtn.org. We will take care of the rest!

2. Rally Your Team

Get your team amped to give back! Motivate donations by offering incentives, and suggest a company match!

3. Spread the Word

Use your network to maximize participation. Reach out to clients, vendors, and post on social media. Encourage staff to be an internal and external mouthpiece for the competition. Tell your team about the impact they make by giving.

4. Raise the most resources in your category

Keep a close eye on the competition. All teams are separated into one of four categories, all based on employee number. Watch teams in your category and make sure that your company stays on top.

5. Celebrate with us at the virtual wrap up party!

This year we will celebrate the completion of BITE virtually! Be on the lookout for more information to come.