

BITE Hunger 2022

April 20-27

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 provide food to people facing hunger and work to advance hunger solutions.

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.

Earn Bonus Points

Your company can earn extra points by volunteering, donating food, and attending an informational session. Each volunteer hour per individual earns your team 1 meal. For example, if 4 people from your company volunteer for 3 hours, your team will raise 12 meals. Each pound of food donated earns your team 1 meal. All info sessions will be virtual, and attending one will earn your team 25 meals.

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.

Informational Sessions for Team Leaders

Wednesday, March 30
7:30am-8:30am

Monday, April 4
12:30pm-1:30pm

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

Get Involved!

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! Attend an information session so you can bring all the knowledge back to the team.

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. Watch teams throughout the week and make sure that your company stays on top.



“When I get big, I am going to play football. I am going to eat good food so I can get good and strong.” Landon, 8, is a soon-to-be 4th grader who loves all things sports. His dream is to be an NFL player for the Jacksonville Jaguars. Landon lives in North Nashville and is one of many children in his neighborhood who receive meals Second Harvest’s Summer Food Service Program.