SEPTMBER 28 - OCTOBER 18

AZTECS ROCK HUNGER
SAN DIEGO STATE UNIVERSITY

Now More Than Ever

Help us raise 650,000 lbs. of food for the Jacobs and Cushman San Diego Food Bank, SDSU Economic Crisis Response Team and A.S. Food Pantry!

2020 Student Competition Resource Guide

Summary of Events
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<td>Sept 24</td>
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<td>Student Competition Info Session @ 6 PM</td>
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<td>Sept 27</td>
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<tr>
<td>1st Day of Campaign!</td>
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<td>Fighting Food Insecurity @ 5 PM</td>
<td>Register for Virtual 5K to receive Race Packet by Oct. 10</td>
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<td>Virtual 5K Race Packet Mailed Out</td>
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<td>Fighting Food Insecurity @ 5 PM</td>
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<td>Virtual 5K Begins</td>
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<td>Chipotle Fundraiser</td>
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<td>Woodstock’s SDSU Pizza Fundraiser</td>
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<td>Fighting Food Insecurity @ 5 PM</td>
<td>World Food Day</td>
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<td>Oct 18</td>
<td>Oct 19</td>
<td>Oct 20</td>
<td>Oct 21</td>
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<td>Last Day of Campaign!</td>
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<td>Last day to turn in receipts for competition</td>
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Summary of Events  
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What is Aztecs Rock Hunger?

Aztecs Rock Hunger (ARH) is an annual university-wide food drive led by Associated Students at San Diego State University. From September 28th through October 18th, ARH strives to raise as many pounds of food as possible for the Jacobs & Cushman San Diego Food Bank (JCSDFB) who serve more than 350,000 San Diegans every
month. In other words, 1 in 7 adults and 1 in 5 children in San Diego are food insecure and oftentimes, do not know where their next meal is coming from.

Since the campaign started in 2011, ARH has raised over 3.3 million pounds of food for San Diegans who are food insecure. We hope to have another record breaking year and raise more than 650,000 pounds of food to meet the rapidly increasing demand of food programs in San Diego. Last year, we raised 601,607 pounds of food and with your support, we are confident that together we can have another successful campaign.

How does ARH support SDSU?

**Economic Crisis and Response Team (ECRT)**

As part of ARH, 20% of the monetary donations are donated directly to the Economic Crisis and Response Team (ECRT). The ECRT is a university program that assists students who are facing crises such as housing or food insecurity. During spring 2020,
ECRT was able to provide over $12,000 in the form of grocery gift cards to students who were financially impacted by the COVID-19 crisis.

**Contact Information:**
Economic Crisis Response Team
San Diego State University
5500 Campanile Drive
San Diego, CA 92182-7401
Email: ecrt@sdsu.edu
[https://sa.sdsu.edu/ecrt](https://sa.sdsu.edu/ecrt)

**Associated Students Food Pantry**
Additionally, the food collected through ARH provides the food, including fresh produce given at the A.S. Food Pantry. Our on-campus food pantry is available twice a week during the academic year and provides additional resources and education on other programs that fight against food insecurity. During the 2019-20 academic school year, we were able to distribute over 91,000 pounds of food to students in need.

**Pantry Location and Times:**
- **Wednesday:** North-East Landing, 2nd Floor in the Aztec Student Union, 10:00AM-2:00PM
- **Thursday:** North-East Landing, 2nd Floor in the Aztec Student Union, 2:00pm-6:00pm
- **Friday:** Drive Up Loading Dock behind the Aztec Student Union, 8:00AM-12:00PM (By RSVP only)

**Contact Information:**
619 594-6555
[https://as.sdsu.edu/foodinsecurity/foodpantry/](https://as.sdsu.edu/foodinsecurity/foodpantry/)

**The COVID Impact**
Before COVID-19, JCSDFB served on average 350,000 people each month. Since the beginning of the pandemic last March, that number has climbed to nearly 600,000 people each month. Food insecurity has become an issue bigger than ever, and Aztecs Rock Hunger is here to help fight it.
Although COVID-19 has slowed things down, **food insecurity has reached an all-time high. Now more than ever**, Aztecs Rock Hunger is especially important as more people become unemployed, have fewer financial resources, and sometimes have to choose between paying their bills or having food to eat. Our campaign is a great way to use our platforms and come together as **one SDSU and one San Diego community** to be there for our peers and community members.

**Ways to Donate**

$1 = 6 lbs. of food

Drive Up Food Pantry Events in Del Mar
Monetary Donations

- Online Virtual Food Pantry (tax deductible)
- Venmo
- Aztec Shops & SDSU Dining (Starbucks, Markets, Bookstore, etc)
- Aztec Proud (donate $10 and get a shirt)
- Community fundraisers (Corbin’s, Chipotle, Woodstocks, etc)
Events

ARH Virtual 5K

From Oct 10 - Oct 18
Register by October 2 to receive your ARH swag in the mail before the 5k starts. Any registration after October 2 will receive their items after the 5k, based on availability.

Sizes - S, M, L, XL, XXL

Registration Fee:
$0 - Receive Downloadable Bib
$10 - Receive Downloadable Bib and 5K Button
$20 - Receive Downloadable Bib, 5K Button and ARH T-Shirts
You may also make a tax-deductible donation to support Aztecs Rock Hunger.

Register by October 2nd to receive Race packets by October 10th
Race packets will be mailed on Monday, October 5th.

Tag us and show us your accomplishments @aztecsrockhunger #arhvirtual5k
All proceeds will go towards Aztecs Rock Hunger!

Reach out to us associatedstudents@sdsu.edu with any questions or comments.
Local Community Fundraisers

Monday, October 5th - Corbin’s Q **
6548 El Cajon Blvd, San Diego, CA 92115
(619) 913-3287
https://corbinsq.com
Instagram: @corbinsq

Saturday, October 10th - Chipotle (College Ave & El Cajon Blvd.) **
5 P.M. - 9 P.M.
6083 El Cajon Blvd, San Diego, CA 92115
(619) 265-2417
https://www.chipotle.com
Instagram: @chipotle
Must Present Flyer
33% of proceeds goes towards ARH

Wednesday, October 14th - Woodstock’s Pizza SDSU **
6145 El Cajon Boulevard #3p, San Diego, CA 92115
(619) 265-0999
https://woodstockssd.com
Instagram: @woodstockssd

Make sure to keep all receipts and to either:
  ○ Take a picture of your receipt and uploading it online
  ○ Drop them off at the Information Booth in the Conrad Preby Aztec Student Union

Fighting Food Insecurity Workshop

Rachel - Engage? Thurs @ 5 PM?

World Food Day

Chelsey??
Student Competition Awards

Awards are presented to the organization that raised the most pounds of food per member in the following categories:

- A.S. Boards, Commissions & Committees
- A.S. College Councils
- College Panhellenic Association
- Interfraternity Council
- National Pan-Hellenic Council
- Recognized Student Organizations
- Residence Halls
- Student Athletes
- United Sorority & Fraternity Council

These photos were taken during last year's in person campaign.

Student Info Sessions

Hosted by the ARH Competition Outreach & Volunteer Coordinators - Learn more about the campaign and how to compete with your student organization. These will be zoom sessions and organizations will earn points towards the Engagement Award by attending.

Zoom Link: [https://SDSU.zoom.us/j/98355407606](https://SDSU.zoom.us/j/98355407606) | ID: 983 5540 7606

- Thursday, September 24th at 6 PM
- Friday, September 25th at 12 PM
- Tuesday, September 29th at 5 PM

Contact Information for Competition Outreach Coordinators:

Please email arhstudentcomp@gmail.com to speak with Lauren Chapman, Shawnee Gbur, Alyssa Guereca, or Jennifer Schenkenfelder

sdsu.edu/aztecsrockhunger  Instagram @aztecsrockhunger
Request for ARH Zoomaround

There are many opportunities for your organization and members to get involved with ARH throughout the campaign. No matter the size of your roster, we would love to speak directly with you and your members between September 28th and October 18th. We would come to present for about 5 minutes as well as answer any questions your members may have about the campaign.

Please complete the request online as soon as possible so we can ensure a representative is available.

REQUEST FOR ARH ZOOMAROUND

How are competition totals calculated?

Monetary donations are first converted to pounds of food ($1 = 6 lbs. of food). This number is then added to the actual weight of non-perishable items donated that was credited to an organization. The total number of pounds of food collected is then divided by the number of members represented in each organization. The final number becomes the competing total for each category.

<table>
<thead>
<tr>
<th>Shops, Proud &amp; Fundraisers</th>
<th>Direct Cash and Checks</th>
<th>Venmo</th>
<th>Online Virtual Pantry</th>
<th>Total Dollars</th>
<th>Total dollars in pounds ($1 = 6 lbs.)</th>
<th>Actual pounds donated</th>
<th>Total Pounds</th>
<th># of members</th>
<th>Total pounds per person</th>
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<tbody>
<tr>
<td>$ 480.09</td>
<td>$ 100.00</td>
<td>$ 392.00</td>
<td>$ 150.00</td>
<td>$ 1,122.09</td>
<td>6,732.54</td>
<td>0.00</td>
<td>6,732.54</td>
<td>10</td>
<td>673.25</td>
</tr>
</tbody>
</table>

How to credit your donations?

Venmo

- Donate on Venmo with organization name in the description
  - Venmo @aztecsrockhunger2020
  - Abbreviations are accepted, but full name is preferred
  - Comments with only special characters cannot be credited to an organization (ie. greek letters, emojis, etc.)
Aztec Shops

- Add a donation to your purchase at the Aztec Shop registers and make sure to ask for your receipt
  - On-campus Starbucks, Aztec Markets, Bookstore, etc.
  - [Hours & Locations for on-campus eateries](#)
  - [Hours for SDSU Bookstore](#)
- Write your organization’s name on the receipt and submit them before October 21st at 4 PM, by either:
  - Taking a picture of your receipt and [uploading it online](#)
  - Dropping them off at the Information Booth; located on the first floor of the Conrad Prebys Aztec Student Union (Monday - Friday, 8 AM to 5 PM)

Aztec Proud

- Donor link for students to start or renew their account
- [Donor link for faculty, staff, alumni and community members](#)
- When donating to Aztec Proud, a receipt will be emailed to the donor. These emailed receipts are to be submitted before October 21st at 4 PM, by either:
  - forwarding the email to btonne@sdsu.edu and write the organization’s name in the body of the email
  - printing the email, write the organization on the top and submit it to the Information Booth; located on the first floor of the Conrad Prebys Aztec Student Union (Monday - Friday, 8 AM to 5 PM)

ARH Virtual 5K

- [Registration link for the Aztecs Rock Hunger 5K](#)
- Of the three registration types, two of them have a monetary value and a tax-deductible donation can be added to all types during the check-out process.
- After registering, an confirmation email will be sent to the donor. Any emailed receipts showing payment are to be submitted before October 21st at 4 PM, by either:
  - forwarding the email to btonne@sdsu.edu and write the organization’s name in the body of the email
  - printing the email, write the organization on the top and submit it to the Information Booth; located on the first floor of the Conrad Prebys Aztec Student Union (Monday - Friday, 8 AM to 5 PM)
Checks
- **Student Orgs: How to submit a check request through A.S. Banking**
  - Any organization can write a check benefiting the campaign.
    - Write the check to Jacobs & Cushman San Diego Food Bank
    - In the comment line, write Aztecs Rock Hunger - ORG NAME
  - Submit the check to the Information Booth; located on the first floor of the Conrad Prebys Aztec Student Union (Monday - Friday, 8 AM to 5 PM)
  - Checks must be turned in by October 21st at 4 PM

Online Virtual Food Pantry
- **Jacobs & Cushman San Diego Food Bank Online Virtual Food Pantry**
  - During the checkout process, write the organization’s name in the comment box
  - A receipt will be emailed to the donor. It is recommended to submit these emailed receipts before October 21st, by either:
    - forwarding the email to btonne@sdsu.edu and write the organization’s name in the body of the email
    - printing the email, write the organization on the top and submit it to the Information Booth

Community Fundraisers
- Support Aztecs Rock Hunger and local businesses in the College Area by participating in one of the local community fundraising events
  - Information on current events benefiting Aztecs Rock Hunger
  - Write your organization’s name on the receipt and submit them before October 21st at 4 PM, by either:
    - Taking a picture of your receipt and uploading it online
    - Dropping them off at the Information Booth

**All receipts must be submitted by October 21st at 4 PM**

A single donation can only be credited towards one organization. For example, a $5 donation on Venmo can only be credited to one organization. If this donor wanted their donation to be credited to two organizations, it is recommended that they donate $2.50 on Venmo twice with the corresponding organization’s name in each comment.
Engagement Award

Guidelines & Expectations

- Individuals may only credit one organization per set of participation points
- **Submissions will be accepted up until October 18th 11:59pm**
- Social Media Participation
  - In order to receive points the participant should fill out the Google Form
  - The platforms accepted are Instagram, Facebook, and GroupMe
  - After following the Aztecs Rock Hunger Instagram account @aztecsrockhunger, participants can receive points on the Instagram platform
  - Refer to the A.S. website for guidelines on appropriate posts (link)
  - Include the account username/account name in submitted screenshots
  - GroupMe announcements will be accepted from the organization once a week
- Event Participation
  - Participants present for the duration of the educational Zoom session/workshop will receive points
  - Participants who register and complete the “No Student Hungry 5k” and post with the hashtags #nostudenthungry5k #aztecsrockhunger #sdsu will receive points
<table>
<thead>
<tr>
<th>Participant Type</th>
<th>Activity</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Individual/Organization</td>
<td>Participate in Social Media: sharing posts and templates provided by the ARH Instagram</td>
<td>5</td>
</tr>
<tr>
<td>Individual/Organization</td>
<td>Participate in Social Media: by creating an original post on either Facebook or Instagram about the campaign or food insecurity facts/resources</td>
<td>5</td>
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<tr>
<td>Organization</td>
<td>Assign a representative from the organization for the Remind app</td>
<td>5</td>
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<tr>
<td>Organization</td>
<td>Send promo videos, the venmo, or event information about the ARH campaign into the organization’s GroupMe, Facebook group, or email</td>
<td>10</td>
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<tr>
<td>Individual/Organization</td>
<td>Promote campus partners (e.g. Aztecs Shops, Alumni, etc.)</td>
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<tr>
<td>Individual/Organization</td>
<td>Promote the college area business partnerships fundraisers</td>
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<tr>
<td>Individual/Organization</td>
<td>Promote ARH Website</td>
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<tr>
<td>Organization</td>
<td>Set a fundraising goal to be met by the end of the ARH campaign (Oct.18th)</td>
<td>15</td>
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<tr>
<td>Organization</td>
<td>Announce the organization is participating in the ARH campaign and promote 3 easy ways to donate</td>
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<tr>
<td>Role</td>
<td>Activity</td>
<td>Points</td>
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<tr>
<td>Individual</td>
<td>Register for the “No Student Hungry 5k”</td>
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<tr>
<td>Individual</td>
<td>Complete the “No Student Hungry 5k” and post with the hashtags #nostudenthungry5k #aztecsrockhunger #sdsu</td>
<td>20</td>
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<tr>
<td>Individual</td>
<td>Attend Zoom sessions/workshops hosted by the ARH Leadership Team</td>
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<tr>
<td>Organization</td>
<td>Schedule an ARH walk around to come speak at an organization’s meeting</td>
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<tr>
<td>Organization</td>
<td>Meet the set fundraising goal by the end of the ARH campaign (Oct. 18th)</td>
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