



Neighborhood Captain Guide

Welcome to the 2026 *It's Spooky to be Hungry* campaign! We are excited to link arms with you to feed the hungry. We appreciate you and are here to help every step of the way. As your Golden Harvest Food Bank contact, you can reach me anytime:

Contact

Nora Ruotolo, Development Associate

Office Phone: 706-736-1199 ext. 131

Cell Phone: 706-925-1188 (call or text)

Email: nruotolo@goldenharvest.org

Key Dates

- August 3 – Registration Opens
- September 11 – Early Bird Registration Deadline
- September 22 at 6pm – Neighborhood Team Captain Orientation
- September 24 at 10am – Neighborhood Team Captain Orientation
- October 1 – Campaign Opens
- October 31 – Campaign Closes
- November 5 – All Donations Due
- November 17 – Spooky Celebration and Winners Announced

Next Steps for Neighborhood Team Captains

- Fill out the registration form and create a virtual food drive for your neighborhood at [itsspookytobehungry.org](https://spookytobehungry.org).
- Mark your calendar for the Neighborhood Team Captain Orientations to learn more and pick up your materials.
 - September 22 at 6pm
 - September 24 at 10am
- Start spreading the word and gathering volunteers to help you canvass.
 - Canvassing Weekends are September 26-27 and October 3-4.

Your Role as a Spooky Team Captain

You have a central role in promoting the competition to your neighbors and friends — making sure they know the rules, how to donate, and why it's important! Find creative ways to raise funds for your neighborhood team. You can view our Scare Away Hunger Toolkit online for more ideas. Don't forget to stay in touch. We're here to help!

What is “*It’s Spooky to be Hungry*”?

It’s Spooky to Be Hungry is one of the nation’s most successful grassroots food drives, held annually in the CSRA. Each year, nearly 100 neighborhoods come together during this spirited campaign to help feed families in need.

The name reflects a sobering truth: **1 in 6 of our neighbors and 1 in 4 children struggle with hunger.** That’s a scary reality we’re committed to changing.

With your support, **over 1 million meals** will reach tables across our 24-county service area, bringing hope and nourishment to those who need it most. By joining the campaign, you're not just collecting food and raising funds; you're building a stronger, more compassionate community.

Ways to Participate

Traditional Food Drive

Ask your neighbors, friends, and family to donate nonperishable food items. You may use your own food collection containers or pick one up from our Augusta or Aiken Warehouse

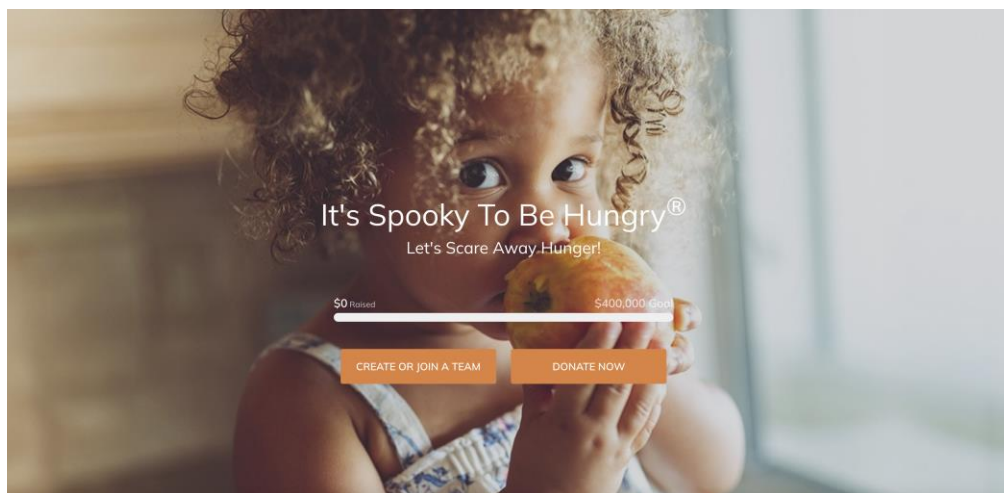
during regular business hours. You can request a *Spooky* bin for your food drive when you register. If you would like to use your own containers, sturdy, plastic bins work well.

Please note: Due to limited staff and trucking resources, along with the growing need to serve neighbors across our 24-county service area, Golden Harvest Food Bank is no longer able to offer item pick-up or delivery.

- **Augusta Warehouse:** 3310 Commerce Drive Augusta, GA 30909
Drop Off Hours: Monday-Friday 8:30am-4pm (*Closed for Lunch from 12pm-1pm*)
- **Aiken Warehouse:** 81 Capital Drive, Aiken, SC 29803
Drop Off Hours: Monday-Friday 7:30am-3pm (*Closed for Lunch from 12pm-1pm*)

Donate through your Neighborhood's Online Virtual Food Drive

Visit www.itsspookytobehungry.org to create your neighborhood's virtual food drive. Once you've created your team, you can copy and paste your link to share with your neighbors and friends. Remember, every \$2 raised is worth 5 points toward your goal.



Donating by Check

Checks should be made payable to **Golden Harvest Food Bank**. Make sure the memo line has "*Spooky*" or "*It's Spooky to Be Hungry*" and your neighborhood name! Checks can be turned in with your food collection at one of our warehouses or mailed to our Augusta Main Warehouse.

All online donations count as delivered. All mailed donations must be received by Golden Harvest Food Bank by November 5 to count toward your campaign totals.

Competition Rules

Only food and funds collected between October 1-31 will count toward the competition. The neighborhood earning the highest number of points will win the Spooky award for their neighborhood size category in Georgia or South Carolina.

Scoring

- 1 pound of food = 1 point
- \$2 = 5 points. Why is that? Because Golden Harvest Food Bank can distribute 5 meals for every 2 dollars you donate!

Bonus Point Opportunities

- **Early Bird Registration Bonus:** Register by September 11 for **200 Bonus Points**.
- **Orientation Bonus:** Attend a Neighborhood Team Captain Orientation for **300 Bonus Points**.
- **Delivery Bonus:** Deliver your donations by November 3 for a **200 Point Bonus**.
- **Tag Bonus:** Tag Golden Harvest Food Bank and use #itsspookyto behungry, #scareawayhunger, and #neighborsfeedingneighbors. Send a screenshot of one (1) post to Nora Ruotolo at nruotolo@goldenharvest.org, and you'll get **200 Bonus Points!**
- **Special Event Bonus:** Host a special event or neighborhood competition to raise money. See our Scare Away Hunger Campaign Toolkit for ideas! Share the results with us. Put the proceeds toward your goal and earn another **300 Bonus Points!**

Spooky Celebration and Awards

Mark your calendar for November 17! Join us for a celebration to honor our winners and participants in the 2026 *It's Spooky to Be Hungry Campaign*. Winners will be announced in each category:

- Small Business Georgia/South Carolina
- Medium Business Georgia/South Carolina
- Large Business Georgia/South Carolina

- Small Neighborhood Georgia/South Carolina
- Medium Neighborhood Georgia/South Carolina
- Large Neighborhood Georgia/South Carolina
- Rural Neighborhood Winner
- School Winner Columbia County
- School Winner Richmond County
- School Winner Aiken County
- Agency Partner Georgia/South Carolina
- Community Winner Georgia/South Carolina
- Outstanding Partner
- Outstanding Youth Partner
- Evelyn Browne Spirit Award