

TACKLE



HUNGER

2016 NFL ADVOCATES



July 20, 2016

Dear High School Students,

Souper Bowl of Caring is seeking high school students to serve on the Central Texas Local Youth Advisory Board (LYAB). Souper Bowl of Caring is a national organization that mobilizes groups and organizations to join the battle against hunger and poverty in their local community.

The Local Youth Advisory Board is a team of young leaders committed to promoting youth service and leadership. Members help influence the direction of Souper Bowl of Caring as it seeks to transform Super Bowl weekend into the nation's largest youth-led weekend of giving and serving. It is a wonderful opportunity to gain leadership experience that is attractive to colleges and universities, as well as a tremendous way to contribute to your community.

This year, the first Central Texas LYAB meeting is Saturday, October 1. The application deadline has been extended to Sunday, September 25 and new members will be notified of their acceptance on Monday, September 26.

The application package is attached. If you have any questions, I can be reached at 800-358-7687 extension 709. Thank you for helping us tackle hunger in the community. Visit us at [www.souperbowl.org/austin](http://www.souperbowl.org/austin) for more information.

In service,

A handwritten signature in black ink that reads "Meredith Massey".

Meredith Massey  
South Texas Field Director

Dear Applicant:

Congratulations on your decision to apply for the Souper Bowl of Caring Local Youth Advisory Board for Central Texas. The Local Youth Advisory Board is a team of young leaders committed to promoting youth service and leadership. Members help influence the direction of Souper Bowl of Caring as it seeks to transform Super Bowl weekend into the nation's largest youth-led weekend of giving and serving.

Before beginning the application, please read all information carefully and make sure that you understand the responsibilities and are available to participate fully in the program. Also, be sure to talk with a parent / guardian and get their permission before applying.

#### Member Eligibility

- High school student
- General understanding of Souper Bowl of Caring
- Strong interest in youth leadership and service
- *Availability to attend the orientation meeting on Saturday, October 1, 2016*
- Commitment to attending other events as frequently as possible (see attachment)

#### Application Requirements:

Before submitting your application, please be sure that all sections are completed and included:

- Part I: General Information
- Part II: Short Essay
- Part III: Signed Consent Form

**Completed applications should be emailed to [meredith.massey@souperbowl.org](mailto:meredith.massey@souperbowl.org) by Sunday, September 25, 2016.**

#### Selection Process:

All applications received in full will be reviewed by the Selection Committee. New members will be notified of their acceptance to the 2016-2017 Central Texas Local Youth Advisory Board by Monday, September 26, 2016.

We look forward to receiving your application, and please contact me with any questions.

Sincerely,



Meredith.massey@souperbowl.org  
South Texas Field Director  
800-358-7687 x 709



tacklehunger.org

## **2016-2017 LOCAL YOUTH ADVISORY BOARD Central Texas**

### **WHAT IS THE LOCAL YOUTH ADVISORY BOARD?**

The Souper Bowl of Caring Central Texas Local Youth Advisory Board is comprised of a group of outstanding youth from across greater Austin. Members are charged with leading their generation to help transform Super Bowl weekend into the nation's largest youth-led weekend of giving and serving. Members are given opportunities to have their voices heard and make a positive and dramatic impact in their communities.

Local Youth Advisory Board members provide the Souper Bowl of Caring with a body of knowledge and perspective to assist the organization in understanding and working with youth. Finally, the members serves as the face of the Souper Bowl of Caring's youth-led movement to the media, acting as a source for quotes, speeches and stories about the organization and their experiences with it.

### **WHAT RESPONSIBILITIES DO MEMBERS HAVE?**

Local Youth Advisory Board members must attend the local orientation / meeting organized by Souper Bowl of Caring. This meeting will be on Saturday, October 1, 2016 from 8 a.m. to 5 p.m. at the Central Texas Food Bank.

Members must attend one media training day on either October 29 or December 3 in order to be featured in Souper Bowl of Caring media interviews. Finally, members must submit a short series of written assignments to be posted on the Souper Bowl of Caring website. Throughout the year members are expected to attend as many Souper Bowl of Caring events as possible.

Please refer to the Mandatory Responsibilities and Requirements on the following page for more information.

### **WHAT IS THE SOUPER BOWL OF CARING LOOKING FOR IN MEMBERS?**

Applicants must be high school students. They should have a clear understanding of the Souper Bowl of Caring vision and be enthusiastic about the mission of the organization. They should be creative, responsible and able to express their ideas and opinions easily. In addition, since the Local Youth Advisory Board is a team, members should be cooperative and able to work well with others toward a common goal.

## MANDATORY EVENTS AND RESPONSIBILITIES

LYAB members are expected to participate throughout the season as frequently as possible. Engaged members will be better equipped to serve as ambassadors during media and community events.

**Mandatory events and assignments are highlighted in yellow. Please contact Meredith Massey at 800-358-7687 x 709 with questions regarding mandatory events and responsibilities.**

| DATE       | EVENT/ASSIGNMENT                        | WHERE, WHEN, WHAT   |
|------------|---|---|
| 09/25/2016 | LYAB Application Deadline               | Application submitted to Field Director   |
| 10/01/2016 | Member Orientation                      | Central Texas Food Bank 8:00 a.m. - 4:30 p.m.   |
| 10/08/2016 | LYAB Profile and Biography              | Create online profile and submit partner biography to Field Director                                    |
| 10/29/2016 | Media Day I— Radio                      | Time and Location TBD   |
| (and/or)   | (and/or)                                | (and/or)  |
| 12/03/2016 | Media Day II— TV                        | Time and Location TBD   |
| 12/17/2016 | Strategy Meeting and Holiday Party      | 3:00 p.m.—6:00 p.m.   |
| 01/06/2017 | Collection Kick Off Event               | Central Texas Food Bank 4:00 a.m.—8:00 a.m.   |
| 02/05/2017 | Super Bowl LI, Houston, TX              | LYAB members conduct personal Souper Bowl of Caring collections   |
| 02/19/2017 | Report Collection and Blog Post         | LYAB members report individual collections to SBoC Website and upload personal story to collection page |
| 02/24/2017 | Community Partner Celebration Breakfast | TBD<br>9:00 a.m.—10:30 a.m.   |
| 4/28/2017  | LYAB Bowl-A-Thon                        | TBD 7:00 p.m.—9:00 p.m.<br>End of season party and fundraiser   |

**SOUPER BOWL OF CARING**  
**2016-2017 LOCAL YOUTH ADVISORY BOARD APPLICATION**

**PART I—GENERAL INFORMATION**

*(Please write neatly or type)*

**NAME:**

\_\_\_\_\_

**ADDRESS:**

\_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP CODE:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_ **DATE OF BIRTH:** \_\_\_\_\_

**PHONE: (home)** \_\_\_\_\_ **(cell)** \_\_\_\_\_

**PARENT/GUARDIAN NAME(S):**

\_\_\_\_\_

**PARENT/GUARDIAN EMAIL(S):**

\_\_\_\_\_

**HIGH SCHOOL:** \_\_\_\_\_ **CITY:** \_\_\_\_\_

**PLACE OF WORSHIP** *(if applicable):* \_\_\_\_\_

**GRADE LEVEL** *(for 2016-2017 school year):* \_\_\_\_\_ **GPA:** \_\_\_\_\_

**HOW DID YOU LEARN ABOUT THIS PROGRAM?** *(check all that apply)*

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Our Website       | <input type="checkbox"/> An Email From Us         | <input type="checkbox"/> Social Media     |
| <input type="checkbox"/> Houston Food Bank | <input type="checkbox"/> School                   | <input type="checkbox"/> Place of Worship |
| <input type="checkbox"/> NYAB member       | <input type="checkbox"/> Other (please describe): |   |

\_\_\_\_\_

**ADDITIONAL INFORMATION:** *(Note: While the section below is required, the information will be removed from the application during the review and selection process. This information will only be used to help the Local Youth Advisory Board program analyze its recruiting process.)*

**GENDER:**  Male  Female

**ETHNICITY:**  African-American  Asian  Caucasian  
 Native American  Hispanic  Other

## **PART II—SHORT ESSAY**

Please use the space provided on this page to

- Explain any important past experience with Souper Bowl of Caring and
- Why you think you would be a great member of the Central Texas Local Youth Advisory Board

*If you have no prior experience with Souper Bowl of Caring, explain why you are passionate about tackling hunger.*

## PART III—CONSENT FORM

*Applications without this signed consent will not be considered in the selection process.*

APPLICANT'S NAME:

- 
- I understand that I must attend the orientation meeting and be committed to attending and participating in other Souper Bowl of Caring activities as frequently as possible. I am willing and able to attend the meeting on Saturday, October 1, 2016 at the Central Texas Food Bank.
  - My name, photograph and other communication (quotes, speeches, etc) may be used by Souper Bowl of Caring in any printed or online communication.

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Applicant Signature

Date

I give permission for \_\_\_\_\_ to apply for and serve on the Souper Bowl of Caring Central TExas Local Youth Advisory Board.

- I have read this application and understand the responsibilities and expectations of Local Youth Advisory Board members.
- My child's name, photograph and likeness may be used by Souper Bowl of Caring in any communication.
- I give permission for my child to attend the local orientation / meeting and other opportunities provided by Souper Bowl of Caring. I understand that it is my responsibility to provide transportation for my child to the events.

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Parent/Guardian Signature

Date

**PLEASE SEND COMPLETED APPLICATIONS IN  
ONE EMAIL TO [MEREDITH.MASSEY@SOUPERBOWL.ORG](mailto:MEREDITH.MASSEY@SOUPERBOWL.ORG)  
BY SUNDAY, SEPTEMBER 25, 2016.**