

HUNGER AWARENESS MONTH

General Social Media Toolkit

September is

Hunger Awareness Month

Learn how to make an impact!



Thank You for Supporting Hunger Awareness Month!

Thank you for joining the Jacobs & Cushman San Diego Food Bank for Hunger Awareness Month. This year's theme, **Working Families, Hungry Realities**, shines a light on the many working families across San Diego County who struggle to put nutritious food on the table despite being employed.

This toolkit provides resources and ready-to-use messaging to help raise awareness, challenge misconceptions about hunger, and inspire our community to take action.

Together, we can help build a stronger, more food-secure San Diego where every family has access to the nutritious food they need to thrive. Thank you for standing with our neighbors this Hunger Awareness Month.

Why Hunger Awareness Month Matters

Hunger in San Diego County

According to the San Diego Hunger Coalition, more than 1 in 4 San Diegans, approximately 850,000 people, experience nutrition insecurity, meaning they are unable to consistently provide three nutritious meals a day for themselves or their families.

For many households, employment alone isn't enough to keep pace with the cost of housing, groceries, child care, transportation, and other necessities. When budgets are stretched, food becomes one of the few expenses families can adjust.

Hunger is not a reflection of how hard someone works. Understanding the economic realities behind food insecurity helps challenge misconceptions and brings greater awareness to the experiences of our neighbors.

Customize the following social media posts to help amplify Hunger Awareness Month. Feel free to make them your own by adding personal touches and drawing from the information in this toolkit.

Download social media graphics [here](#).

Don't forget to tag us on Facebook, Instagram, X, Threads, and TikTok at @sdfoodbank, and find us on LinkedIn at @San Diego Food Bank.

Social Media Posts

SAMPLE GRAPHICS FOR SOCIAL MEDIA



Download the graphics [here](#).

SAMPLE POSTS FOR SOCIAL MEDIA

1

This Hunger Awareness Month, we're joining the @sdfoodbank to shine a light on the realities of hunger across San Diego County. Together, we can help raise awareness and support efforts to ensure our neighbors have access to the nutritious food and resources they need. #HungerAwarenessMonth

2

Having a job doesn't always mean having enough food on the table. This Hunger Awareness Month, we're joining the @sdfoodbank to raise awareness about the challenges working families face and the realities of food insecurity across San Diego County. #WorkingFamiliesHungryRealities

3

Hunger affects communities across San Diego County. This Hunger Awareness Month, we're proud to support the @sdfoodbank and its work to connect our neighbors with nutritious food and resources when they need them most. Together, we can help build a stronger, healthier San Diego County. #HungerAwarenessMonth

We're Here to Help

Our team is honored to support your efforts. If you need guidance, materials, or encouragement at any stage, please reach out.

About the Jacobs & Cushman San Diego Food Bank

Established in 1977, the Jacobs & Cushman San Diego Food Bank is the largest hunger-relief organization in San Diego County. Serving as the countywide food safety net, the Food Bank provides nutritious food to people in need, advocates on behalf of the hungry, and educates the public about hunger-related issues. Through a network of direct service programs and more than 450 nonprofit partners, the Food Bank serves an average of 400,000 people every month. In fiscal year 2026, the organization distributed nearly 51 million pounds of food — equivalent to more than 42.4 million meals.

Learn more at [**sandiegofoodbank.org**](https://sandiegofoodbank.org) and follow us [**@sdfoodbank**](https://twitter.com/sdfoodbank).

Thank you for standing with our community and helping ensure every neighbor has access to the food they need to thrive!