

FOODBANK FORTNIGHT

COLLECTION CAMPAIGN

WATCH & REFLECT

Read Isaac Winfield's story and/or watch the news clip.

[5 News](#)

DISCUSS

- How could you apply something similar here at our school?
- What challenges might you face if you tried this yourself?
- Who else would you involve, and why?
- What's one small action you could take tomorrow?
- How would you measure whether your idea worked?

DISCOVER LOCAL FOOD BANK'S NEEDS

Have students scan the BanktheFood QR code to pull up our local food bank's live wish-list

TEAM UP & CREATE

In small groups, create a campaign to collect items for your local food bank during food bank fortnight. Choose your platform (e.g poster, TikTok script, assembly pitch, newsletter etc)

Develop punchy slogans and clear call-to-action.

Things to consider when creating your campaign

- How does BanktheFood ensure our donations meet real, up-to-date needs?
- What digital tools (QR codes, social media) could amplify our message?
- How might we include people who can't donate items
- Which teachers, students or community members can help us spread the word?

LAUNCH & LEARN

Run your crafted campaigns during Food Bank Fortnight on school social media, posters in the community or to educate other students during assembly time.

After the campaign, analyse the donations collected and capture student's reflection on the impact of the campaign.

Share your campaigns with us at pressoffice@bankthefood.org

Please ensure you have completed the photo/video consent form for any media you share with us.



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ISSAC'S STORY - EVEN ONE YOUNG PERSON CAN SPARK COMMUNITY CHANGE

Most children spend their free time riding bikes, playing games, or watching TV — but Isaac Winfield had something different in mind. At just 11 years old, Isaac from Redditch, England, started something incredible: a food bank to help families in need. It all began when Isaac realised that some people in his community didn't always have enough food to eat. Instead of just feeling sad, he decided to do something about it. With the help of his family, he set up a small food table in his garden — and called it Friends of Isaac.



Word spread quickly. Neighbours dropped off donations. Local shops joined in. Soon, Isaac's little table grew into a big mission. He collected tins of soup, boxes of cereal, fruit, bread, and even treats for pets. Anyone who needed help was welcome — no questions asked. Isaac says his goal is simple:

"I just want to make people smile and make sure no one goes hungry."

What started in his backyard has grown into a full-time community food bank. Isaac and his team — made up of family, friends, and volunteers — deliver food parcels, host collection drives, and even run a free pantry where people can pick up what they need.

Thanks to Isaac's big heart, Friends of Isaac has now helped hundreds of families across his town. He has received awards, been on TV, and inspired many other children to start helping in their own communities.

His message to other young people?

"You don't have to wait until you're a grown-up to make a difference."

Isaac Winfield is proof that one small act of kindness can grow into something huge — and that one young boy can change the world, one meal at a time.



**FOOD BANK
FORTNIGHT**
DONATE  SMARTER
1-14 OCTOBER 2025