

Oxford United Against Hunger

The Pantry of Oxford & Lafayette County (through United Way support)

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[Extra Credit](#)

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Organization, Situation, Research

Goal of the Campaign

To strengthen community engagement and increase food security awareness by connecting Oxford residents, especially parents and families, to UWOLC's mission and *The Pantry of Oxford's* local impact through education, storytelling, and community events.

Organization Background

The United Way of Oxford-Lafayette County (UWOLC) is a nonprofit organization dedicated to improving lives and meeting community needs by uniting people and resources. Its core focus areas include youth opportunities, health and wellness, financial security, and community resiliency; all aim to create a stronger, more connected city of Oxford. In recent years, UWOLC has experienced a decline in donations, emphasizing the need for stronger storytelling and deeper community engagement to inspire consistent giving. The organization's grants remain local, ensuring every dollar raised benefits Lafayette County residents. Stakeholders include donors, volunteers, partner agencies, and community members committed to collective progress.

Primary Research

An in-depth interview with UWOLC leadership provided valuable insight into its mission, goals, and challenges. Leadership identified declining donations as a central concern, noting that increased storytelling and emotional connection are essential to sustaining community support.

Stakeholders were identified as **residents of Lafayette County**, with an emphasis on **parents and families with children enrolled in Oxford's elementary, middle, and high**

schools, since these groups are often active in community service and connected to local donation networks. Approximately **90% of requests for assistance** involve housing or utilities, while food insecurity remains a persistent issue.

Misconceptions also surfaced in the interview, in that many residents mistakenly believe UWOLC directly provides rent or bill assistance or receives national United Way funding. Clarifying these misunderstandings through messaging is key to rebuilding trust and motivating donors. Despite challenges, UWOLC's volunteers, board members, and partners remain at their greatest strength, reflecting Oxford's deep culture of compassion and service.

Secondary Research

Founded in 1982, *The Pantry of Oxford & Lafayette County*, supported by UWOLC, serves more than 650 families monthly through food distributions and donations (Neighborhood Realty, 2023). Entirely volunteer-run, it exemplifies Oxford's commitment to local care, ensuring all contributions stay within Lafayette County.

Nationally, over **53 million Americans** relied on charitable food programs in 2021 (Pruitt et al., 2023), underscoring the importance of community-driven efforts. In Mississippi, **one in six children** face food insecurity (University of Mississippi, n.d.), ranking the state among the most affected nationwide. Rural areas, including Lafayette County, face compounded challenges such as transportation barriers and limited access to grocery stores (Scholars Junction, 2021). Locally, about **15% of Oxford residents** experience food insecurity (Daily Mississippian, 2023). The Pantry's long-standing presence demonstrates both the community's generosity and the continued urgency to raise awareness, donations, and volunteer support.

Topic

Locally, Oxford faces its own challenges. Nearly 15% of Oxford residents experience food insecurity, with disproportionate effects on students and low-income families (Daily Mississippian, 2023). The Pantry of Oxford plays a critical role in addressing this need by serving hundreds of families monthly. It's an entirely volunteer-driven model and reliance on local donations reflects the community's resilience and generosity, but also highlights the importance of continued awareness, support, and action.

Define Target Publics*Primary Target Publics:*

The primary target public for this campaign is **Oxford, Mississippi for parents ages 30–55 with school-aged children** (elementary through high school) who are active in local schools, sports, or church groups. Research shows that parents of school-aged children are among the most community-involved demographics, often volunteering through their children's schools and youth organizations (Diorio, 2021). This group is highly motivated by family well-being and tends to support causes that directly benefit their local community.

Family-based volunteering is also proven to strengthen civic engagement and instill long-term giving habits in children (Feeding America, 2023). Parents in this age group often seek meaningful ways to model generosity and community involvement for their families, making them an ideal audience for a campaign centered on collective action and compassion.

In addition, research suggests that religiously active adults are significantly more likely to engage in volunteer activities than those who are not, demonstrating how family-oriented and faith-driven communities can amplify outreach for local causes (Pew Research Center, 2011).

Oxford's parent population, many of whom are connected through schools, sports, and churches, represents a powerful and organized network capable of driving food donations, volunteer turnout, and community awareness.

Secondary Target Publics:

Secondary target publics include **Ole Miss students** (ages 18–24), particularly those involved in Greek life and campus organizations, who represent a large pool of motivated volunteers and future donors. Young adults in this age range are increasingly motivated by social benefit framing and service-driven experiences (O'Brochta, 2024). Moreover, college students demonstrate high engagement with social causes when these initiatives are shared on platforms, they use daily, especially Instagram and Facebook (Agarwal et al., 2024).

Another key secondary public consists of **Oxford-Lafayette churches, civic clubs, and community organizations**, which can activate their established member networks to contribute to food, funds, or volunteer time. These groups are vital for sustaining local engagement beyond the campaign period, given their consistent participation in community service and giving (Pew Research Center, 2011).

SMART Objectives

Awareness Objective-

To increase awareness of food insecurity in Lafayette County among Oxford parents ages 30–55 with school-aged children by 20% by December 2025, measured through pre- and post-campaign surveys and social media engagement analytics.

Attitude Objective-

To improve positive perception of The Pantry of Oxford as a trusted, local solution to food insecurity among Oxford parents ages 30–55 by 15% by December 2025, measured through parent surveys, PTA feedback, and donor/member responses

Action Objective-

To increase active participation in Pantry initiatives among Oxford parents ages 30–55 by **at least 30 new participants** by December 2025. Participation includes food donations, volunteer hours, or recurring financial contributions, as tracked by The Pantry of Oxford and United Way of Oxford & Lafayette County.

Plan Strategy/Key Messages (KM)/Slogan/Spokesperson*Strategy*

The campaign strategy is built on positioning food insecurity as a *local, solvable challenge* that families, students, and organizations in Oxford can unite to address. Research shows that parents are especially motivated by causes that benefit children, so the campaign emphasizes that no child in Oxford should go hungry. The approach combines emotional appeals (focusing on family values, children’s well-being, and community solidarity) with rational appeals (highlighting that every donation stays local and directly helps neighbors).

The primary target public is Oxford parents ages 30–55 with school-aged children. The strategy is to connect schools, PTAs, and youth programs. Campaign activities will frame involvement as a family value, teaching children the importance of generosity and service. For Ole Miss students, the secondary public, the strategy is to emphasize convenience, competition,

and social participation. Volunteer opportunities, student organization drives, and campus events will position Pantry support as both impactful and fun. For churches and civic groups, the focus will be on aligning Pantry support with existing missions of service and community outreach, encouraging leaders to mobilize their networks for food drives and donations.

Topic Key Messages:

1. One in six children in Mississippi face food insecurity.
2. Hunger is a local issue, in that nearly 15% of Oxford residents experience food insecurity.
3. Food insecurity impacts children's health, school performance, and overall well-being.
4. Small contributions of food, time, or money can make a big difference.
5. The Pantry provides food in a private, welcoming space. They are open on set days and staffed by local church volunteers who serve with dignity, so no one should feel embarrassed to ask for help.
6. Volunteering at The Pantry is simple but powerful. Many people don't realize the need for it in Oxford and giving just a few hours makes a lasting difference for families.
7. The Pantry's location is outside Oxford's busy center, so families can get help without feeling self-conscious

Organization Key Messages:

1. The Pantry of Oxford serves more than 650 families each month.
2. Every donation stays in Lafayette County to help local families.
3. The Pantry is entirely volunteer run organization, built on neighbors helping neighbors.
4. United Way of Oxford supports nonprofits like The Pantry to maximize local impact.

Slogan

The campaign slogan is **“Oxford United Against Hunger.”** This theme highlights unity and positions the community as part of the solution and reinforces the campaign’s emphasis on local action.

Extras

The campaign will feature a spokesperson who embodies trust, relatability, and connection to families in Oxford. A local school principal or PTA leader will serve as the primary spokesperson to resonate with the parent target public, while a student-athlete or campus leader may be featured in student-focused messaging.

The campaign will use blue as its central color, symbolizing trust, unity, and community values that reflect both Oxford’s spirit and United Way’s mission. A table motif will reinforce the goal of ensuring “no empty tables in Oxford.” The tone will be warm, welcoming, and community-centered, with blue complemented by gold and white accents to evoke hope and connection.

By combining emotional storytelling, targeted outreach, and consistent messaging, this campaign positions The Pantry of Oxford and United Way as trusted, community-driven leaders working to ensure no neighbor goes hungry.

Timetable

A 6-month timetable is located at [Timetable](#).

Action Tactics

The *Oxford United Against Hunger* campaign centers on **two key events** designed to unite the community in supporting *The Pantry of Oxford*. The primary event, the **Pack the Pantry Family Challenge & Weigh-In Festival**, invites Oxford families and schools to collect nonperishable food items in a friendly competition that culminates in a community celebration at Oxford High School on **December 6, 2025**. The secondary initiative, **Stock the Shelves Saturday**, is a recurring volunteer event beginning in **February 2026**, where local families, students, and church groups help organize and restock donations at *The Pantry*. Together, these events strengthen community connections and promote long-term engagement in the fight against food insecurity.

Event #1: Pack the Pantry Family Challenge & Weigh-In Festival:

The event will feature coffee from local vendors, family-friendly activities, and a live “Weigh-In” moment recognizing top contributors. United Way and Pantry representatives will share remarks highlighting how small acts of giving can create a large community impact. This event demonstrates how Oxford residents can unite to ensure no neighbor goes hungry and provides valuable media opportunities for storytelling and engagement. Event 1 details are located at [Appendix A](#).

Event #2: Stock the Shelves Saturday:

A secondary activation, **Stock the Shelves Saturday**, will extend the campaign’s impact into 2026 by inviting families, students, and church groups to volunteer quarterly at The Pantry. Event 2 details are located at [Appendix B](#).

Communication Tactics

The *Oxford United Against Hunger* campaign will deliver key messages through **controlled/owned**, **social**, and **mass media** channels to reach Oxford-area families and community partners. Each tactic reinforces the campaign's goal of building awareness and encouraging participation in the *Pack the Pantry Family Challenge & Weigh-In Festival*.

1) Controlled/Owned Media

United Way of Oxford will use trusted, community-based communication channels to connect with both donors and families who may need food assistance. A key tactic will involve flyer distribution through Oxford schools, where teachers will send flyers home in students' folders. Each flyer will serve a dual purpose: one side will invite parents to participate in the *Pack the Pantry Family Challenge & Weigh-In Festival* by donating or volunteering, while the reverse side will discreetly share information about *The Pantry of Oxford's* services, including location, open days, eligibility details, and a note on privacy and dignity.

This approach ensures that information reaches every household for both those who can give and those who may need help through a neutral and trusted community channel. Additional controlled materials will include campaign posters in coffee shops and churches, volunteer sign-up cards, branded event signage, and T-shirts. A new landing page on the United Way website (unitedwayoxford.org/OxfordUnited) will feature event details, volunteer forms, and impact stories. Visual branding will use the campaign's blue and gold palette to maintain consistency and reinforce recognition across all materials.

2) Uncontrolled/Social Media

Social media will be used by *United Way of Oxford* primarily through **Instagram** and **Facebook**, and **X (formerly Twitter)**. Each profile will feature photo and graphic content designed to highlight community participation, countdowns to the *Pack the Pantry Family Challenge & Weigh-In Festival*, and stories of local volunteers. The main hashtags being used throughout the campaign will be **#OxfordUnitedAgainstHunger**, **#NoEmptyTables**, and **#FeedOxford** to create a consistent identity and track engagement from the start of the campaign. A two-week social media calendar for December is in [Appendix C](#).

3) Mass Media:

A **Media Kit** containing campaign materials will be sent to **HottyToddy.com**, **WTVA Tupelo (NBC Affiliate)**, the **Oxford-Lafayette Chamber of Commerce Newsletter**, and **SuperTalk Mississippi (Oxford)**. Each outlet was selected for its ability to reach the campaign's core audiences: Oxford parents, local families, business leaders, and civic groups with compelling stories about community impact and volunteerism.

The **Oxford United Against Hunger Media Kit** includes six key materials designed to support media coverage and community awareness. It features a **cover letter** introducing the campaign and inviting outlets to attend the *Pack the Pantry Family Challenge & Weigh-In Festival*, a **fact sheet** summarizing background information, key statistics, and campaign goals, and a **media alert** outlining event details and visual opportunities for coverage. The kit also contains a **pre-event press release** announcing the festival and encouraging public participation, an original **photo with cutline** showing the exterior of *The Pantry of Oxford* and describing its mission, and a **video PSA description** summarizing the 30-second promotional spot titled

“Every Can Counts.” Digital copies of all materials will be distributed to local media outlets listed in the Mass Media section.

The complete **Media Kit** can be found in [Appendix D](#).

Mass Media List:

Outlet:	Contact Name & Title:	Email / Phone:	Reason for Inclusion:
HottyToddy.com	Alyssa Schnugg, Editor	editor@hottytoddy.com / (662) 299-1234	Oxford’s leading digital news outlet; reaches local parents, students, and community members through online and social media content.
WTVA Tupelo (NBC Affiliate)	Pat Peterson, News Director	pat.peterson@wtva.com / (662) 842-7620	Regional TV coverage of community stories; visual storytelling captures event energy and highlights Oxford’s unity.
Oxford-Lafayette Chamber of Commerce Newsletter	Pam Swain, Senior Vice President	pam@oxfordms.com / (662) 234-4651	Direct access to local business owners and civic leaders; helps recruit sponsors, donation partners, and volunteers.
SuperTalk Mississippi (Oxford)	Gary Darby, Host & Producer	news@supertalk.fm / (601) 957-1234	Reaches local commuters and families through talk radio; ideal for community-focused interviews and awareness segments.

Materials and Budget

The materials and budget can be found in [Budget](#).

Evaluation

The *Oxford United Against Hunger* campaign will be evaluated through surveys, donation tracking, and social media analytics to determine whether each SMART objective was achieved. Quantitative and qualitative data will be used to assess awareness, attitudes, and actions among Oxford parents ages 30–55.

The **awareness objective** will be considered successful if awareness of food insecurity in Lafayette County among Oxford parents ages 30–55 increases by **20% by December 2025**. This will be measured using pre- and post-campaign surveys distributed through Oxford schools and Facebook parent groups. Parents will answer questions about local food insecurity and familiarity with *The Pantry of Oxford*. A 20% or higher increase in awareness levels from pre- to post-campaign surveys will indicate success.

The **attitude objective** will be considered successful if positive perception of *The Pantry of Oxford* improves by **15% by December 2025**. This will be measured using a follow-up Likert-scale survey to assess changes in trust, community pride, and perceived impact. Additional insights will come from PTA feedback and social media sentiment. A 15% improvement in favorability ratings compared to pre-campaign data will indicate success.

The **action objective** will be considered successful if at least **30 new participants** engage in Pantry initiatives by December 2025. Participation includes food donations, volunteer hours, or recurring financial contributions. This will be measured using volunteer sign-up forms,

donation records, and QR code submissions tracked by *The Pantry of Oxford* and *United Way of Oxford–Lafayette County*.

To gather measurable feedback, a short post-campaign **survey** will be distributed to assess changes in awareness, attitudes, and actions among participants. The survey can be found here in [Survey](#).

Conclusion

The *Oxford United Against Hunger* campaign was a well-structured and realistic initiative that aligned with *United Way of Oxford & Lafayette County's* mission to combat food insecurity through awareness, volunteerism, and donations. The campaign's measurable objectives focused on awareness, attitude, and action, and were both achievable and supported by detailed planning and budgeting.

If implemented again, one key improvement would be to expand pre-campaign outreach by developing partnerships with more local schools and community groups earlier in the process to strengthen participation and awareness. Future versions of the campaign might also benefit from partnerships with local grocery stores to create donation drop-off points around Oxford, making community involvement more accessible. In addition, incorporating short-form video content could enhance storytelling and increase engagement across social media platforms.

Overall, this campaign provided a strong foundation for community engagement and strategic communication. If relaunched, it would focus on earlier promotion, expanded partnerships, and digital storytelling to further elevate awareness and participation across Oxford and Lafayette County.

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Appendix A

Event Outline 1:

Target Public

Oxford families, students, and community organizations participating in the campaign to support The Pantry of Oxford.

Event Name

Pack the Pantry Family Challenge & Weigh-In Festival

Date / Location

Saturday, December 6, 2025 | 10 a.m.–1 p.m. | Oxford High School Gymnasium

Cost

Approximately \$425 (event signage, volunteer shirts, and refreshments provided by Heartbreak Coffee).

Program Overview

The **Pack the Pantry Family Challenge & Weigh-In Festival** is the signature event of the *Oxford United Against Hunger* campaign.

In the weeks leading up to the event, participating Oxford schools collect nonperishable food items through a friendly competition. On December 6, all donations are weighed collectively during the festival at Oxford High School's gym.

The celebration features local coffee and family-friendly activities. Representatives from United Way and The Pantry share remarks highlighting how small acts of giving can create large community impact.

The event culminates in the live "Weigh-In" moment a visual showcase of the total pounds collected followed by recognition of the top schools and churches.

This event symbolizes Oxford's unity in ensuring no neighbor goes hungry and provides powerful visual content for future media storytelling and press releases.

Schedule

- 8:30 a.m. — Volunteer check-in and setup
- 9:30 a.m. — Coffee truck setup and sound check
- 10:00 a.m. — Doors open / live music begins
- 10:30 a.m. — Family crafts and weigh-in activities
- 11:30 a.m. — Remarks by UWOLC and The Pantry representatives
- 12:15 p.m. — “Weigh-In” moment and recognition of winners
- 1:00 p.m. — Closing and group photo

Food / Beverage / Seating

Complimentary coffee and pastries provided by **Heartbreak Coffee**.

Seating is available in gym bleachers and designated rest areas.

Decor / Branding

Blue-and-gold color palette with “No Empty Tables in Oxford” banners, United Way and Pantry logos, and photo backdrop for families.

Photography / Videography

Footage and photos captured for recap video, media coverage, and future campaign use.

Safety / Security

Coordinated by UWOLC and Oxford High School staff; clear signage for exits, crowd flow, and first aid.

Promotion

Promoted via UWOLC social media, *Oxford Eagle* and *WTVA*, school newsletters, and flyers distributed at local churches and businesses.

Countdown posts and teaser videos shared in the weeks leading up to the event

Appendix B:

Target Public

Local families, students, and church groups seeking hands-on volunteer opportunities after the main campaign.

Event Name

Stock the Shelves Saturday

Date / Location

Quarterly, beginning February 2026 | The Pantry of Oxford

Cost

Minimal, supplies and promotional materials provided by UWOLC.

Program Overview

Stock the Shelves Saturday is an ongoing volunteer initiative created to sustain the momentum of *Oxford United Against Hunger*.

Beginning in February 2026, this quarterly event invites community members to volunteer at The Pantry of Oxford to help sort, restock, and organize donations.

By offering a recurring hands-on opportunity, the event keeps the spirit of the campaign alive and builds volunteer retention to reinforce Oxford's commitment to ending hunger year-round.

Schedule

- 9:00 a.m. — Volunteer check-in
- 9:15 a.m. — Orientation and task assignments
- 9:30 a.m.–12:00 p.m. — Sorting and stocking activities
- 12:00 p.m. — Wrap-up and thank-you refreshments

Food / Beverage / Seating

Light refreshments provided for volunteers by local sponsors.

Decor / Branding

UWOLC banner and “Oxford United Against Hunger” signage displayed in the workspace

Photography / Videography

Volunteers photographed for UWOLC's quarterly newsletter and social media updates.

Safety / Security

Overseen by Pantry management and UWOLC volunteer coordinators.

Promotion

Promoted through UWOLC's social media channels, email newsletters, and volunteer sign-up forms distributed at the Weigh-In Festival




Timetable



Date	Task
Oct 10	Finalize slogan, logo, and campaign visuals.
Oct 15	Draft and send a press release announcing the campaign.
Oct 20	Meet with school and church partners to confirm participation.
Oct 25	Print and distribute flyers and collection bins.
Nov 1	Launch <i>Oxford United Against Hunger</i> on social media.
Nov 10	Begin weekly “Food Fact Friday” awareness posts.
Nov 15	Conduct pre-campaign awareness survey for Oxford parents.
Nov 25	Pitch story to <i>The Daily Mississippian</i> and <i>Oxford Eagle</i> .
Dec 6	Host <i>Pack the Pantry Family Challenge</i> and Weigh-In Festival. Collect photos, videos, and results.
Dec 10	Post thank-you recap on social media and share results with the media.
Jan 15	Launch a volunteer appreciation campaign on social media.
Feb 10	Continue awareness posts and share Pantry testimonials.
Apr 5	Conduct post-campaign survey and gather Pantry data.
Apr 25	Create a final evaluation report and campaign summary.


Appendix C:

This two-week content calendar ensures consistent campaign messaging and community engagement leading up to the Pack the Pantry Family Challenge & Weigh-In Festival.

Channel	Day / Date	Post Topic / Type	Time (CT)	Copy/ Caption	Graphic
WEEK 1					
Instagram	Monday 11/24/2025	Campaign Kickoff – “Oxford Unites to End Hunger”	12 p.m.	“Oxford, we’re uniting to end hunger! ❤️ Join the Pack the Pantry Family Challenge — every can counts.”	
Facebook	Wednesday 11/26/2025	Community Awareness Post	10 a.m.	“1 in 6 Mississippi children face food insecurity — together, Oxford can make that number zero. ❤️ #OxfordUnitedAgainstHunger”	

X	Friday 11/28/2025	Food Fact Friday	1 p.m.	<p>“Nearly 15% of Oxford residents face food insecurity — but together we can make #NoEmpty Tables a reality. 🇺🇸❤️</p> <p>#OxfordUnitedAgainstHunger #FeedOxford”</p>	 <p>15% OXFORD RESIDENTS FACE FOOD INSECURITY.</p> <p>Follow for updates @OxfordUnitedAgainstHunger.org</p> 
WEEK 2					
X	Wednesday 12/1/2025	Countdown n Post	12 p.m.	<p>“We’re ONE WEEK away from the Weigh-In Festival! Bring your donations and your heart. ❤️”</p>	 <p>COUNTDOWN TO WEIGH-IN</p> <p>BRING YOUR DONATIONS</p> <p>7 DAYS TO GO</p> <p>Everyone is welcome!</p> <p>SCAN ME</p> <p>@OxfordUnitedAgainstHunger www.oxfordunitedagainsthunger.org</p>

Instagram + Facebook	12/3/2025 Thursday	Event Countdown	2 p.m.	<p>“1 DAY AWAY! Join us tomorrow for the Pack the Pantry Weigh-In Festival!</p> <p>🇺🇸❤️</p> <p>#OxfordUnitedAgainstHunger”</p>	 <p>OXFORD, WE'RE UNITING TO END HUNGER!</p> <p>Join the Pack the Pantry Family Challenge — every can counts.</p> <p>GET INVOLVED:</p> <p>SCAN ME</p> <p>WHERE/WHEN:</p> <p>Saturday, December 6, 2025 10:00 a.m. – 1:00 p.m. Oxford High School Gymnasium 101 Charger Loop, Oxford, MS</p> <p>FOLLOW US:</p> <p>@OxfordUnitedAgainstHunger www.oxfordunitedagainsthunger.org</p>
All Platforms	Saturday 12/6/2025	Event Day Coverage — “Today’s the Day, Oxford!”	8 a.m.	<p>“It’s Weigh-In Day! Come see Oxford unite against hunger! #OxfordUnitedAgainstHunger”</p>	 <p>Today's the Day, OXFORD!</p> <p>Join us at the Pack the Pantry Weigh-In Festival Oxford High School Gym 10 AM-1 PM</p> <p>Follow for updates @OxfordUnitedAgainstHunger.org</p>

All Platforms	Sunday 12/7/2025	Thank-You Post	4 p.m.	<p>“Oxford showed up ♥ Over 10,000 lbs collected! Thank you to every volunteer, school, and family.”</p>	
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Appendix D:

Media Kit:

Cover Letter

Olivia Mogridge

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November 24, 2025

Alyssa Schnugg

Editor, *HottyToddy.com*

editor@hottytoddy.com

Dear Ms. Schnugg,

On behalf of the United Way of Oxford–Lafayette County, I am excited to share our upcoming community initiative, *Oxford United Against Hunger*. This campaign unites families, schools, and local organizations in a collective effort to reduce food insecurity and support *The Pantry of Oxford*.

Our signature event, the *Pack the Pantry Family Challenge & Weigh-In Festival*, will take place on **Saturday, December 6, 2025, from 10 a.m. to 1 p.m. at Oxford High School**

Gymnasium. The event will feature family activities, live music, and the highly anticipated “Weigh-In” moment revealing Oxford’s total food donations.

We invite *HottyToddy.com* to cover this event or share details with your readers to help raise awareness about local hunger issues. Attached you will find our **Media Kit**, which includes:

- A fact sheet and media alert
- A pre-event press release and photo
- A short video PSA for digital or social media use

All donations and proceeds will stay in Lafayette County, directly benefiting local families through *The Pantry of Oxford*. Please feel free to reach out with any questions or to schedule interviews with our United Way leadership or event organizers.

Thank you for supporting the Oxford community and for considering coverage of this important cause.

Warm regards,

Olivia Mogridge

Public Relations Director

Oxford United Against Hunger Campaign

Fact Sheet

Oxford United Against Hunger



United Way of Oxford-Lafayette County

A community-wide campaign uniting families, schools, and local partners to reduce food insecurity in Lafayette County.

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KEY FACTS

- The Pantry serves 600+ families monthly.
- Mississippi: 1 in 6 children face hunger.
- 15% of Oxford residents experience food insecurity.
- The Pantry has supported the community since 1970s.

EVENT DETAILS

- Pack the Pantry Family Challenge & Weigh-In Festival
- Dec. 6, 2023
- 10 a.m.–1 p.m.
- Oxford High School Gymnasium

GET INVOLVED

- Donate non-perishable foods
- Volunteer with The Pantry
- Join the Family Challenge
- Scan the QR code
- Visit unitedwayoxfordms.org

CONTACT

United Way of Oxford-Lafayette County
Website: unitedwayoxfordms.org

SPONSORS & PARTNERS

- Oxford School District
- Lafayette County School District
- Local churches and youth groups
- Community organizations
- Family volunteers
- Huntsbrook Coffee

Sources

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Media Alert

Photo/Video Opportunity: Oxford's Weigh-In Festival to Fight Hunger

WHO:

United Way of Oxford–Lafayette County; The Pantry of Oxford; Oxford families, students, schools, and churches.

WHAT:

Pack the Pantry Family Challenge & Weigh-In Festival: live weigh-in of food donations, awards for top contributors, family-friendly activities, and remarks from community leaders.

WHEN:

Saturday, December 6, 2025 | 10:00 a.m.–1:00 p.m.

Best media window: **10:45 a.m.–12:15 p.m.**

WHERE:

Oxford High School Gymnasium

101 Charger Loop, Oxford, MS

VISUALS:

Pallets of donations being weighed; families and students volunteering; children's craft station; Heartbreak Coffee hospitality booth; banners reading "*No Empty Tables in Oxford.*"

INTERVIEWS:

United Way leadership; The Pantry representatives; school challenge winners.

WHY:

All donations stay in Lafayette County to support local families through The Pantry of Oxford, raising awareness of food insecurity and celebrating community generosity.

CONTACT:

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Press Release: Pre-Event

FOR IMMEDIATE RELEASE

Contact:

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Oxford Launches County-Wide Food Drive Finale: Pack the Pantry Weigh-In Festival Set for Dec. 6

Families, schools, and churches unite to support The Pantry of Oxford

OXFORD, Miss. (Nov. 24, 2025) — The United Way of Oxford–Lafayette County invites families, schools, and churches to the *Pack the Pantry Family Challenge & Weigh-In Festival* on **Saturday, December 6, 2025, from 10 a.m. to 1 p.m.** at **Oxford High School Gymnasium**. The event marks the finale of a community-wide food drive supporting *The Pantry of Oxford*.

The family-friendly festival will feature live music, a children’s craft station, and refreshments provided by Heartbreak Coffee. United Way and Pantry representatives will share remarks, and top contributing schools and churches will be recognized during the live “*Weigh-In*” moment announcing Oxford’s total donations.

“All donations stay local,” said **Olivia Mogridge**, public relations director for the Oxford United Against Hunger campaign. “When Oxford shows up, neighbors eat.”

Event Details

- **What:** Pack the Pantry Family Challenge & Weigh-In Festival
- **When:** Saturday, Dec. 6, 2025 | 10 a.m.–1 p.m.
- **Where:** Oxford High School Gymnasium, 101 Charger Loop, Oxford, MS
- **Why:** Support local families through The Pantry of Oxford

Learn more at www.oxfordunitedagainsthunger.org or follow @OxfordUnitedAgainstHunger on social media.

About United Way of Oxford–Lafayette County

United Way of Oxford–Lafayette County unites people and resources to improve lives and meet community needs across Lafayette County. Through partnerships and volunteer efforts, the organization supports education, financial stability, and health initiatives that strengthen the Oxford community.

Photo + Cutline

PHOTO: *Exterior of The Pantry of Oxford*



Cutline:

Pictured is the exterior of The Pantry of Oxford & Lafayette County, which serves more than 650 local families each month. The Pantry is supported by the United Way of Oxford–Lafayette County and will be featured in the Oxford United Against Hunger Campaign’s Pack the Pantry Family Challenge & Weigh-In Festival on Dec. 6, 2025.

Video PSA Description

Timing	Audio (Voice-Over)	Visuals
0:00 – 0:04	“In Oxford, every can counts.”	Shot of ‘Welcome to Oxford’ sign.
0:05 – 0:09	“Our community is coming together to make sure no neighbor goes hungry.”	
0:10 – 0:15	“Through Oxford United Against Hunger, local families, schools, and churches are making a difference.”	<i>Oxford High School sign and brief clip of gym exterior (event location).</i> <i>Hands placing canned goods into donation bins → fade to bins full of food.</i>
0:16 – 0:21	“Each can, each act of kindness, helps fill The Pantry and feed hope right here at home.”	<i>Pantry sign from the road → transition to close-up of canned goods on shelves.</i>
0:22 – 0:26	“Together, Oxford can end hunger.”	<i>Oxford High School gym clip again, then soft transition to campaign logo animation.</i>

0:27 – 0:30	“Join us at UnitedWayOxford.org/ OxfordUnited.”	<i>United Way and Oxford United Against Hunger</i> logos fade in with hashtags #OxfordUnitedAgainstHu nger #NoEmptyTables.

Video PSA Cutline

Pictured in the video are scenes from Oxford, Mississippi including the historic downtown Square, Oxford High School, and The Pantry of Oxford combined with visuals of food donations and community togetherness. The video highlights how small, local acts of giving help ensure that every table in Oxford is full.

Video PSA Link

<https://youtu.be/QUNiiw6mleM>

Budget

Item	Estimated Cost	Notes / Research Sources
Venue rental – Oxford High School Gym	\$0 (donated)	Partnership with Oxford School District; gym donated for community event.

Coffee + pastries from Heartbreak Coffee	\$325	Local vendor sponsorship: 3 gallons of drip coffee (\$75) + assorted pastries for ~75 volunteers (\$250), based on menu pricing and prior nonprofit collaborations.
Flyer printing (500 color copies)	\$75	UPS Store Oxford rate ≈ \$0.15 per color copy. Distributed to schools, churches, and community partners.
Poster printing (20 large)	\$40	Office Depot Oxford rate ≈ \$2 per 11×17 poster.
Canva Pro design subscription	\$0 (donated)	Covered under UWOLC marketing account.
Facebook/Instagram boosted posts (2-week campaign)	\$100	Meta Ads budget of ~\$7–10/day for Lafayette County reach.
Volunteer T-shirts (25 count)	\$250	Custom Ink bulk order: \$10 per shirt with Oxford United + United Way branding.
Donation bins (10 plastic totes)	\$80	Walmart 18-gallon bins, \$8 each; reused for future drives.
Signage / foam boards (5)	\$60	FedEx Office printing (\$12 each, 24×36 boards).

Photo backdrop + banner	\$45	Amazon backdrop set with UWOLC logo banner.
Thank-you cards for donors (50)	\$20	Target cards (\$0.40 each), used for post-event appreciation.
Press kit printing (10 copies)	\$25	FedEx Office \$2.50 each; provided to local media.
Miscellaneous supplies (tape, tablecloths, markers, name tags)	\$30	Purchased from Dollar General.

Total Estimated Budget: \$1,050 (includes \approx \$500 in donated in-kind support)

Survey

Post-Campaign Survey

Participants will complete a short, five-question Likert-scale survey to measure changes in awareness, attitudes, and likelihood of future involvement. Responses will be rated on a five-point scale:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

1. I feel more aware of hunger and food insecurity issues in Lafayette County after this campaign.
2. I believe *The Pantry of Oxford* plays an important role in helping local families.
3. The *Oxford United Against Hunger* campaign made it easy to understand how to get involved.

4. I am more likely to donate food or volunteer with *The Pantry of Oxford* after this campaign.
5. Hunger in Oxford is not a serious problem that needs community attention. (*Reverse-order question*)

The survey will be distributed to participants on **December 10, 2025**, and will remain open for one week. The campaign will be considered successful if it results in a **20% increase in awareness**, a **15% improvement in positive attitude**, and at least **30 new participants** engaging in Pantry-related efforts.

Appendix E:

Bonus Points

PRSSA Meeting (5 pts): Attended one PRSSA chapter meeting on September 24th, 2025, to enhance professional development and networking within the public relations field.

