



Dear Community Partner,

At the Magic Johnson Foundation, we know how important it is for schools across the country to identify and remove barriers that prevent students from accessing the nutrition and higher educational opportunities they need in order to learn and succeed. Currently, according to No Kid Hungry®, **22% of U.S. children under age 18 live in poverty, struggling every day with hunger** that holds them back from striving to do their best in school. That's why we have partnered with Denny's Hungry for Education campaign, a program **awarding over \$200,000 in scholarships** and special incentives to elementary, high school seniors and college students for their innovative ideas on childhood hunger.

Here's How It Works

- Program Launch: September 1, 2014 – April 30, 2015
- All applicants must be enrolled in an accredited educational institution (college) in the United States or Puerto Rico. (Note: AZ and FL applications are for K-12 only)
- All applicants must be citizens or permanent residents of the United States or Puerto Rico.
- If applicant is under the age of 18 and is selected as a potential HFE scholarship recipient, in order to be confirmed as a winner, the student's parent or legal guardian must sign an Affidavit of Eligibility and Assignment of Rights.
- This is a one-time Scholarship award payable directly to the vocational school, college or university designated by the student.
- GPA level requirement of 2.5 or higher and enrolled full time for the fall 2015 semester.
- Students will need to provide a 500-word essay on how Denny's can impact childhood hunger in their communities.
- Students can get involved with Hungry for Education by applying for a **\$1,000** Hungry for Education scholarship at www.dennyshungryforeducation.com or www.magicjohnson.org
 - On our website, the students will be directed to www.dennyshungryforeducation.com to click on the "apply now" button to begin Step 1 of the application process. On this site, you will have a frequently asked questions section and more information about each scholarship being offered. Student can only apply for one.
 - Upon completion of the form in Step 1, students will receive a 20% off Denny's coupon plus a free breakfast coupon on their birthday and automatically receive continuing discount offers through out the year.
 - Step 2 will be the partner organization's application process.
 - Winners will be announced on the www.dennyshungryforeducation.com in June 2015.

How You Can Get Involved

We appreciate your help in getting the word out to your students, parents, and faculty about this unique scholarship opportunity. I will email you an electronic version of the following materials for you to use:

- Sample flyer outlining the details for the Denny's Hungry for Education program
- Sample poster to be displayed in the school

As today's students are tomorrow's leaders and decision makers, we see this program as one small way to encourage students to make the most of their education. **Together, we can help students strive to do their best.**



If there are any questions about the program, please contact me at sjenkins@magicjnt.com or 310-246-4400 or email April Kelly-Drummond at hungryforeducation@dennys.com.

Sincerely,

Shane Jenkins
Vice President
Magic Johnson Foundation

April Kelly-Drummond
Director, Corporate Diversity
Denny's, Inc.