

**PORCH Communities, Heels4Life, and North Carolina Hall of Fame Team to Fight Hunger**  
***UNC football players serve as first national PORCH Student Ambassadors***

**Chapel Hill, NC – March 1, 2023** – PORCH Communities, whose mission is to mobilize and support local volunteers to create sustainable hunger relief programs, today announces the [PORCH Student Ambassador](#) program, an initiative to collaborate with high school and college students across the country to fight hunger. With more than 10% of Americans not having enough to eat every day, including children in every town, PORCH makes it possible for a network of thousands of volunteers to supply food to local pantries and community programs month after month.

The program's inaugural partnership will be with members of the UNC Football team in conjunction with Heels4Life, the independent organization that facilitates Name, Image and Likeness opportunities for Carolina Football student-athletes, and North Carolina Hall of Fame, the not-for-profit organization established to honor former UNC student athletes, coaches, teams, and other contributors who excelled at their chosen sport while demonstrating exceptional character.

“The UNC Football players are proud to be part of the PORCH Student Ambassador program, using their influence and celebrity to create an opportunity to actively fight hunger,” says Graham Boone, Executive Director of Heels4Life. “The hope of establishing new teams of volunteers, across dozens of communities and states, is exactly the type of impact these players hope to make in the community – now, as well as after they move on from UNC.”

The PORCH Student Ambassador program makes it easy for any student to get involved even if their town doesn't yet have a local PORCH chapter. The program provides students with the knowledge, tools, and support needed to educate their community about food insecurity, conduct PORCH pop-up food drives, and be a catalyst for creating a sustainable hunger relief program in their hometowns or college communities.

“The PORCH model is simple – neighbors leave a bag of non-perishable food on their ‘front porch’ once a month, and a team of volunteers collect, sort, and deliver the food to programs best setup to serve the needs of the community.” said Christine Cotton, Founder and Board Director of PORCH Communities. “Through the concept of neighbors helping neighbors, we have delivered more than \$10 million in hunger relief across 30 chapters in 9 states since the first chapter started in 2010.”

As PORCH Student Ambassadors, UNC Football players will be working with their hometown high schools to host dozens of food drives this spring for the benefit of local food pantries. The effort, called #HometownHeels, will give those players engaged in an NIL program an opportunity to give back to the communities that supported them throughout their high school athletic careers.

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**About PORCH Communities:** PORCH Communities fights food insecurity by creating sustainable hunger relief programs at the local level. Started in 2010 in Chapel Hill, NC, PORCH has grown into a repeatable model of monthly neighborhood food drives and fresh produce distribution supplying food pantries, schools, and community programs across the country. PORCH’s volunteer network of 30 chapters in 9 states, has contributed more than \$10 million dollars in hunger relief. Learn more at [www.porchcommunities.org](http://www.porchcommunities.org).

**About Heels4Life:** As UNC’s football NIL collective, H4L is committed to providing student-athletes with unique, valuable, and enriching opportunities by leveraging their Name, Image, and Likeness rights with the Tar Heel community. Heels4Life ensures that UNC student-athletes receive the ability to give back to deserving charities and participate in professional and educational initiatives. To learn more visit [www.heels4life.org](http://www.heels4life.org).

**About North Carolina Hall of Fame (NCHOF):** NCHOF is a non-profit organization created to establish a hall of fame to honor former University of North Carolina student athletes, coaches, teams, and other contributors who excelled at their chosen sport while demonstrating exceptional character. NCHOF and its ambassadors also endeavor to promote and support local and regional charities that align with NCHOF's mission.

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