



FREE RICE Toolkit

How to learn, play &
GIVE BACK with **FREERICE**





calling all
HUNGER HEROES



Join Freerice and the UN World Food Programme to help fight hunger worldwide. **Every correct answer raises 10 grains of rice for our global emergencies.**

Let's learn while filling a bowl! ♥

“

alone we can do so little.

together
we can do



SO MUCH.”

– HELEN KELLER

Anyone can be a food ambassador and help advocate for **a more peaceful, equitable and healthy world.** When we work together, we can make a difference!

How to create an **ACCOUNT**

Creating an account is free and easy!

CREATE A USER PROFILE

1.

Go to <https://play.freerice.com/profile-register>. Enter a username, email address and a password.

VERIFY YOUR ACCOUNT

2.

Click "Create an account" and verify your email address by clicking the link in your email sent by no-reply@freerice.com (it might be in your spam folder).

START PLAYING FREERICE

3.

Once you are verified, start playing by picking a category and answer questions to raise rice grains! Track your progress on the home screen and see the top players on the Leaderboard.

How to create a **GROUP**

The best way to host a competition, or engage a team of players, **is to create a group**. Anyone can create a group and invite friends, classmates or colleagues to raise rice grains together.

MAKE SURE YOU ARE LOGGED IN

1.

You must have an account and be logged in to join or create a group.

CREATE YOUR GROUP

2.

Click on "Groups" in the navigation bar, enter a unique name for your group, and click "Make New Group". Create multiple groups to host a competition!

INVITE YOUR FRIENDS

3.

Freerice will automatically generate a unique group code for you to share with others.

When you are in a group, all the rice grains you raise in the game will appear in the group. Groups are private and rice totals on the leaderboard are only visible to members in the group.



Join our movement!

together we can
MAKE A DIFFERENCE



Playing Freerice sends an important message: community matters, and only by coming together can we help solve global problems like food insecurity and poverty. By using your knowledge to do good, you're advocating for positive change and supporting our mission to achieve a world of Zero Hunger.





I'M A TEACHER!

How can I inspire my students to play Freerice?

HOST A COMPETITION

Divide students up into teams and create a "Freerice Group" for each one. As the administrator and group creator, you can monitor each team and keep track of how many rice grains are generated by each one. The leaderboard also provides stats on individual players. Provide rewards and download our **Hunger Heroes certificate** to acknowledge participation.



CELEBRATE SPECIAL DATES WITH US

Download the **Freerice Calendar** to keep track of international days throughout the year. Use Freerice to start a conversation about hunger on World Food Day (October 16) and mark dates like International Women's Day (March 8) and Earth Day (April 22) with dedicated categories.

PLAY TRIVIA TUESDAY

Set aside 30 minutes every Tuesday to volunteer together as a classroom to help WFP achieve #ZeroHunger! **Make helping others a fun habit.**



I'M A STUDENT!

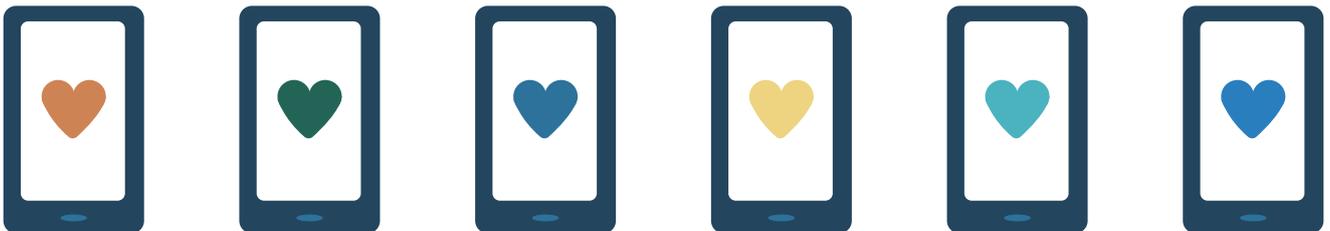
How can I help save the world with Freerice?

PRACTICE YOUR HOMEWORK

With Freerice, you can **study for your tests while helping to fight hunger!** Practice your English Spelling, Multiplication Tables, Countries of the World and more!

PLAY WITH YOUR FRIENDS

Create a "Freerice Group" and invite your friends to answer questions together, then track your progress on the leaderboard. **Who can raise the most rice grains?**



INTRODUCE FREERICE TO YOUR TEACHERS

Do you play Freerice at your school? If your teachers don't know about us, introduce Freerice to them! Inspire them to bring the game to the classroom to talk and learn about hunger and global development.

Schools can help save the world!



I'M AN EXPERT!

How can I contribute to Freerice?

CONTRIBUTE NEW QUESTIONS FOR EXISTING CATEGORIES

Freerice has 60+ categories and we're always looking for volunteers to help us create more content in the game. Can you help us write more questions for an existing category? When it comes to learning, the more the merrier!

CREATE A NEW CATEGORY

Do you have a new category in mind that would enrich the game? Can you write 200+ trivia questions about it?

SHARE YOUR CREATIVITY AND KNOWLEDGE

Do you have an inspiring story to share with us, or knowledge about nutrition, sustainable agriculture and global development? Contribute your expertise in an article we can publish on our blog. Photo essays, illustrations and graphic designs are all welcome.



Please send an email to WFP.Freerice@wfp.org and let us know a little bit about you, your area of expertise and how you would like to contribute.



I'M A PARTNER!

How can I collaborate with Freerice?

FREERICE AND THE PRIVATE SECTOR

Many companies use Freerice for virtual volunteering and charitable giving initiatives. You can host a competition within a "Freerice Group" by inviting your colleagues to join you and raise rice grains. Track the top players on the leaderboard.

SPONSOR FREERICE FOR MORE BENEFITS

By sponsoring Freerice, you will empower a community of 8 million players to give back. Your financial support helps us fund the rice grains players unlock in the game. Sponsors can create customized "Freerice Challenges" for their employees, publish banner ads in the game, contribute categories and access WFP's programmatic content.

ACADEMIC & NON-PROFIT PARTNERSHIPS

Does your mission align with Freerice? Let's work together to co-create categories for the game, host social media campaigns and organize learning initiatives! We'd love to hear what creative ideas you have in mind for a mutually-beneficial partnership.

Please send an email to WFP.Freerice@wfp.org to let us know about your company or organization and how we can work together.



THANKS FOR BEING PART OF OUR COMMUNITY

FOLLOW US ON SOCIAL MEDIA



Freerice



@wfpfreerice



@Freerice



@WorldFoodProgramme

Contact us at WFP.Freerice@wfp.org and visit www.freerice.com and www.wfp.org to learn more about our work.

100% of all funds generated via freerice
GO TO SUPPORT WFP'S LIFESAVING WORK.



**World Food
Programme**

The United Nations World Food Programme is the **world's largest humanitarian organization**, saving lives in emergencies and building a better future for people driven into hunger by conflict and the impact of climate change.