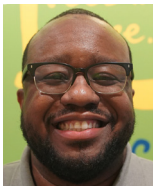
HOW TO GUIDE

407-295-1066 | FeedHopeNow.org

Thank you for getting involved!

Thank you for joining Second Harvest Food Bank of Central Florida in the fight against hunger! With a bit of work and a lot of fun, your Food & Fund Drive will make a big difference in the lives of kids, families and seniors facing hunger in the Central Florida community.

Our manual contains easy-to-follow, step-by-step instructions for starting and managing your drive. We know your food drive will be a huge success! Thank you again for choosing to make a difference in the lives of others.



Sincerely,

Ian Dixon, Volunteer Manager
Second Harvest Food Bank of Central Florida

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Get started today!
For more information, visit feedhopenow.org/fooddrive for helpful materials and details about fighting hunger.

Getting started

As a food drive coordinator, you will serve as the liaison between your organization and Second Harvest Food Bank of Central Florida. In addition to this manual, Second Harvest has food drive bins, boxes, posters and other marketing materials available for your use.

Checklist for success

☐ **Appoint a team to handle the logistics of the drive.** Consider recruiting others interested in helping out as your food drive champions!

☐ **Set a goal.** If this is your first drive, set a goal that is attainable. If you have done a food drive in the past, try to beat last year's goal. Goals are a fun way to get people pumped up about your drive.

Thank you for fighting hunger!

☐ **Set a date.** Giving people a deadline creates urgency and encourages them to support your drive in a timely matter.

☐ **Come up with a promotion plan.** Check out the list of fun ideas on the next page!

☐ **Pick a location.** Whether it's in your office, school or store, find a location where people can easily drop off food donations.

☐ **Make a transportation plan.** Make a plan for how you will get your food donations to Second Harvest. There are a limited number of pick-ups available.

☐ **Document your drive.** Please share your photos on social media or with your friends to encourage them to get involved! Tag the food bank in your social media posts @FeedHopeNow.

☐ **Celebrate!** Once your drive is over, don't forget to share the success of your drive.

If you have any questions, please contact Ian Dixon, Volunteer Manager, at 407-514-1098 or via email at idixon@feedhopenow.org.

Promotion

No idea is too big for promoting your drive and acquiring donations. A marketing plan for your drive will generate awareness, interest and enthusiasm!

Theme

Choose a theme that connects to your organization's interests and its feelings about hunger in our community.

Examples: A grocery store sponsored a food drive among its patrons with the theme, "Fill Your Cart and Fill Your Heart." A school held a competition to see which grade could fill the most sacks full of food, and called the event, "The Great Sack Race."

Key messages

It is essential to communicate these key messages in your publicity efforts:

- The need is real in the our community. Use local hunger statistics (page 9), to educate people on the issue of hunger in Central Florida.
- Let people know what types of food are needed.
- Explain that all donations are distributed free of charge to Central Florida neighbors facing hunger.

Ideas

- Divide employees by department, floor or building. Encourage the groups to compete to see who can donate the most food. Arrange a lunchtime pizza party "on the company" for the highest contributors.

- Have your organization match the donated food in some way, such as donating a canned ham or cash donation for every 100 pounds of food donated by employees or group members.

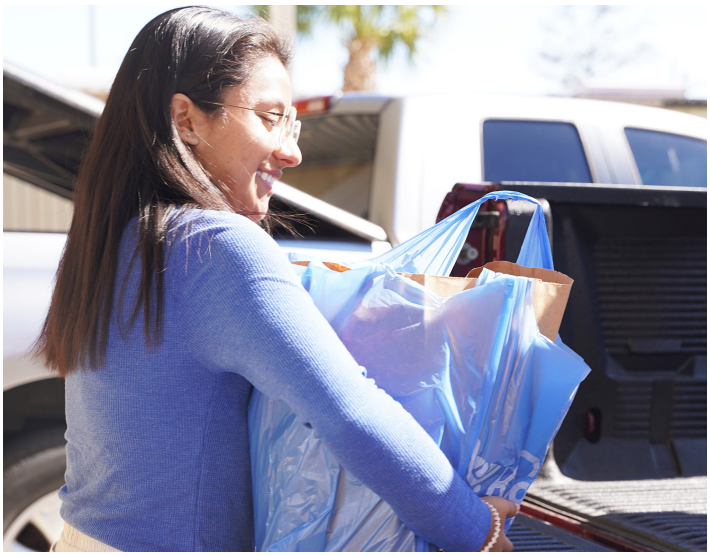
- Plan a special event where the cost of admission is a can of food or a donation to your Virtual Food Drive *(more on page 6)*.

- Arrange to take interested members of your organization on a tour and/or volunteer to sort food at the food bank.

- Use the food drive flyer *(page 8)*. A simple flyer can be an important element in your food drive campaign. For example, flyers can be used as tray liners in your cafeteria or break room, distributed at meetings, through inter-office mail or in classes, as an insert in a newsletter, church bulletin, or other publication.

- Share information about your drive with your friends, family and co-workers on social media.

- Take photos of the food you collected to encourage individuals to participate in your drive!



Success tip

Financial donations add up to more meals. A $10 donation = 40 meals! All monetary donations are tax-deductible. If a donor makes a cash donation, you'll need to capture their contact info and the specific amount donated so Second Harvest can send them a receipt.

Most needed food items

Critical need items

FRUITS	VEGETABLES	GRAINS
Canned fruit (in its own juice, no sugar added varieties) Dried fruit 100% fruit juice	Canned vegetables (reduced salt/no salt varieties) 100% vegetable juice	Rice, pasta, crackers (whole grain varieties) Ready-to-eat cereal Oatmeal
PROTEIN	**DAIRY/DAIRY ALTERNATIVES**	**MEALS**
Canned meat/poultry Canned tuna/ salmon Canned/dry beans & peas Peanut butter	Nonfat dry milk Evaporated milk Soy milk (shelf stable)	Canned soup (reduced sodium varieties) Chili Beef stew Other canned meals

OTHER NEEDED ITEMS

- **Nutritional drinks:** Ensure, Boost
- **Baby food:** Must be in complete, undamaged original packaging. No individual serving, glass or plastic containers unless in an unopened case.
- **Non-food Items:** Diapers and toiletries (soap, shampoo, shaving cream, etc.) must be unopened, and stored separate from food donations.

Five to thrive

Please remember the special needs of infants and toddlers; they need FIVE to THRIVE:

Infants

- Powdered infant milk or soy-based formulas (WIC-approved preferred)
- Baby cereal
- Baby fruits (single ingredient preferred)
- Baby vegetables (single ingredient preferred)
- Baby meats (no meat sticks)

Toddlers

- Shelf-stable white whole milk for 1-year-olds; Shelf-stable 1% (low fat) or skim milk for 2-year-olds and up or shelf-stable soy milk
- Canned fruits, preferably packed in juice with no added sugar
- Canned vegetables, preferably low sodium
- Canned beans, such as black, red, pink, pinto beans, black-eyed peas, pigeon peas,
- Shelf-stable foods designed for toddlers, such as Stage 3.

Level up your food drive

Start a virtual food drive to increase your impact!

How to get started

You can start a Virtual Food Drive as an individual or organization. You also have the option to start a new team or join an existing team. Start a team only if you want multiple people to fundraise and compete within your organization or group.

What kind of user are you?

Register as a Returning User or a New User. If you have ever made an online donation or received an e-mail newsletter from Second Harvest, you are likely already in the system. Please select returning user so your contact information is kept in one location. You can retrieve your username or password if needed.

Start with a donation

Do you want to start your fundraiser with a donation? If you do, don't forget to add your gift during this step. Also, don't forget to set a goal!

Set up your account

Fill out your registration page. Verify your information, then hit the "Complete Registration" button.

Tips for success

- **Set a goal.** Set a goal that is attainable. Goals are a fun way to get people pumped up about your drive. You will have the option to change your goal at any time.
- **Set a date.** Giving people a deadline creates urgency and encourages them to support your drive in a timely matter.
- **Update your Personal Page!** Personalize your Virtual Food Drive with your company/organization/personal photo or logo. Leave a personal message on your page that tells people why you are raising money.

Visit VirtualFoodDrive.org to get started.

Delivering the goods

Your food drive is likely to generate a variety of needed support for our neighbors facing hunger. In addition to food donations, cash or check donations are always welcome. You can turn in any monetary donations when you drop off your food donations.

Food drive pickup and delivery

Second Harvest is occasionally able to pick up donated food. It is most helpful to drop off the donations at one of Second Harvest's locations, listed below.

If you need a food donation pick-up:

Please contact Ian Dixon, Volunteer Manager, (see right hand corner below) at the beginning of your food drive to set a pick up date. **Please note that fall is the busiest season and pick ups are limited.**

Please arrange for your boxes of donated food to be on the first floor of your building. If you have a large amount of food, please have someone from your organization assist the driver in loading the donation.

If you are able to deliver your food:

Donations can be delivered to Second Harvest Food Bank of Central Florida at **411 Mercy Dr. Orlando, FL 32805.** Please contact Ian Dixon, Volunteer Manager, prior to delivery for available dates and times.

Come to the lobby to be directed to the best drop off location. A staff member will unload and weigh the donation. Also, please be prepared to fill out a short form including the donor's name, complete address and phone number so that your donation can be credited and acknowledged appropriately.

Please call before coming to drop off to make certain someone is on duty to receive your donation. Donations can be dropped off at **411 Mercy Drive, Orlando, FL 32805** Monday to Saturday from 8 a.m. to 4:00 p.m.

Please do not leave food donations outside the door.

Saying thanks

If you have a budget to work with, you might consider purchasing thank-you stickers with a simple message like "I helped fight hunger in our community today!" These can be given to food contributors to acknowledge their participation and serve as an ongoing reminder of the food drive campaign. You might also consider hanging a thank you poster at each collection station, inviting donors to sign their names when they drop off food. The important thing is to find a way to thank your donors!

Donation drop off at branch locations

Call to schedule a drop off time.

Brevard Branch
321-733-1600
3125 Skyway Cir.
Melbourne, FL
32934

Marion Branch
352-732-5500
4045 NE 36th Ave.,
Ocala, FL 34478

Volusia Branch
386-257-4499
320 North Street,
Daytona Beach, FL
32114

Questions?

Please contact Ian Dixon, Volunteer Manager, at 407-514-1098 or via email at idixon@feedhopenow.org.

Thank you for helping neighbors facing hunger!

Critical need items

- Meals in a can
- Nonfat dry milk
- Oatmeal
- Canned meats and poultry
- Evaporated milk
- Drinks
- Canned tuna
- Nutritional drinks
- Dry beans
- Canned veggies
- Canned soup
- Pasta/macaroni
- Canned fruit
- Rice
- Baby food

Monetary contributions

Each dollar donated can provide 4 meals to kids, families and seniors facing hunger in Central Florida.

Second Harvest Food Bank of Central Florida
411 Mercy Drive, Orlando, FL 32805 | 407-295-1066 | FeedHopeNow.org

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THE HUNGER PICTURE

IN CENTRAL FLORIDA

Second Harvest FOOD BANK OF CENTRAL FLORIDA

FEEDHOPENOW.ORG

501,240 people
face hunger in our community.

1 in 8
people experiences hunger.

1 in 6 kids
faces hunger every day.

MISSION

Our mission is to create hope and nourish lives through a powerful hunger relief network, while multiplying the generosity of a caring community.

DID YOU KNOW?

300,000
meals are provided to kids, families and seniors daily across Central Florida.

155,530
children in our community experience food insecurity.

HOW THE FOOD FLOWS

Farms, Corporate Food Donations & Government Food

Second Harvest Food Bank

Partner Feeding Programs

Kids, Families & Seniors

HOW YOU HELP

FIGHT HUNGER IN CENTRAL FLORIDA

Second Harvest Food Bank of Central Florida collects, stores, and distributes donated food to **more than 750 feeding partners in seven Central Florida counties:** Brevard, Lake, Marion, Orange, Osceola, Seminole and Volusia.

Last year, enough food for **76 million meals** was distributed, which feeds **69,371 people** a day in our community.

EFFICIENCY RATIO

- Program Services
- Fundraising
- Management & General

YOUR R.O.I.
$10 provides 40 meals!

YOUR IMPACT REPORT

JULY 1, 2022 – JUNE 30, 2023

VOLUNTEER IMPACT
39,138 volunteers donated
119,765 hours

SUMMER MEALS
102,323 meals served
to kids at 78 locations

NUTRITION EDUCATION
400 nutrition workshops included
more than 50 cooking demos

SCHOOL PARTNERSHIPS
385,420 meals for students and their families provided at 55 schools

KIDS CAFES
212,518 meals served
to kids at 28 locations

MOBILE FOOD DROPS
15,351,780 meals provided
for neighbors at 615 drops

BRING HOPE HOME
61,268 deliveries provided
1,016,244 meals for families & seniors

CULINARY TRAINING PROGRAM
31 students graduated

Partner Food Bank of Feeding America · Orange County Government Florida — Funded in full or in part by Orange · United Way

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