How to organize a Food & Fund Drive

It’s serious fun.
THANK YOU FOR GETTING INVOLVED!

Congratulations and thank you for joining Second Harvest Food Bank in the fight against hunger! With a little work and a lot of fun, we’re sure your Food & Fund Drive will make a big difference in the lives of children, families and seniors in our 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,

[Signature]

President/CEO
Second Harvest Food Bank of Central Florida

Table of Contents:

Getting Started ............................................................................................................. Page 3
   Checklist for Success .................................................................................................. Page 3
   Ideas ......................................................................................................................... Page 4
   Most Needed Food Items ....................................................................................... Page 5
   Food Drive Pickup and Delivery Information ....................................................... Page 6
   Contact Information ................................................................................................ Page 7
   Second Harvest Food Bank Hunger Stats ............................................................. Page 8

Additional Documents:
Food & Fund Drive Poster
Getting Started

As the food drive coordinator for your organization, 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 and other marketing materials available for your use. This manual will guarantee that you have a successful drive!

We are here to support you in any way possible. If you have any additional questions, please contact Mindy Ortiz, Volunteer Services Manager, at 407-514-1043 or via email at mortiz@feedhopenow.org

Checklist for Success

A successful food drive can be easy and simple to organize with a little thoughtful planning. We’ve come up with a checklist for you to make sure that all your bases are covered:

✓ Appoint an individual to handle the logistics of the drive. Consider appointing others who are interested in helping out as your food drive champions!
✓ Set a goal. If this is your first drive, set a goal you think is attainable. If you have done a food drive for us in the past, try to beat last year’s goal. Goals are a fun way to get people pumped up about your drive.
✓ Set a date. Giving people a deadline creates urgency and will encourage them to support your drive in a timely matter.
✓ Pick a location. Whether it’s in your office, school or store, make sure to find a location where people can easily drop off food donations.
✓ If you plan to have a kick-off event, don’t forget to request a speaker.
✓ Come up with a promotion plan. We have lots of tips for you on how to market your drive later on in this manual. Some ideas include: picking a theme, holding a raffle, host an office jeans day, and more!
✓ Begin thinking about how you will get your food donations over to Second Harvest. We are able to schedule pick-ups, but are limited on the number of drivers we can use for this. It helps us more if you are able to drop off your donations to us.
✓ Document your drive by taking photos. Share your photos on social media or with your friends to encourage them to get involved!
✓ Once your drive is over, don’t forget to share the success of your drive with us!

PUBLICITY AND PROMOTION

No idea is too big when it comes to promoting your drive and acquiring donations. Having a marketing plan for your drive will generate awareness, interest and enthusiasm, which is essential to your success!
Theme
Choose a theme that connects to the interests of your organization and responds to 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 video store used the theme, “Fast Forward to End Hunger.” 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.” Don’t be afraid to get creative with your drive!

KEY MESSAGES
It is important to communicate these key messages in your publicity efforts:

- The real need in the community. Use our local hunger statistics which will allow people to relate to the food drive’s purpose.
- Let people know what types of food are needed.
- Explain that all donations are distributed free of charge to the needy in our Central Florida community.

IDEAS
1. Divide employees by department, floor, or building. Encourage the groups to compete with each other to see who can donate the most food. Arrange a lunchtime pizza party “on the company” for the highest contributors.
2. 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.
3. Plan a special event where the cost of admission is a can of food or raise money to buy food by having a company bake sale or garage sale.
4. Hold an auction! Everyone loves an auction, especially if the prizes are fun. Auction extra days off, the chance to throw a cream-pie at the boss’s face, etc.
5. Visually display the food that has been donated to encourage others to give.
6. Have a raffle and offer special donated services from company leaders in exchange for a food donation (i.e. have your car washed by the manager, or lunch with the president).
7. Sell “casual day” passes in exchange for donations.
8. Promote “Macaroni Monday,” “Tuna Tuesday” or other creative ways to encourage donations.
9. Arrange to take interested members of your organization on a tour and/or volunteer to sort food at the Food Bank warehouse.
10. Use our food drive flyers (last page of this manual)! An inexpensive, simple flier that can be used, as a small poster is very important to your food drive campaign. For example, fliers 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.
11. Share information about your drive with your friends, family, and co-workers on Facebook and Twitter. Take photos of the food you collected as a way to encourage individuals to participate in your drive!
12. Organize a walk-a-thon! The more miles walked, the more donations go in your box.

SUCCESS TIPS
Here are some good ideas to increase donations and add efficiency to your drive.

Tax Deductible – Make it known to potential donors that all financial donations are tax deductible. However, if a donor makes a cash donation, you’ll need to capture their contact info and specific amount donated so we can send them a receipt.
MOST NEEDED FOOD ITEMS

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 years olds and up;
Shelf-stable soy milk.
Canned fruits, preferably packed in juice with no added sugar
Canned vegetables, preferably low sodium or no salt added
Canned beans such as black, red, pink, pinto beans, black-eyed peas, pigeon peas, garbanzos
Shelf stable foods designed for toddlers such as Stage 3, Graduates, etc.

Other Critical Need Items

<table>
<thead>
<tr>
<th>Fruits</th>
<th>Vegetables</th>
<th>Grains</th>
<th>Protein Foods</th>
<th>Dairy/Dairy Alternatives</th>
<th>Meals</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canned fruit (in its own juice, no sugar added varieties)</td>
<td>Canned vegetables (reduced salt/no salt varieties)</td>
<td>Rice, pasta, crackers (whole-grain varieties)</td>
<td>Canned meat/poultry</td>
<td>Nonfat dry milk</td>
<td>Beef stew</td>
<td>Nutritional drinks (Ex: Ensure, Boost)</td>
</tr>
<tr>
<td>Dried fruit</td>
<td>100% vegetable juice</td>
<td>Ready-to-eat cereal (low sugar/high-fiber)</td>
<td>Canned tuna/salmon (packed in water)</td>
<td>Evaporated milk</td>
<td>Canned soup (reduced sodium varieties)</td>
<td>*Baby food</td>
</tr>
<tr>
<td>100% fruit juice</td>
<td>Spaghetti sauce</td>
<td>Oatmeal</td>
<td>Canned/dry beans &amp; peas (low/no salt varieties)</td>
<td>Soymilk (shelf-stable)</td>
<td>Chili</td>
<td>*Non-food items</td>
</tr>
</tbody>
</table>

| | | | Peanut Butter | | | Other canned meals |
*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.

DELEVERING THE GOODS

Your Food Drive is likely to generate a variety of needed support for our neighbors in need.

- Cash and Check Donations
- Food Donations

Cash or check donations are always welcome! You can turn in your monetary donations when you drop off your food drive food.

FOOD DRIVE PICKUP AND DELIVERY

Please keep in mind that the holiday season is our busiest season. We would greatly appreciate it if you could drop off your food drive food. We understand this is not always possible. If you need us to pick up your food

- Please contact our volunteer services manager at the beginning of your food drive to set up a pick up date if your food drive is in the fall as it is our busiest season. We recommend several weeks in advance notice as the schedule books up quickly.
- 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 there to assist our 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 located at 411 Mercy Dr. Orlando, FL 32805. Please contact Mindy prior to delivery for available dates & times.

Make sure to pull up to one of the open bay doors. Our warehouse staff will unload and weigh the donation. Also, please be prepared to fill out a short form including donor’s name, complete address, phone number, and contact name, so that we may properly credit the donation.

FINAL STEPS: SAYING THANKS

If you have a budget to work with, you might consider purchasing thank-you stickers with a simple message like “I helped end 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 name when they drop off food. The important thing is to find a way to say thanks to the food donors!
CONTACT INFORMATION
If you have any questions that aren’t answered by this manual, feel free to contact us. We will be happy to provide you with any assistance you may need.

Food Drive Questions:
Mindy Ortiz – Food Drive Manager
407-514-1043
mortiz@feedhopenow.org

Note: Donations can be dropped off at 411 Mercy Drive, Orlando, FL 32805 typically Monday through Saturday between the hours of 8 a.m. - 4:00 p.m.

We strongly advise you to call us before coming to drop off to make absolutely certain someone is on duty to receive your donation. Please do not leave food donations outside the door — there is a strong chance they will be stolen before we can receive them. We’re also open on some Saturdays and late Wednesday evenings. Please contact Mindy Ortiz to make arrangements for these days.
Is Hunger really a problem in Central Florida?

- People in Central Florida sought food assistance 3.7 million times last year.
- On average, people receive assistance with food 71,600 times in a typical week.

Who is hungry in Central Florida?

- 27% of clients served are children.
- 11% of the households served have at least one member age 65 or older.
- 60% of households served include someone that worked for pay in the past 12 months.

How does Second Harvest Food Bank of Central Florida serve the hungry?

- Through a variety of programs including:
  - Collection & Distribution of Food
  - Food Stamp application assistance
  - Childhood Hunger - Hi-Five Kids Pack, Kid’s Café
  - Second Helpings – Prepared and Perishable Food
  - Fresh Produce
  - Culinary Training Program
  - Disaster Relief

What area does Second Harvest Food Bank of Central Florida serve?

- We directly serve the Central Florida area including Brevard, Lake, Orange, Osceola, Seminole and Volusia counties.

How efficient is Second Harvest Food Bank of Central Florida?

- For every $1 donated, up to $9 worth of grocery product is provided to those in need.
- 96.8% of every dollar goes straight to feeding people.

View more local hunger stats: http://feedhopenow.org/HIA

About Second Harvest Food Bank of Central Florida

SHFBCF is a member of Feeding America – the largest charitable domestic hunger-relief organization in the United States. SHFBCF secures and distributes food and grocery products to approximately 550 local nonprofit feeding programs throughout Central Florida. Last year, with the help of numerous donors, volunteers and a caring, committed community, the food bank distributed nearly 64 million pounds of grocery products – the equivalent of more than 53 million meals – to partner programs such as food pantries, soup kitchens, women’s shelters, senior centers, day care centers and Kids Cafes. On average, more than 55,000 people per week are assisted with food collected by SHFBCF. To learn more about SHFBCF, visit http://www.FeedHopeNow.org
Thank you for helping those in need!

Critical Need Items

<table>
<thead>
<tr>
<th>Meals in a Can</th>
<th>Canned Veggies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonfat Dry Milk</td>
<td>Canned Soup</td>
</tr>
<tr>
<td>Oatmeal</td>
<td>Pasta/Macaroni</td>
</tr>
<tr>
<td>Canned Meats/Poultry</td>
<td>Canned Fruit</td>
</tr>
<tr>
<td>Evaporated Milk</td>
<td>Rice</td>
</tr>
<tr>
<td>Drinks</td>
<td>Beef</td>
</tr>
<tr>
<td>Canned Tuna</td>
<td>Stew</td>
</tr>
<tr>
<td>Nutritional Drinks</td>
<td>Baby Food</td>
</tr>
<tr>
<td>Dry Beans</td>
<td></td>
</tr>
</tbody>
</table>

______________________________ is having a Food & Fund Drive!

When: ___________________________  Contact: ___________________________

For more information call:
Mindy Ortiz  | mortiz@feedhopenow.org  | 407-514-1043

411 Mercy Drive, Orlando, FL 32805 Phone: 407-295-1066 www.FeedHopeNow.org