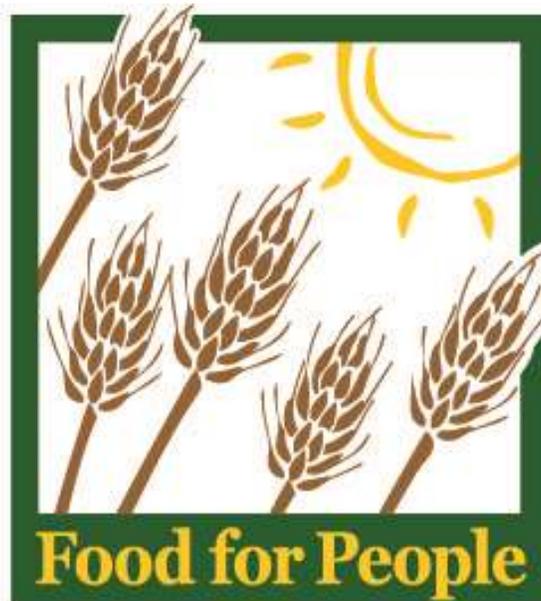




# FOOD DRIVE TOOL KIT



The Food Bank for Humboldt County  
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## GETTING STARTED

Thank you for being part of the solution to help end hunger locally by coordinating a food drive! Food donations from the community help us feed an increasing number of people in need throughout Humboldt County. We typically collect more than 150,000 lbs of food through community food drives annually. An astounding number of organizations, schools and businesses participate each year, in addition to thousands of generous community members. This tool kit describes the necessary steps to help you coordinate a food drive in your community, and offers helpful ideas and tips to make your food drive a success!



Here are some things to consider when you begin planning your food drive:

- Is there a group that can help you plan and organize the food drive?
- How many potential participants/contributors will you have, and how much can you expect to collect from each donor?
- What is your goal? How much food are you trying to collect?
- Will you be collecting food only, or funds too?
- Where will the food drive be held? Will it occur at one location, or several?
- How long do you plan to host the food drive?
- Do you want to borrow food collection barrels, or would you like to use smaller boxes of your own?

Once you have considered the answers to these questions, you can begin designing what your food drive will look like. Remember, no donation is too small, so don't be afraid to try and get creative!

If you need additional assistance or would like to discuss ideas, please contact our Local Food Resources Coordinator at [FoodDrives@foodforpeople.org](mailto:FoodDrives@foodforpeople.org) or 707-445-3166 x312

## FOOD DRIVE CHECK-LIST: A STEP-BY-STEP GUIDE

### Plan your food drive

- ✓ Once you've reviewed the "Getting Started" section, decide what type of drive you want to coordinate, such as a special event, competition, or neighborhood campaign. Then, set a goal. (See pages 5 & 6 for ideas.)
- ✓ Agree on the length of the drive. Will it be for one day? One week? We recommend two to three weeks.
- ✓ Choose the location of the drive. Will you be collecting food in one central location, or multiple locations?
- ✓ Decide on a collection method. Do you want to borrow a food collection barrel from Food for People, or use your own smaller boxes?
- ✓ Contact our Local Food Resources Coordinator at 707-445-3166 x312 or [FoodDrives@foodforpeople.org](mailto:FoodDrives@foodforpeople.org) to let us know about your upcoming food drive and your contact information. Arrange dates to pick up a barrel(s), if you need to borrow any, request additional supporting materials, or have your drive highlighted on our website or Facebook page.

### Gather materials for the drive

Use materials provided by Food for People, plus your own creativity to help your team collect food and funds. Be sure to check the food drive page of our website for downloadable resources. Resources available for your use include:

- ✓ **Food collection barrels:** Barrels measure approximately 3 feet tall by 2 feet wide (with some variation), and hold between 150 pounds to 250+ pounds of food. Barrels include Food for People's logo and contact information.
  - *Tip: barrels hold more food if you remove the food from the grocery bags before putting the food into the barrel.*
- ✓ **Coin Banks:** Make it easy for people to give financial donations (coins, cash or check), which some people prefer. Borrow one of ours or make your own!
- ✓ **Donation Bags:** Distribute bags to participants to take home and return full of food. Include our "Shopping Guide" in the bags or place them in mailboxes as a reminder of the items needed.
- ✓ **Donation Envelopes:** Our envelopes can be included with paychecks or as handouts. If envelopes are not deposited into the coin bank, please write "food drive," the name of your group and your name on the envelope so we can be sure to properly acknowledge your donation.
- ✓ **Shopping Guide of Most Needed Foods:** Our 8 ½" by 11" sheet has four shopping guides that can be copied, cut and handed out. Each guide lists the foods that are most needed and are a handy size to take along to the grocery store!

- ✓ **Food for People “Fast Facts” Sheet:** This sheet provides basic information about Food for People and hunger in our community. Use it to post, or as a hand-out.
- ✓ **Model Release:** We encourage you to take photos of your food drive efforts for our website, social media, and inclusion in press releases and newsletters! Please submit a photo release for any person present in submitted photographs.

### **Next, advertise and promote your food drive**

- ✓ Brainstorm promotional ideas to help meet your goals.
- ✓ Create colorful posters and flyers, and place them in highly visible places.
- ✓ Send out flyers, letters, newsletters, emails, phone messages or memos promoting the drive to neighbors, friends, parents, community partners, local businesses, etc.
- ✓ Place collection containers in visible places – near office doorways, lobbies, elevators, the cafeteria, and other common spaces.
- ✓ Publicize your drive on social media! Post photos and updates about the drive to generate enthusiasm and keep momentum going. Or send us updates and photos and we’ll post them to show our appreciation and promote your efforts!
- ✓ Educate your team about the issue of hunger (see our “Hunger Facts” sheet). Contact us if you would like a Hunger 101 presentation to inspire your group. Hunger 101 is a short activity that takes participants through a day in the life of a local family struggling to attain the food it needs to make sure no one in the family goes to bed hungry.
- ✓ Plan special theme days, such as “Macaroni Monday,” “Tuna Tuesday,” and more. Sponsor competitions between teams, classes or departments, or plan a special event to encourage giving.

### **During the food drive**

- ✓ Update participants on the amount of food you’ve collected by using a sign in a high traffic area, making announcements in meetings and newsletters, or by email.
- ✓ Send out creative messages to keep people motivated, and excited about reaching your goals.
- ✓ Take photos of your group and document your food drive efforts to post on social media, and/or send to Food for People to be included on our website, Facebook page, or newsletter.
- ✓ Plan to bring your group to Food for People for a volunteer day, and see where your food goes! This kit includes information about volunteering.
- ✓ Contact us to let us know what you’re up to and how we can help. Do you need additional resources? Would you like us to help promote your efforts?

### **Finally, when the drive is over**

- ✓ Pack, load and transport the food you collected to Food for People. Deliver your food between 9:00am and 4:00pm on weekdays.

- ✓ Share your food drive results with everyone who participated. Send thank-you letters or certificates of appreciation, write a letter to the editor, throw a party, or make awards to celebrate your efforts!
- ✓ Food for People will send you a letter listing the total amount of food and funds donated through your drive.
- ✓ Write down your good ideas for your next drive!

## **ADD ENERGY TO YOUR FOOD DRIVE**

While the standard approach is always great, there are a few ways you can add energy and fun to your food drive if you wish. Here are some ideas that we've thought up, but don't hesitate to put your own creative spin on it!

### **Foster healthy competition:**

- Challenge a rival company or school, or encourage friendly competition between departments, offices, classrooms, groups or floors, to see who will collect the most donations. Make sure the winners get a special prize for their winning donation! Friendly competition adds energy to a drive and helps people remember to donate.
- Offer rewards to top donors. Examples include gift certificates, pizza parties, and dress-down days. Let employees wear jeans to work each day they donate a canned good: "Can Suits," or "Jeans for Beans."
- Offer other incentives to donate such as sticker and pins, or raffles for prizes. Or, work with organizations in your community to create food drive incentive programs. For example, if a person donates 20 pounds food, they receive a free movie coupon, free coffee, or a discounted purchase at a local business.
- Assign specific foods from the "Shopping Guide" of most needed foods to each team. Or give a prize to the group that donates a well-balance variety of foods.
- Encourage teams to choose a mascot, motto, team name or cheers.

### **Give your creative spirit an outlet:**

- Make colorful posters or other displays noting the specifics of your food drive. Include the "Shopping Guide" of most needed foods, and facts about hunger and how it affects our community. Display posters or reminders in places that people will be sure to see, including restrooms, hallways, lunchrooms, classrooms or hang on doorknobs.
- Create a giant thermometer or can to measure progress toward your goal.
- Identify your drive with a catchy name. For example, "Gifts from the Heart," "Feed the Need," "Eureka Can," etc.
- Decorate food collection bags for participants to take home, fill with food, and return.
- Design a paycheck stuffer with information about the drive.
- Distribute a hunger fact for each day of the drive via email or PA system. Quiz people at random and hand out small prizes to people who remember the facts.

- Designate theme days. Fill a playpen with infant formula on Monday. Plant a “garden” in the lobby with canned vegetables on Tuesday, etc. Other theme ideas include:
  - “Is Dinner Ready” Complete Meal theme: Collect combinations of food that can be used to prepare a meal. Examples include Spaghetti noodles and sauce; refried beans, taco shells and salsa. Use your imagination!
  - MEAT the Need theme: Canned meat drive (tuna, chicken, ham, etc.)
  - BEAN COUNTER theme: Canned or dried beans drive.
  - See where your food goes: Make arrangements for your group to hold a food drive, and then volunteer at Food for People to sort your donated food.

### **Make it an event!**

- Schedule a fun kick off event for your drive with opening day festivities. Be wacky, informational or inspirational.
- Partner your food drive with another special event in the community, and advertise the collection of food donations.
- Offer free or reduced-cost admission to events (movies, games, concerts, etc.) or discounts on products for participants who bring four or more nonperishable food items.
- The Big Dare! Who wouldn’t want to see their boss or principal hit with a pie in the face? How about seeing your favorite coach get their head shaved?
- Bake sales, pie-throwing contests and car washes are tried and true food and fundraisers.

### **Why both food and funds matter**

Food drives provide some of the healthiest and highest-quality food we receive. Food donations also provide a direct connection between donors and people who are hungry. Cash donations keep our freezers running and our trucks on the road. They also support innovative programs that address the root causes of hunger through advocacy and public education.

## **ADDITIONAL FOOD DRIVE IDEAS**

There are lots of other great ways to collect food and funds. Here are some fun ideas that other groups have used over the years. Do you have an idea that isn’t included here? Send us ideas that work well for you so we can share them with others! Contact our Local Food Resources Coordinator at [FoodDrives@foodforpeople.org](mailto:FoodDrives@foodforpeople.org) or 445-3166 x312.

- Neighborhood food collection: Distribute flyers to your neighborhood telling people what day and time you will be coming around to pick up donations. Ask your neighbors to leave donations by their doorstep or mailbox for your group to collect at the designated date and time. Make it easier for people to donate by

providing food collection bags, including a “Shopping Guide” of most needed foods.

- Invite family and friends to make donations to Food for People as a birthday, anniversary, or holiday gift.
- Organize pledge drives. Ask family and friends to pledge food or funds if you walk or bike a specific distance, or reach another goal.
- Collect cash donations and buy food in bulk to be donated to Food for People
- Generate pyramid power! Have teams build a pyramid of food.
- Ask teams to bring food representing the “My Plate” nutrition model.
- Brown Bag Lunch: Ask staff to donate a lunch bag full of nonperishable foods.
- Host a movie night and ask the audience to bring a donation of food.
- Encourage donations of funds. A dollar goes a long way to bring food to people in need. It is also easier to store, deliver and count. Every dollar donated is equivalent to 5 pounds of food!

**Let your imagination run wild, and remember to have fun!**

## **MOST NEEDED FOODS**

These items are among some of the essentials needed for a well-balanced diet:

- Soups & stews
- Nut butters
- Canned fish/meats
- Canned fruits & vegetables
- EXTRA: Can openers for those without!

*Please no homemade foods or glass*

## **VOLUNTEER OPPORTUNITIES: BRING YOUR GROUP!**

### **END YOUR DRIVE IN STYLE AND VOLUNTEER AT FOOD FOR PEOPLE**

Volunteers are the heart of Food for People! It takes a community of volunteers to make our programs successful, so consider finishing your food drive by bringing your group to Food for People to work a shift in our warehouse or pantry. This volunteer opportunity will give you an up-close look at Food for People’s operations and a better understanding of the flow of food to our friends and neighbors in need.

Groups can make an appointment to volunteer together or individually by contacting our Volunteer & Direct Services Manager at [volunteer@foodforpeople.org](mailto:volunteer@foodforpeople.org) or by calling (707) 445-3166, extension 310.

Group volunteer projects include sorting nonperishable food donations, packing food bags for seniors, sorting and crating produce, assisting at a food distribution, and more! More volunteer opportunities are available on our website at <http://www.foodforpeople.org/volunteering>.

**Thank you and have fun!**



## **ABOUT FOOD FOR PEOPLE**

When we first opened our doors in 1979, Food for People was no more than a small food closet intent upon filling the void for emergency food assistance in Humboldt County. Food distribution grew steadily from those humble beginnings, and over the following years, we expanded and began conducting our operations out of a small local residence, utilizing rented warehouse space just a few blocks away.

During that time Food for People also began providing food for several pantries located throughout the County in addition to our direct food distribution in Eureka. Access to refrigeration and freezer space was extremely limited, and by 1996, we were bursting at the seams and ill-prepared to accommodate the steadily increasing requests for emergency food assistance.

In 1998, thanks to support received through a Community Development Block Grant, a grant from The California Endowment, our Harvest Home capital campaign and the generosity of local citizens, churches, businesses and civic organizations, we were able to purchase and retrofit the 9,000 square foot warehouse at 307 West 14th Street in Eureka that now houses our food bank. This space includes a large walk-in cooler and two walk-in freezers.

Food for People is designated as the official food bank for Humboldt County.

### **Our Vision**

We envision a community where everyone has access to good quality, nutritious food, understands the consequences of hunger and poor nutrition and is committed to creating a stronger, healthier Humboldt County.

### **Our Mission Statement**

Food for People is working to eliminate hunger and improve the health and well-being of our community through access to healthy and nutritious foods, community education, and advocacy.

### **Our Guiding Principles**

- We believe in engaging the community and involving those we serve in finding solutions to eliminate hunger and food insecurity.
- We believe the root causes of hunger must be addressed to realize our long-term goal of eliminating hunger.
- We believe collaboration and partnerships – internally and externally - are essential to fulfilling our mission.
- We recognize the dignity of all people and believe food is an essential right.
- We believe hunger can be eliminated.

### **Our Values**

- **Integrity:** We will demonstrate the highest ethical standards in all interactions.
- **Stewardship:** We will be accountable to all through the efficient and environmentally responsible use of resources.
- **Teamwork:** We will foster cooperation and a sense of empowerment amongst our diverse staff, volunteers, and community partners.
- **Respect:** We will treat all of our relationships with respect.
- **Innovation:** We will continually seek to provide excellent service through the development of new and improved methods to reduce hunger.
- **Empathy, Passion, Empowerment:** We encourage and support the best in ourselves and those we serve and provide opportunities for everyone to participate in fulfilling our mission.