

Food & Fund Drive Kit

Hunger is curable.



THE FOOD BANK OF MANATEE



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Food and Fund Drive: Where to Start!

Thank you for coordinating a food and fund drive to fight hunger in Manatee County. Here are the steps to a successful drive.

Food drives are a fun and easy way to support your community. They provide a variety of food staples that we don't always get in large-scale donations. The following steps and ideas will help guide you in hosting a Food Drive.

Set a Goal.

How many potential contributors do you have? How much can you reasonably expect to collect from each donor? Will you collect food, cash -- or both? For every \$1 donated, The Food Bank of Manatee can collect and distribute approximately 6 pounds of food through its food distribution program. The Food Bank of Manatee is happy to deliver and pick up food-collection barrels for your food drive, but please help us to be good stewards of our resources and set a goal of **at least 200 pounds** (around 200 standard-size cans). This amount of food will cover the transportation costs associated with barrel pick-up and drop-off trips.

Important Note: The Food Bank of Manatee needs and encourages food drives of ALL SIZES. For food drives generating fewer than 200 pounds, if possible, we request that you use your own boxes to collect the food and make arrangements to deliver your donations to The Food Bank of Manatee. This will help save us the transportation costs.

For large food drives, The Food Bank of Manatee can provide large 55 gallon or smaller 30 gallon food collection barrels, which are nicely wrapped to display the Food Bank logo and contact information. They each **hold 100-125 pounds** of food. We prefer that you pick up your barrel from The Food Bank if possible, and request that you call ahead to tell us when you plan to come. If you need a barrel delivered, a Barrel Request Form is included in this kit and is on the Food Bank of Manatee website at www.foodbankofmanatee.org. To schedule pick-up of a full barrel, call us at 941-747-FOOD.

Please note that during the holiday season, our pickup schedule fills quickly and we may not be able to get to your location immediately.

Food and Fund Drive Checklist

First, the Basics ...

- ✚ Decide if there is a small group that can help you organize the drive.
- ✚ Decide if you will raise food, money or both.
- ✚ Decide what type of drive you want to stage such as a party or a competition. Then, set a goal.
- ✚ Agree on the drive length. Will it be for one day? One week? We recommend two to three weeks.
- ✚ Choose the drive's location. Will it occur at one place or at several locations?
- ✚ Decide on a size of barrels (30 or 55 gallon)
- ✚ Call The Food Bank of Manatee to make arrangements for delivery or pick-up of the collection barrel(s). Or submit the Food and Fund Drive Barrel Request Form from the Food Bank of Manatee web site at www.foodbankofmanatee.org

Next, get everything ready ...

- ✚ Informational brochures on The Food Bank of Manatee are available at www.foodbankofmanatee.org. We welcome you to download and print a few copies to help promote your food drive.
- ✚ Send out memos, phone messages, newsletters and e-mails to promote the drive. Plan special theme days such as Meat Monday, Tuna Tuesday, etc. Sponsor competitions between teams, classes or departments or plan a special event to encourage giving.
- ✚ Consider arranging a Hunger Awareness Day at the start of or during your drive. Request a speaker from the Food Bank of Manatee for a "Lunch & Learn" or similar. Encourage participants to sign-up for Food Bank email news and events.
- ✚ Get management involved. Encourage executives to show their support by sending email or letters. Have your company match employee donations. For example, your company might give \$1 for every pound of food raised.
- ✚ Place the collection barrels or boxes in convenient and visible areas. Arrange to store them during the drive.

Then, during the drive ...

- ✚ Update participants on the amount of food and funds collected through a sign in a high traffic area, announcements in meetings and newsletters, or e-mail.
- ✚ Send out creative messages to keep people excited about reaching the goals.
- ✚ Plan to bring a group to The Food Bank of Manatee to volunteer in food repackaging projects, building emergency baskets, or just to take a tour. If you are delivering the food to Food Bank, coordinate volunteers to pack food properly at the end of the drive. Load and transport it to the Food Bank of Manatee.

Finally, when the drive is over ...

- ✚ Contact us at 941-747-FOOD to make arrangements for pick-up, or deliver your food directly to the Food Bank between 8 am and 4:30 pm, Monday through Friday. Attach the Food and Fund Drive Report Form along with your contact information, or send the form in advance. You will also be asked to fill out a donation receipt for our records.
- ✚ Collect all cash contributions and make all checks payable to the Food Bank of Manatee.
- ✚ Share drive results with all participants. Send thank-you letters. Throw a party. Make awards to celebrate everyone's efforts!
- ✚ The Food Bank of Manatee will send you a letter listing the total amount of food and money raised during your event.
- ✚ Write down your good ideas for your next drive!

Promoting Your Food and Fund Drive

Promote Competition ...

- ✚ Challenge internal groups to excel through friendly competition, like department against department, classroom against classroom, team against team.
- ✚ Offer rewards to top donors (for example: pizza parties, gift certificates donated by local businesses, a front-row parking space for a month). Let employees wear jeans to work each day they donate a canned good: Can Suits, Beans for Jeans.
- ✚ Assign specific foods from the Food Bank of Manatee “Most-Wanted Foods” list to each team. Or give a prize to the group that donates a well-balanced collection of foods.
- ✚ Suggest that teams choose a mascot, motto, team name or cheer. The sillier, the better!
- ✚ Encourage cash donations. For every \$1 donated, the Food Bank of Manatee can collect and distribute over 6 pounds of food. It is also easier to store, deliver and count. Teams that donate cash get ahead quickly.

Give your creative spirit an outlet ...

- ✚ Make colorful posters noting the specifics of your food drive, and list the Manatee’s Most Wanted Food Items, or share hunger facts. Display posters or reminders in restrooms, hallways, lunchrooms and classrooms.
- ✚ Create a giant thermometer so you can measure progress toward your goal. Place the thermometer in the front lobby or employee break room.
- ✚ Give bags for participants to take home, fill with food and return.
- ✚ Design a paycheck stuffer with information about the drive.
- ✚ Via your workplace’s e-mail system or public address system, distribute a hunger fact for each day of the drive. Quiz people at random and hand out little prizes to people who remember the facts.

Make it an event ...

- ✚ Kick off your drive with opening day festivities. Be wacky, informational or inspirational.
- ✚ How about a silent auction? Nothing drives up cash donations like the enticement of a massage, airline tickets, or home made items.

**Let your imagination run wild!
Fight Hunger and have FUN doing it!**

Food Bank Most Wanted

The Food Bank of Manatee urgently needs these items:

Baby Cereal, Food & Formula
Diapers
Pasta
Healthy Cereals
Tuna & Other Canned Meat & Fish
Peanut Butter
Rice
Canned Soups & Stews
Macaroni & Cheese
Dry & Canned Beans
Canned Vegetables & Fruits
100% Fruit Juice (Cans, Bottles, Boxes)
Flour & Sugar
Nutritious Children Snacks
\$1 = 6 Meals!

To ensure safety, The Food Bank CANNOT accept:

Rusty or unlabeled cans
Perishable Items
Homemade Items
Non-commercial canned or packaged items
Alcoholic beverages or mixes
Opened or used Items

Please Note: If you donate glass products, please box or bag them separately and label the box or bag "glass" on all sides.

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 are essential as well, to help maintain the coolers, freezers, and trucks that allow us to collect and store food. Each dollar donated can go far in food purchases at The Food Bank of Manatee, since it gets highly discounted prices through various partnerships and hunger prevention programs. Monetary support also helps important programs that address the root causes of hunger through advocacy and public awareness.

Checks can be made payable to The Food Bank of Manatee.

Fast Facts

Hunger Facts ...

- According to a recent USDA study, **14.2% of Florida households are food insecure** -- meaning they lack consistent access to a nutritious, well-balanced diet.
- Hunger doesn't just happen to the homeless or unemployed. **The "working poor" makes up 36%** of households served by the Feeding America network (including The Food Bank of Manatee). This means at least one adult in the house is working, but they are still unable to make ends meet.
- Of the households receiving food assistance, **34% have had to choose** between buying food and paying for medicine or medical care
- There are **3.4 million** older Americans living below the poverty line, and **over 6,000** are right here in Manatee County.
- The USDA reports that in 2009, **over 17 million children** were living in food insecure households.
- Hunger decreases productivity in adults and hinders a child's ability to learn, thus making them poor students and more likely to live in poverty as an adult.
- **Hunger is curable.**

How The Food Bank of Manatee serves critical hunger needs:

- The Food Bank of Manatee's food distribution has tripled since 2007, from 1 million pounds of food to nearly 3 million pounds in 2010! That means that just last year, 2.3 million meals were given to people who might have otherwise gone hungry.
- More than **10,000 individuals** received emergency food baskets from The Food Bank of Manatee in 2010, and **2,000 were babies and toddlers.**
- The Food Bank of Manatee works with approximately 80 local social service agencies, food pantries, and soup kitchens serving needy children or adults.
- Families in crisis situations can receive **Emergency Food Baskets** to help them while they get back on their feet.
- **Baby Baskets** are provided to families who are temporarily unable to care for a new baby.
- The **Turkey Donation** campaign ensures that families in need can have a holiday meal.
- More than 300 individual volunteers and service groups help to sort and pack food donations.

Contact Us

- Ellen J. Campbell, CEO/President or Cindy Sloan, Operations Director
- Our mailing address is 811 23rd Avenue East, Bradenton, Florida 34208
- www.foodbankofmanatee.org For more information, call **941-747-FOOD**.

Food & Fund Drive Barrel Request Form

Thank you for your interest in coordinating a Food & Fund Drive.
Please complete this form and fax **(941) 747-9871**. We will contact you to discuss the details and confirm delivery and pickup schedule.

Contact Person:	
Company/Organization Name:	
Address:	
City/State/Zip:	
Email Address:	Phone:
Special Instructions for Driver:	
Number of Potential Donors:	
Supplies Requested:	
Number of Barrels Needed:	55 Gallon <input type="checkbox"/> 30 Gallon <input type="checkbox"/>
Dates of Drive:	
Requested Delivery Date:	
Requested Pickup Date:	

If you have questions, please contact The Food Bank of Manatee at (941) 747-FOOD.

Good Luck with your drive and have a great time -- and thank you for helping the Food Bank of Manatee fight hunger in our community.

The Food Bank of Manatee

Most Needed Items

Baby Cereal, Food & Formula
Diapers
Pasta
Healthy Cereals
Tuna & Other Canned Meat & Fish
Peanut Butter
Rice
Canned Soups & Stews
Macaroni & Cheese
Dry & Canned Beans
Canned Vegetables & Fruits
100% Fruit Juice (Cans, Bottles,
Boxes)
Flour & Sugar
Nutritious Children Snacks
\$1.00 (= 6 Meals!)

Name of Food Drive

Days of Food Drive

FOOD DRIVE

