

Food and Fund Drive Kit

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Why a Food Drive?

Food Drives Strengthen Our Communities. Food drives foster a sense of teamwork by creating an opportunity to work together toward a common, worthy goal. Second Harvest Food Bank of Orange County encourages partnerships with local organizations, schools, businesses, associations, service groups and churches to collect canned and dry food products throughout the year. These food drives provide an opportunity to inform, encourage and involve all participants in understanding and addressing hunger issues in the community.

It is currently estimated that 615,000 Orange County residents are at risk of going to bed hungry some time during the month. The majority of people at risk of going hungry each month are children and single-parents, seniors on fixed incomes, the working poor, and other men and women confronted by financial difficulty or who are physically unable to earn a living. Children make up 38% of that number, many of whom see their only meal at a free or reduced lunch program. Another 10% represent our seniors on fixed incomes, having to make the decision whether to pay for the prescriptions they desperately need, pay the rent, or buy groceries.

At Second Harvest, through our 450 member charities, we provide meals to nearly 220,000 individuals each and every month! Because donations have been so low this year, we need to pursue each and every opportunity to reach out into the community for help. Hosting a food drive at your place of business is a great way to get involved and show community spirit.

If, after reading through the accompanying materials, you have any questions please contact our Food Resource department:

Ph: (949) 653-2900

Fax: (949) 653-0700

Ask for: Food Resource Coordinator

E-mail: FoodDrive@FeedOC.org

How to Run a Food Drive

1. Select the dates of your drive.

We suggest holding it for 2 weeks or longer, so that people have time to bring their items in. No matter what length of time you choose, plan on getting items in after your publicized deadline.

2. Make some noise!

Publicity is the key to a successful drive. Spread the word to as many people as possible and don't be shy about reminding them. Don't just rely on the printed materials to publicize your drive. Send out an email or a voice mail. People like to be informed about ways they can help. When they find out how easy it is and what an impact it will make, they will jump at the chance to participate!

3. Distribute printed publicity materials.

Print the contact name, address, phone number and drop off point on the posters and fliers and photocopy as many as you need. Recruit friends, family or colleagues to help you distribute the materials to the group who will be participating in the drive. Deliver them to people and keep them displayed in public areas such as the front desk, break room, kitchen, announcement board, classroom, and lounge or neighborhood community center. Make this step a fun activity for your group and the drive will be a great experience for everyone.

4. Set up the drop-off point.

Make sure the drop-off point is easily accessible. Announce its presence by putting up "Drop-Off Point" posters on the door, window or wall nearby. Secure another poster to the box or bin that you are using to collect food. Place the box or the bin where people can see it, but is relatively protected from weather.

5. Collect, Collect, Collect!

The hard part is over and now it is time for you to sit back and watch your group come together to support the needs of the hungry in your community. When the food drive is over, deliver the food to Second Harvest Food Bank of Orange County. If you are unable to deliver them please call 949-653-2900 and we will schedule a pickup for you.

Your food drive can help us most by collecting the food in boxes and containers you supply and then delivering the food to the Food Bank. If the quantity of food is less than 300 pounds, please arrange for it to be dropped off at our warehouse: 8014 Marine Way, Irvine, CA 92618.

If the quantity of food collected is over 300 pounds and you are unable to deliver it to our warehouse, please call 949-653-2900 to schedule a pickup, pending driver availability. If possible plan ahead and schedule your pickup at least two weeks in advance.

Food Drive Tips and Suggestions

OBTAIN SUPPORT & INPUT

- Obtain the endorsement of your organization's top management.
- Invite co-workers or group members to a planning meeting.
- If you expect to collect 300 lbs or more, request collection barrels and posters from the Food Bank to place in high-traffic areas.

CREATIVE IDEAS TO BUILD AWARENESS

- Choose a catchy name or theme for your food drive.
- Distribute posters, flyers or send an e-mail outlining the need and ways of participating. Include the list of most needed items
- Businesses can use payroll stuffers to ask employees to make cash donations. Every dollar donated to the Food Bank provides 3 meals.
- Submit an announcement of the food drive to your local newspaper or your organization's newsletter.
- Small group tours of the food bank can be arranged to learn more about the hunger problem and how we help.

CREATIVE IDEAS TO CREATE ENTHUSIASM

- Set a goal for how much food and how many dollars you want to collect, track the progress, and announce final results.
- Create a display board to show hunger statistics, track progress, etc.
- Create challenges between departments, classes, etc. For instance, a winning department could get a free pizza party.
- Offer incentives such as gift certificates, casual dress days or a special parking spot for the top contributor.
- Schedule a fun kick-off event to create interest in the food drive. For example, hold an office party in which admission is a food or cash donation to the drive.
- Hold a raffle in which a food or cash donation to the drive buys a raffle ticket. Give away some creative incentive.

OTHER FOOD DRIVE IDEAS

- Have food assigned to a specific day: macaroni Monday, Tuna Tuesday. Let co-workers know a day or two ahead of time.
- Pick one food item and collect, collect, collect- Example: Peanut Butter, soups and canned Fruit.
- Take pictures of people putting food in bins. Post them in your department with a reminder to bring food.
- Do lunch time/lunch room games. Build a canned castle, a cereal maze, etc. from food collected by employees.
- A tisket, a tasket. Everyone brings a food item to work and drops it off at the door of a co-worker with a note, "this is my food drive donation in honor of you". The worker puts the donation in the bin and posts the note on the bulletin board. See how filled up the board gets.



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- Guess what's in the food box contest-a box of groceries in placed in a convenient location. Folks are able to guess what's in the box. Whoever guesses the most items wins. Give a goofy trinket for a prize like a kazoo or party store item.
- Have an ethnic day. Italian day. Asian day. Everyone brings food common to that culture.

Food Drive FAQ

How do I get my Food Drive started?

Please give us a call at 949-653-2900 or email at Fooddrive@feedoc.org

How long should the food drive last?

We suggest holding it for 2 weeks or longer, so that people have time to bring in all items. Plan on receiving items a few days past your publicized deadline.

Do you deliver and pick up containers?

Your food drive can help us most by collecting the food in boxes and containers you supply and then delivering the food to the Food Bank. If the quantity of food is less than 300 pounds, please arrange for it to be dropped off at our warehouse: 8014 Marine Way, Irvine, CA 92618.

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What types of food will help the Food Bank the most?

Please see our [Most Needed Items list](#). Non-perishable canned goods or dry food and personal care items are most helpful to the agencies we serve. *Please no glass containers; no perishable items like fruit and produce; and no expired items or refrigerated or frozen foods.*

When is the Food Bank open?

- Monday through Saturday 8:00 Am to 4:00 Pm

What happens after the food drive ends?

We weigh the food and record the total pounds collected. All food collected will then be inspected and sorted before distribution to one of our member agencies.

How does the food collected get to the people in need?

We have 450 Local Member Charities. Through these charities we are able to reach thousands of families and seniors each month.

Can I find out how much our food drive donated?

We will send out a thank you letter every month with total pounds collected from the month prior. It also has our tax Id on it for tax purposes. If you need to know the poundage sooner you can call a few days after the barrels have been picked and ask for our Food Resource Department and they should be able to help you.

Do you have anyone who can come out and speak to our organization?

Please contact at least two weeks prior so that we can schedule a representative of the food bank to come out and speak.

Do you have posters?

Yes we do have posters, but they do need to be requested and picked up.

Virtual Food Drive

In cooperation with Aidmatrix, the Second Harvest Food Bank of Orange County can now offer corporations and organizations wishing to sponsor food and fund raising campaigns another tool to increase their efficiency and exposure: A "Virtual Food Drive".

WHAT IS A VIRTUAL FOOD DRIVE?

The Virtual Food Drive by Aidmatrix is an internet-based tool that allows employees of corporate food drives or members of organizations conducting food drives to participate regardless of location or access to food drop off locations simply by logging onto the internet and making a monetary donation to their specific food drive. Each Virtual food drive is customized for the sponsoring company or organization by the Second Harvest Food Bank of Orange County.

WHO IS AIDMATRIX?

Aidmatrix is a nonprofit online network with a mission of helping to streamline humanitarian aid. It was launched by the i2 Foundation with a donation of software. Aidmatrix developed the Virtual Aid Drive as an internet-based tool that makes it easy to conduct campaigns for the collection of monetary donations against a posted needs list from a non-profit.

WHAT ARE THE ADVANTAGES OF A VIRTUAL DRIVE?

- **Convenient:**
Busy professionals who don't have the time to shop for items or may not have access a nearby drop-off box can participate on-line through the Virtual Food Drive. Food Drives that span multiple locations or cities would be accessible to all employees including off-site and home-office workers.
- **Easy and fun:**
User friendly and interactive the Virtual Food Drive allows users to drag colorful icons to the shopping basket and then check out in a simple and secure web interface.
- **Efficient:**
The food bank's leveraged buying power by procuring product in bulk or at wholesale prices can maximize the benefit of each dollar donated.
- **Administration:**
Corporations and organizations are given access to full reporting capabilities so that they can track the success of their campaign and use those results to spur on further activity. Donors receive an emailed tax deductible receipt automatically, with no paper to save and no follow up to do.

HOW DO I GET STARTED?

Ask for: Food Drive Coordinator
Telephone: (949) 653-2900, Fax: (949) 653-0700
E-mail fooddrive@feedoc.org
To View a Virtual Food Drive Example... [Click Here](#)

Food Drive Most Needed Items

Non-perishable canned goods or dry food:

- Canned meats, fish, soup, fruits, vegetables
- Pasta, hot & cold cereal
- Macaroni & Cheese
- Rice
- Beans
- Peanut butter

Personal care items:

- Diapers
- Toothpaste and toothbrushes
- Toilet tissue
- Soap

** Please no glass containers or expired items.*

Thank You



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