

Food Drive Toolkit

You CAN make a difference.



**INTERFAITH
FOOD BANK**
SOCIETY OF LETHBRIDGE

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Dear Food Drive Organizer,

THANK YOU! You are helping families in our community in a real and lasting way! Providing food for people in need directly impacts their quality of life and ability to care for themselves. It is our belief and our hope that by providing for basic needs, we allow vulnerable community members to focus their time and energy on making necessary changes in their lives. These changes might include finding new employment, or new options for affordable living. Some of our clientele might change their eating habits as they learn to cook healthy, affordable meals for their families, or may make improvements at home that encourage a safe environment for their little ones.

As you're aware, our mission is to recognize the human dignity of those in need and to provide food and access to services and resources generated within our community. It is thanks to this very type of community support that allows us to do the work we do.

Thank you also for acknowledging the value of our services to the community. It is comforting to know that community members are behind us in helping to provide such necessary services to those in need.

We are ever grateful that you've joined us in our fight against hunger.

Interfaith Food Bank Staff

Why Help?

Unfortunately, many Lethbridge residents lack food security and rely on help from community organizations and services to keep adequate food on their tables. This may be due to any number of situations, including (but not limited to): under- or unemployment, living on a fixed income (due to age or disability), dealing with mental health issues, and single-parenthood. The struggle to simply access sufficient food often leads to or further inhibits the ability to deal with other challenges, creating a vicious circle.

It is our hope that by providing for this most basic of needs, vulnerable community members will be enabled to spend their time and energy on addressing the situations that led them to the one they find themselves in and move beyond them. Among other things, this may involve obtaining new or different employment, acquiring education, or more affordable housing.

Monthly, Interfaith Food Bank serves approximately 600 households, or 1600-1800 individuals – almost half of whom are children. Nationally, about 900 000 Canadians access food banks each month.

Interfaith Food Bank Society of Lethbridge is committed to recognizing the human dignity of those in need and providing food and access to services and resources generated from within our community. But we cannot do it alone, we need your help.

Hosting a Food Drive

**So, you want to host a food drive to help those in need in our community?
You're in luck: You'll find all you need to know right here!**

1. Call or Email Us, We Can Help!

Before you hold your event, please contact Interfaith Food Bank to let us know your plan. We can tell you about specific needs, provide tally sheets and information about our organization – and we can help you promote the event! Use the included Food Drive Plan to help us help you better.

2. Pick a Place.

Location is important! Think about your target group, where they gather. Maybe it is your workplace, a school, your place of worship. Decide whether you want to invite other groups/businesses to participate with you; they may have an easily accessible, high-traffic space available.

3. Set a Date.

Decide whether your food drive should take place on a single day or over a span of a week or a few weeks. One day events should have a specific and extraordinary draw to encourage donors to be involved (for example a benefit concert). Often extending the food drive timeframe will allow more donors to participate, thus increasing the donation total. Coinciding food drives with holidays or pre-existing festivals/activities will help you maximize exposure and provide partnership opportunities.

4. Spread the Word!

Utilize free options like social media, emails, community/school/church newsletters, and online community calendars to advertise your food drive. If you have cash to spend, make use of newspaper and television promotion. Of course, one of the best ways to get people excited is to just talk to them about it – tell your friends, relatives, colleagues – anyone who will listen! This is also one of the areas that we can help you by alerting local news media and promoting your food drive at our facility and on our website.

5. Collect the Donations.

Have some sort of donation bin to collect items in; if you like, we can supply those if you arrange with us ahead of time. Be sure that the bin/box is clearly labelled so people know *what* you are collecting and *who* you are collecting for (again, we can help with this). If you are expecting large amounts of donations, contact us to coordinate drop off/pick up. If your food drive spans over a long period of time you might organize intermittent drop offs.

(This page inspired by DC Diaper Bank *Diaper Drive Toolkit*.)

Food Drive Ideas

Collaborate

You'll find more like-minded people who want to contribute to our community than you think – and support for organization and execution of your food drive will make things much easier – and probably more enjoyable for you. By sharing the hosting and organizing responsibilities you can maximize networks for spreading the word, and minimize the amount of work required by each person.

Location, Location, Location

Food drives can fit into pretty much anything. Here are a few ideas to get you started:

- Your workplace
- Your place of worship
- Your school
- Concerts
- Sports games/tournaments
- Community spaces
- Gala dinners
- Door-to-door campaigns
- Local grocery stores

Other Fun Ideas

- Designated food day (i.e. Macaroni Monday)
- Challenge a Boss/Teacher to perform an outrageous activity if your goal is met.
- Wacky Food Contests
- Dress-down Day – charge people a donation to dress casually for a day.
- Collect personal hygiene items (toothbrush/paste, soap, deodorant, etc.)

Compete

Who doesn't love a challenge? Turn your food drive into a competition, offering small (or large) prizes for the winning department or group. (i.e. 2012's Salon Challenge or Canstruction®)

Make it a Party!

If you are already planning an event – just piggy-back your food drive onto that. OR, make your food drive the reason for the party; after all, isn't everyone always looking for a good excuse? Ask your friends to bring donations for the food bank instead of birthday or hostess gifts. If your "party" is really more of a community event, invite attendees to bring a food bank donation as their "admission fee".

Encourage Endurance

Make sure you advertise your results to all the participants and others in the community. Use statements like: "this time we collected..." or "this year we raised..." so people remember that there is ongoing need. Also, be sure to appropriately recognize all those who were involved and helped to make the food drive a success. Then start planning the next one!

(This page inspired by DC Diaper Bank *Diaper Drive Toolkit*.)

You CAN Make a Difference

1. Donate

Interfaith Food Bank Society of Lethbridge relies heavily upon donations of food, funds, and gifts in kind from within our community. We are only able to give what we receive.

FOOD DONATIONS

We are constantly recruiting donations of non-perishable food items.

- Drop off food donations at Interfaith Food Bank
- Contribute at your local grocery store
- Donate at special events
- Organize your own food drive

FINANCIAL CONTRIBUTIONS

Financial contributions are used to purchase food, to cover operating costs, make capital purchases and to fund activities such as our First Day at School Program or Christmas Campaign.

- One Time Gifts or Monthly Giving
- Planned Giving: Wills & Bequests, Life Insurance, Retirement Funds, Securities
- Project Specific Gifts or Program Support
- Honor & Memorial Donations

IN-KIND DONATIONS

Choose to donate products, services or discounts that will help us to achieve our goals:

- Donate or offer discounts on products/services
- New or gently used items for The Second Door Thrift Store

2. Volunteer

Volunteers are the lifeblood of the food bank, without their commitment to serve, our organization would be unable to deliver the quantity or quality of services that we provided clientele this year. Volunteers can choose to donate their time to Interfaith in several ways:

REGULAR VOLUNTEERS

Volunteers may choose to commit to morning or afternoon shifts (or both) for one to five days per week. Our regular volunteers contribute to the daily operations of our food distribution program a number of areas: Client Intake, the Warehouse, The Second Door Thrift Store, and Administration.

CASUAL VOLUNTEERS

This option is more flexible, as volunteers can decide to commit time dependent upon their own schedules, often on an on-call basis. These include: Maintenance, Special Events, and Group Opportunities.



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Food Drive Plan

Food Drive Host(s): _____

Phone: _____ Email: _____

Event Name: _____

Timeframe:

- One Day
 One Month
 One Week
 Other _____

Date of Food Drive: _____ Time: _____

Location: _____

Event description:

Items/Help requested from Interfaith Food Bank:

- Collection Bins. Number required: _____
 Interfaith Food Bank Signage
 Money Can
 Informational Literature about Interfaith Food Bank
 Collection Tally Sheet
 Mailbox Flyers
 Donation Pick-Up
 Website/News Media Promotion
 Most Wanted Items List
 Other _____

For more information contact us:

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