



# Food Drive Kit

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If you have questions or need more information about Food Drives, please call Joan Tomasini at the Food Bank of Contra Costa and Solano, (800) 870-FOOD extension 208 or email her at [jtomasini@foodbankccs.org](mailto:jtomasini@foodbankccs.org).

# Why Have a Food Drive

## Food Bank History

The Food Bank was founded in 1975 by people that saw the need for a central clearinghouse for food donations. Back then, the Food Bank had two employees, one truck, and a trailer for storing food. The driver would pick up day old bread from Safeway and return it to the trailer, where people from area churches would pick it up and distribute it from their food pantries at church.

Since then, we have grown as the problem of hunger in our counties has grown. We presently serve over 130,000 people every month, and distributed about 12 million pounds last year! The work could not get done without the help of the hundreds of volunteers that donate their time to coordinate food drives, sort and pack the food, and help distribute it to their hungry neighbors.

To learn more about the Food Bank and the work we do or to find out how you can help, please visit us on the web at [www.foodbankccs.org](http://www.foodbankccs.org) or give us a call at 925-676-7543.

## Where does the Food go?

- 130,000 People served/month
- 175 Member agencies
- 12,000,000 Lbs. food distributed/year
- 1,000,000 Lbs. collected food drives/year

## Top Ten Most Wanted Food Items

1. Canned Meat, Fish & Soups
2. Canned Ready to Eat Meals
3. Canned Vegetables & Tomato Products
4. Peanut Butter (plastic container)
5. Iron Rich Cereal (45% or more of daily value)
6. 100% Fruit Juice (48 oz. or less plastic bottles)
7. Canned Fruit (in juice)
8. Dry Beans (any type)
9. Enriched Rice or Pasta
10. Powdered Milk

# Having a Successful Food Drive

While the way you decide to conduct your food drive is completely up to you, most coordinators follow these basic steps:

## **Selecting dates**

First, decide on dates for your food drive. Food drives can run as little as two hours, one week, one month or all year round. You decide. The average drive is usually about 2 to 3 weeks.

## **Setting a goal**

Setting a goal is a good way to motivate your donors and it provides a sense of accomplishment at the end of your drive. We can give you suggestions based on participant size and time of year. Promote your drive to the prospective participants (employees, customers, members, etc.)

## **Choosing your locations**

If you have multiple locations, you may want to recruit someone to help you manage donations at each site. Select high-traffic areas where the barrels will be noticeable and convenient for donors to access. Be sure to consider safety and security issues when choosing your locations. You will want to keep the barrels out of the rain and in a secure area on the weekends and evenings.

## **How many barrels?**

Determine how many barrels to order, one barrel holds an average of 125 pounds of food. A good way to estimate this is by dividing your goal by 125. This will tell you how many barrels will be needed to hold the amount of pounds you are trying to collect.

## **Scheduling Delivery and Pickup**

Once you have planned your drive, sign up with the Food Drive Coordinator by calling (800) 870-FOOD extension 208 or emailing [jtomasini@foodbankccs.org](mailto:jtomasini@foodbankccs.org) and arrange for delivery of barrels, posters, flyers, bags and donation envelopes you may need to conduct your drive. At the end of your drive, the Food Bank will pick up and weigh your donations. (If your barrel(s) become  $\frac{3}{4}$  full during your drive, call 925-676-7543 and we will pick it up and leave an empty barrel.)

# Food Drive Supplies

**Please be sure to indicate quantities requested when ordering.**

**Barrels:** Each food collection barrel comes wrapped in a large full color label. Capacity will vary, but they generally hold about 125 pounds of food. The most needed food items include powdered milk, peanut butter, canned meats and stews, cereal, fruit juices, tuna, pasta, rice and beans.

**Printed Grocery Bags:** Paper grocery bags are printed with the Food Bank of Contra Costa and Solano's information. You may want to use the bags as a reminder to bring the food in. This is optional.

**Donation Envelopes:** Envelopes may be distributed to participants who may be interested in making a financial donation. For every \$1 donated, the Food Bank can provide 3 nutritious meals for our neighbors in need.

**Donation Cans:** Food Bank themed donation cans are available on loan. These are wonderful for counter tops in stores, banks, and restaurants. If you don't have space for a food drive barrel, consider a can for cash donations to the Food Bank of Contra Costa & Solano.

# Food Drive Tips

## **Create a food drive planning committee**

- Select a coordinator and plan your strategy to lead the drive, and appoint team captains to take charge of promotion, kick-off events and competitions.

## **Set a goal**

- Aim high! Many organizations set a goal of 15 pounds of food per employee, a certain number of full barrels, or a certain donation level.

## **Get management support**

- Have your company match or double employee contributions with dollars.
- Involve senior management.

## **Get the word out**

- Display posters in high traffic areas.
- Publicize the drive in your publications/bulletins.
- Leave e-mail messages and make announcements at meetings.
- Have a Food Bank representative make a presentation.
- Distribute food collection bags, flyers and donation envelopes.

## **What you can do if you don't get too much foot traffic**

- Advertise your food drive, and encourage people to bring a can of food in to receive a discount on your product or service or receive a special gift.
- Host an open house, kick off party or reception and invite the public.
- Send a notice to your regular customers about what you are doing for the less fortunate in our community.

## **Make it fun**

- Build momentum with daily updates on your progress.
- Challenge other departments or competing corporations.
- Hold a kickoff. Make the admission price a bag of food.

## **Sponsor a "Thank You" event**

- Give prizes to the department that raises the most food.
- Add fun categories: the most enthusiastic collectors, the most beans or rice.
- Prizes could include special parking places, a certificate for time off, or other inexpensive items.

## **Top Ten Ways to Make Your Food Drive Successful and Fun!**

1. Decorate a Giving Tree with suggested food and cash donations.
2. Have Department Heads challenge each other to match a large donation.
3. Raffle or auction off exciting prizes such as prime parking spots, vacation days, or your manager's favorite tie, scarf, or hat.

4. Make a big thermometer showing progress toward your goal.
5. Create special item days such as "Macaroni Monday" and "Tuna Tuesday" or "PJ Day" and have everyone dress in pajamas and donate peanut butter and jelly.
6. Bring a group of volunteers to the food bank to sort donated food. (Be sure to call first and make arrangements.)
7. Allow winning departments to have their own "casual day" or give "dress down" tickets to people making large donations.
8. Fill a car or van with food and ask staff to purchase guesses on the number of items inside. Give the winner a prize, and donate the food and money collected.
9. Let the news media know what you are doing!
10. Have management serve breakfast to the winning department—dress management up in frilly aprons!



# FOOD DRIVE REGISTRATION FORM

Please Check All That Apply

- YES! We would like to participate in a **Traditional Food Drive**.
- YES! We would like to participate in the **Buy A Bag Program**. (Contact Kathy Gleason)
- Our company/organization would like to match every pound raised by our employees with \$1.
- We would like to organize a volunteer group to sort food.
- We would like a presentation on hunger and poverty in our county.
- INSTEAD of collecting food, we would like to donate \$\_\_\_\_\_.

**Company/Organization/School:** \_\_\_\_\_

Number of Employees/Students: \_\_\_\_\_ (this information is important for our competition and awards!)

Contact Person and Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ FAX : \_\_\_\_\_ E-Mail: \_\_\_\_\_

Barrel Delivery and Pickup Address: \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Major Cross Streets: \_\_\_\_\_

Barrels will be dropped & picked up in main lobby unless specified here: \_\_\_\_\_

Number of Barrels Needed: \_\_\_\_\_

Delivery Dates: \_\_\_\_\_ Hours: \_\_\_\_\_

**Please allow a three day work week window of time for delivery.**

Pickup Dates: \_\_\_\_\_ Hours: \_\_\_\_\_

**Please allow a three day work week window of time for pickup.**

**If your barrels get  $\frac{3}{4}$  full before the scheduled pickup date, call us for a replacement!**

## Useful Promotional Materials

- \_\_\_\_\_ Posters (11" x 17")
- \_\_\_\_\_ Flyer (master)  
*10 Most Wanted Food Items*
- \_\_\_\_\_ Food Drive Guide
- \_\_\_\_\_ New Paper Bags

## Please FAX or Mail this form to:

### Joan Tomasini, Food Drive Coordinator

Food Bank of Contra Costa and Solano  
PO Box 6324 - Concord, CA 94524

Phone: 925-676-7543 x208      FAX: 925-671-7933  
e-mail: [jtomasini@foodbankccs.org](mailto:jtomasini@foodbankccs.org)

### Kathy Gleason, Buy A Bag Program Coordinator

Phone: 925-676-7543 x218, email [kgleason@foodbankccs.org](mailto:kgleason@foodbankccs.org)

Check out our web site at: [www.foodbankccs.org](http://www.foodbankccs.org)