

FOOD BANK OF EAST ALABAMA

# Food & Fund Drive Kit

ENCLOSED YOU WILL FIND:

Why have a Food Drive.....pg. 2  
Where to start.....pg. 3  
Food Drive checklist.....pg. 4  
Food Drive tips.....pg. 5  
Fun ideas for raising food and funds.....pg. 6  
Most wanted foods list.....pg. 7  
Participation Form.....pg. 8

Contact: Renée Maurer  
375 Industry Drive  
Auburn, Alabama 36832  
334-821-9006  
[rmaurer@foodbankofeastalabama.com](mailto:rmaurer@foodbankofeastalabama.com)

Web site: [www.foodbankofeastalabama.com](http://www.foodbankofeastalabama.com)

## Why Have a Food Drive?

**Food Bank History:** The Food Bank of East Alabama was founded in 1993 by people that saw the need for a central clearinghouse for food donations. Since then we have grown as the problem of hunger in our community has grown. We presently serve over 18,000 people every month and we distributed nearly 5 million pounds of food last year. This outreach would not be possible without the help of hundreds of volunteers that donate their time to coordinate food drives, sort and pack the food, and help distribute food to their hungry neighbors.

**Where does the food go?** The Food Bank serves a wide range of people in need through more than 190 community-based, non-profit member agencies. Recipients include the elderly, disabled, the working poor, battered and displaced women, unemployed workers, and families in crisis. Records kept by distributing agencies show that those served through their programs are some of the most vulnerable and needy in America.

- We provide food to more than 190 member agencies
- 4.5 million pounds of food distributed by our Food Bank last year
- Food donated during food drives is some of the most nutritious food that the Food Bank receives
- More than 300,000 pounds of food were collected during food drives last year
- Programs of the Food Bank include: Emergency Food Assistance Program, the Brown Bag Program for Seniors, the Mobile Food Pantry, the Community Market, the Produce Program, and the Backpack Program

To find out more about the Food Bank of East Alabama, visit [www.foodbankofeastalabama.com](http://www.foodbankofeastalabama.com) or call 334-821-9006

## **Food and Fund Drives: Where to Start**

Thank you for coordinating a food or fund drive to fight hunger in our community. While the way you decide to conduct your food drive is completely up to you, most coordinators follow these basic steps.

- 1. Selecting dates:** First decide on dates for your food drive. Food drives can run as little as two hours, or as long as one week, one month or all year round. You decide. The average food drive is usually about one week.
- 2. 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. Promote your drive to the prospective participants (employees, customers, members, etc.) Important Note: the Food Bank needs and encourages food drives of ALL SIZES.
- 3. 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 collection containers 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 collection containers out of the weather and in a secure area on weekends and evenings.
- 4. Decide between BOXES and BARRELS:**  
**When to use your own boxes:** Small to medium size boxes (like copy paper boxes) work well for food drives. They aren't too heavy when full and you can decorate with wrapping paper or a flyer. We encourage you to use boxes for any drive generating fewer than 300 pounds of food.  
  
**When to use Food Bank barrels:** The Food Bank can provide large (3 feet high and 2 feet wide) barrels. Barrels hold 125-150 pounds of food. Please make arrangements in advance if you plan to use barrels. The Food Bank can pick them up at the end of the event. Please note that we have a limited supply of barrels and during the holiday season, our barrels are available on a first-come first-serve basis and our pick-up schedule fills up quickly.

# Food 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 competition. Then, set a goal.
- Agree on the drive length. Will it be for one day? One week? Longer?
- Choose the location of the drive. Will it occur at one place or at several locations?
- Decide on a collection method—boxes or barrels.
- Call Donna Demous at the Food Bank to arrange for delivery and pick-up dates.

## Next, get everything ready

- Send out memos, phone messages, newsletters and emails to promote the drive. Consider 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 the drive or request a speaker from the Food Bank.
- Acquire and decorate boxes or barrels for food collection.
- Place the barrels or boxes in convenient and visible areas.

## Then, during the drive

- Update participants on the amount of food and funds you've collected through a sign in a high traffic area, announcements in meetings and newsletters, or by email.
- Send out creative messages to keep people interested in reaching the goals.
- If you are delivering the food to the Food Bank, coordinate volunteers to load and transport the food to the Food Bank.

## Finally, when the drive is over

- Deliver the food to the Food Bank warehouse between 7 a.m. and 4 p.m. Or make arrangements with the Food Bank for pick up. When you deliver the food, you will be asked to fill out a donation receipt with the name and address of the organization.
- Share drive results with all participants. Send thank-you letters. Throw a party. Make awards to celebrate efforts.
- The Food Bank will send you a letter listing the total amount of food and money raised during your event.
- Write down good ideas for your next food drive!

## **Food Drives Tips**

### **How to Add Energy to Your Food and Fund Drives**

#### **Foster competition**

- Pit department against department, classroom against classroom, team against team. Friendly competition adds energy to a drive and helps people remember to donate.
- Offer rewards to top donors (for example, pizza party or front-row parking for a month). Let employees wear jeans to work each day they donate a canned good-- "Beans for Jeans."
- Assign specific foods from the "Most Wanted Foods" list. Or give a prize to the group that donates a well-balanced collection of food.
- Encourage teams to choose a mascot, motto, or team name. The sillier the better!
- Encourage cash donations. A dollar goes a long way to bring food to people in need. It's easier to store, deliver and count.

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

- Make colorful posters noting the specifics of your food drive. Include the Food Bank's "Most Wanted Foods" list and facts about hunger.
- Create a giant thermometer or can to measure progress toward your goal.
- Identify your drive with a name such as "Gifts from the Heart" or "Feed the Need."
- Decorate bags for participants to take home, fill with food and return.
- Design a paycheck stuffer with information about the drive.
- Designate theme days. Fill a playpen with infant formula on Monday. Plant a "garden" in the lobby with canned vegetables on Tuesday, etc.
- Via your workplace email 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, restaurant gift certificate, or homemade items.
- Bake sales, pie-throwing contests and car washes are tried and true food- and fund-raisers.

## Fun ideas for raising food and funds

- Organize pledge drives. Ask family and friends to pledge money if you walk or bicycle a specific distance.
- Recycle your treasures at a sale. “One person’s junk is another’s treasure.”
- Sponsor a bake sale.
- Organize cake walks.
- Hold taco and chili feeds.
- Hold pizza parties.
- Sell popcorn.
- Initiate a used book sale.
- Invite family and friends to make donations to the Food Bank as a birthday, anniversary or holiday gift.
- Organize a silent auction—get fun items (have teams make theme baskets) or certificates.
- Auction your managers at a “walk an hour in my shoes” auction.
- Challenge individuals or teams to fill a box with food.
- Collect food and funds at sports events.
- Place donation jars and food bins near break rooms, copiers, and fax machines.
- Bag it. Sponsor a brown bag lunch. Ask staff to donate the cost of a lunch. Or skip lunch on certain days and donate the cost of lunch.
- Generate pyramid power. Have teams build a pyramid of food. Or ask teams to bring foods representing the food pyramid.
- Have groups donate a meal (e.g. pasta, spaghetti sauce, canned vegetables).
- Show short videos such as cartoons at lunch and suggest that admission is a few cans of food.
- Decorate a Giving Tree with suggested food and cash donations.
- Raffle off your manager’s favorite tie, scarf or ball cap.
- 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.
- Have management serve breakfast to the winning department—dress management in frilly serving aprons.

Share ideas that work well for you with Renée Maurer at  
[rmaurer@foodbankofeastalabama.com](mailto:rmaurer@foodbankofeastalabama.com)

## Most Wanted Foods

### The Food Bank of East Alabama needs:

- Canned meats (tuna, chicken, salmon, etc.)
- Canned vegetables
- Canned fruits
- Canned meals (soup, pasta meals, stew, etc.)
- Peanut butter and Jelly
- Canned or dried beans
- Rice, pasta, and cereal
- 100% fruit juice

### The Food Bank cannot use:

To ensure food safety, the Food Bank cannot use:

- Rusty or unlabeled cans
- Perishable items
- Homemade items
- Noncommercial canned or packaged items
- Alcoholic beverages, mixes, or sodas
- Open or used items.

**PLEASE NOTE: If you donate glass products, please box or bag them separately and label the box or bag "GLASS"**

### **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.

**Every dollar you donate enables the Food Bank to collect and distribute the equivalent of seven meals through its food distribution program.**



**Food Bank of  
East Alabama**

# Food Drive Registration Form

Please Check All That Apply

- YES! We would like to participate in a **Traditional Food Drive**.
- 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: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ Email: \_\_\_\_\_

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

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

Number of Barrels needed: \_\_\_\_\_

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

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

**If your barrels get 3/4 full before the scheduled pickup date, call us for a replacement!**

Please FAX or Mail this form to:

Renée Maurer, Operations Manager  
Food Bank of East Alabama  
375 Industry Drive Auburn, AL 36832

Phone: (334) 821-9006  
FAX: (334) 821-4697  
Email: rmaurer@foodbankofeastalabama.com

**Check out our website at:** [www.foodbankofeastalabama.com](http://www.foodbankofeastalabama.com)