

Why host a Food and Fund Drive?

Food and Fund Drives address a critical issue and fight hunger in our South Louisiana communities. They help to raise meals for those in need. They bring people together. They strengthen our community.

Make an active, hands-on contribution to fight hunger in South Louisiana by hosting a food and fund drive to benefit Second Harvest Food Bank. Each year through food and fund drive efforts, more than 500 organizations help to raise one million meals for community members throughout South Louisiana.

Tips for hosting a successful Food and Fund Drive

WHEN: Set a date and length of time for your Second Harvest Food and Fund Drive. Some food drives last for several months, and others are one-day events. Many are built around themes (e.g., Thanksgiving, homecoming for football season, Naturally N’Awlins, etc.). If this is your first time implementing a food drive, we suggest a minimum of two weeks, so people have enough time to become aware of your drive, compile and then bring in their goods and donations.

FUNDS: To make your drive even more successful, consider having a fund drive along with your food collections. For every \$1 collected, Second Harvest can provide 3 meals for our neighbors in need.

WHERE: Determine where you want to hold your drive and if you are going to have one or more collection locations. Make sure your collection points are in highly visible areas to ensure maximum exposure. Consider using main (building) entrances, lobbies, lunch/break rooms, and other public spots.

We can also help you set up **virtual** food drives online – With the click of an email, your company or organization can donate online! Go to this link to set up your own virtual food and fund drive:

[No-hunger.org/holidaymealdrive](https://no-hunger.org/holidaymealdrive)

GOALS: Decide if you want to collect food, funds or both, then set clear fundraising goals for your drive.

How many meals do you want to provide? If this is your first time hosting a food drive, you might consider simply asking everyone to donate \$5.00 or 5 food items, which, on average, is about five pounds of food. Then you can easily do the math to calculate what you might be able to collect:

Pound Goal = (# of employees x 5 food items) / 5 pounds per donation

Financial Goal = # of employees x \$5.00

(checks can be made payable to Second Harvest Food Bank)

1 meal = 1.2 pounds

\$10 = 30 meals

If you have hosted a food drive previously, your new goal could simply be to increase the amount of food and/or money collected. However, you may also consider incorporating more collection locations,

a new fundraising event, additional contributors or soliciting sponsors – the possibilities for growing your drive are endless; we encourage you to be creative!

REGISTER: Once you determine the date and goal for your drive, complete the Second Harvest Food and Fund Drive registration form in advance at our website, www.no-hunger.org.

Need food drive supplies?

You can stop by Second Harvest between 8am and 4pm, Monday-Friday to pick up the following supplies:

- Food-collection boxes
- Monetary collection boxes
- Donation envelopes
- Disposable banners (30in x 48in)

(To save on food bank resources, please consider recycling boxes in your office to use for your food drive. Copy paper boxes are perfect for collecting food items.)

Promote your food and fund drive

Communicate: It's important to consider how you will promote your Second Harvest Food and Fund Drive. Communicating your drive activities to committed participants and those you hope to motivate is important to implementing a successful food and fund drive!

As you promote your drive, be sure to include the following key points:

- Who is coordinating the drive, including contact information
- Why you have organized the drive, and why you want people to participate
- What the collection goals are and what items are being collected to reach your goals
- Where and when food and fund drive donations are being accepted

Be creative. Do you want to make the food and fund drive a competition between groups or departments? Will there be incentives for the winners? Will your drive have a specific theme? Will there be activities that will make it easy and fun for people to get involved?

Does your company have a **matching gift program**? You could double the impact of the funds you raise through your drive by having your company match the gift.

Email: Send a personal email to (at least) 10 of your closest friends and family members – you know what they'll respond to, so make it personal!

Social media: Tag your friends or co-workers on Facebook who have already donated to thank them for their support. This will help promote the fundraiser on their news feed and potentially arouse interest from other people outside of your friend base.

Spread the word: Distribute Second Harvest Food Bank information to participants along with reasons why people should join your fight against hunger. Second Harvest provides a fact sheet and printable, customizable postcards and flyers to help you promote your drive.

We'll come talk to your group! Invite an available team member from Second Harvest Food Bank to visit your organization or school to help kick-off your food drive.

Thank your supporters! A personal 'thank you' call, email or Facebook tag is a must, and will go a long way toward future donations.

Collect the donations

- As you plan the collection of food for your food and funds, focus on making the donation process as easy as possible.
- Remember to keep people motivated throughout the drive by keeping them updated on your progress and how close you are to reaching your goal.
- If you are conducting the drive within your own organization or business, consider providing collection bags ahead of time that people can take home to fill with food donations.

Delivery and Pickups

- Our food bank's resources are limited, so we ask that you commit to collecting a minimum of 750 pounds if you are requesting a delivery and pickup by Second Harvest Food Bank.
 - Pickups must be scheduled and take place Monday – Friday between 10:00 a.m. and 2:00 p.m. Please note we can't schedule exact pickup times.
 - Boxes should be close in size to that of copier paper boxes (18"x12"x10")
 - Second Harvest schedules food pick-ups, Monday – Friday from 8am – 4pm. We are not able to schedule exact appointment times.
 - You can drop off smaller donations at Second Harvest Food Bank, Monday-Friday between 8am and 4pm.
 - Plan a volunteer opportunity with us, and bring your food donation then!
- Be sure to include pick-up request information on the registration form or schedule a donation drop-off with Taylor Bartley at 504-729-2850 or tbartley@secondharvest.org.

Share your success!

- How many meals did your Food and Fund Drive raise?
- When you drop off your donations, we will gladly provide a tour and take photos!
- Is your group on Facebook or Twitter? Let us know if you'd like us to mention your success on our Facebook or Twitter pages. Facebook www.facebook.com/2ndharvestgnoa and Twitter www.twitter.com/2ndharvestgnoa.

Ideas for successful food and fund drives

When it comes to Food and Fund Drives – creativity, friendly competition and attractive incentives go a long way and are guaranteed to improve your results. Fight hunger in south Louisiana and have FUN doing it! Here are some ideas on how you can enhance your Food and Fund Drive.

Kick it off! Host a kick-off party and consider charging admission (or FOOD-mission) to begin collecting food and funds. An available staff member from Second Harvest can speak to your group about our organization, goals, programs and progress.

Food drive competition - Everyone enjoys a friendly challenge. Organize a competition between groups, departments, or teams to see who can collect the most food and monetary donations.

Contest: Offer rewards to top donors (e.g., pizza party, gift certificates, front-row parking space, and dress-down day).

CANstruction: After the food is collected, have your teams build a structure using those goods. Then have others judge the structures and give the winning team a reward.

Be thematic: Food drive themes such as “Naturally N’Awlins” – Red Beans and Rice; “Spread the Love” – Peanut Butter and Jelly; “Meat the Need” – Canned proteins (meats and beans); “Five a Day” – Canned fruits and vegetables; “Beans for Jeans” – Canned beans for a dress-down day at work or school.

Bags to take home: Give bags to participants to take home, fill with food and return.

Fund drive ideas: Brown Bag It – Organize an employee lunch but ask that everyone bring their own lunch from home and contribute the money they would have spent on dining out to the fund drive. Provide games, entertainment or other giveaways to encourage colleagues to participate.

Bake Sale – Everyone loves a sweet treat! Depending on the size of your organization or school, a small bake sale can go a long way.

Jeans Day – For \$5, employees or students can wear jeans for a day or for every Friday that month.

Encourage cash donations. For every \$1 donated, Second Harvest can provide 3 meals. Money is also easier to store, deliver and count. Teams that donate cash get ahead quickly in a competition.

Track progress: Create a giant thermometer so you can measure progress toward your goal. Place the thermometer in the front lobby or employee break room. Design a paycheck stuffer with information about your fund drive.

Other ways to contribute

There are many ways to provide a financial donation to Second Harvest Food Bank through a Food and Fund Drive.

Online: The best way to donate is online at www.no-hunger.org.

Money Box: We can provide you with a cardboard money-collection box. Checks should be made payable to “Second Harvest Food Bank;” remind your donors to include the name of your organization in the “memo” line of their check. If you wish, you can convert dollars donated into meals and add the total to your “thermometer.”

For every \$1 dollar collected, you can add 3 meals to your goal.

Matching Gifts: Many organizations offer a “Matching Gift” incentive. Be sure to check with your company about the parameters and necessary paperwork.

Donation envelopes: Ordering and distributing our Second Harvest donation envelopes is also an excellent way to encourage financial contributions.

Envelopes can either be mailed to Second Harvest individually or collected by your on-site Food Drive Coordinator and delivered all at once. Please contact Second Harvest Food Bank to receive your donation envelopes.

FAQ – Frequently Asked Questions

Why do both food and funds matter?

At Second Harvest Food Bank, 66% of our operating budget comes from private philanthropic sources. The budget increases to 80% when considering the cost of food purchase sometimes done to augment food that is donated. Community support is vital to the work we do.

Food drives provide some of the healthiest and highest-quality food we receive. Food donations also provide a direct connection between donors and our community members who are hungry. Monetary donations are essential as well. Not only do they help maintain the coolers, freezers, and trucks that allow us to collect and store food, revenue from Second Harvest's community supporters helps to facilitate our many food distribution, nutrition education and social service/community outreach programs throughout south Louisiana. Each dollar donated to Second Harvest can leverage the food we purchase, since we get highly discounted prices through various partnerships and hunger prevention programs. Checks can be made payable to Second Harvest Food Bank.

How do I start a Food and Fund Drive?

We recommend that everyone begin by registering their Food and Fund Drive at www.no-hunger.org. This will give you access to Second Harvest's tools and resources to help make your Food and Fund Drive successful. Upon registering your drive, our Volunteer and Community Outreach Coordinator will send you a Food and Fund Drive Toolkit with an email confirmation. For additional support, please contact Taylor Bartley at 504-729-2850 or tbartley@secondharvest.org.

What are the most-needed food items?

We accept nutritious nonperishable items like canned meats (fish, chicken, stews and soups), food high in protein (dry beans and lentils), peanut butter, cereal, pasta, and canned fruits and vegetables. Our current Most Needed Food Items list is part of the Food and Fund Drive toolkit.

Are there any items Second Harvest will not accept?

Second Harvest is not able to accept the following types of food donations:

- Rusty or unlabeled cans
- Items that have been opened or partially used including cans, bottles and dry goods
- Products not in their original packaging
- Products with no ingredient information labels
- Homemade or home-canned foods
- Products that have become contaminated
- Alcoholic beverages, mixes or energy drinks of any kind
- We also ask that any product in a glass container not be collected/donated due to safety issues

How do I request collection boxes for my drive?

Second Harvest has collection supplies available for use by our food drive partners. Contact our food drive team for details on ordering additional supplies at tbartley@secondharvest.org.

What supplies does Second Harvest provide for my drive?

Second Harvest can provide boxes (100-125 lbs. per box), monetary collection jars, donation envelopes and disposable banners. You can pick-up supplies at Second Harvest, Monday-Friday between 8am and 4pm. Plan ahead, and have a volunteer pick up all supplies before the start of your food drive!

Can I use your logo to help promote my food and fund drive?

Yes. We simply ask that you send us a copy of any materials you create so we may approve the use of our logo. We also encourage you to utilize our printable posters and disposable banners to help with the promotion of your drive. You're welcome to personalize both of these.

How long should my food and fund drive last?

Depending on the size of your company, organization or group, 1-2 weeks is best; this gives everyone in your company, organization or group enough time to donate food and funds to our cause without losing a sense of enthusiasm.

How do I get my food to Second Harvest?

When your food and fund drive is finished, we kindly ask that you arrange a volunteer or group of volunteers to bring your food donation to the food bank. By allowing us to keep our transportation costs down, you are helping Second Harvest in another way.

Saving us a pick-up trip is equivalent to making an additional donation! Food deliveries and supply pickups can be made Monday – Friday between 8:00am – 4pm and Saturdays between 9am – noon (SHFB is closed on Saturdays during June and July).

Can Second Harvest pick up my food donation?

In order to make the most efficient use of our funds, we pre-schedule our driver pickups. If your food drive has collected a MINIMUM of 750 pounds and you want a driver to pick-up from you, we ask that you schedule this at least a week in advance.

What if I need more than one pickup?

We ask that you wait until your food drive has ended to schedule a pickup. If you have enough donations to meet the minimum requirements for a pickup, you can schedule this before your drive is over; however if you have the space and ability to store the donations until the end of your drive, it is easier to coordinate a single pickup.

What is the best way to collect monetary donations?

Spread the word! Use social media, flyers or email to get family members and friends involved. Placing monetary donation canisters at your office or school takes up less space than what you would need to collect food (and provides funding). And our “virtual food and fund drives” allow you to collect funds with just the click of an email! See this page for more info:

No-hunger.org/holidaymealdrive

Can my organization schedule a time to volunteer at Second Harvest?

Absolutely! Volunteers help Second Harvest Food Bank make an impact in our community every day. Our 16,000+ volunteers provide more than 50,000 hours of their time, energy and operational output every year.

We highly encourage all of our food and fund drive partners to take the time to volunteer with us; it’s a great way to see the impact of your food drive efforts. Please visit our Volunteer Page for additional details, or you can contact Taylor Bartley in Volunteer Services directly at 504-729-2850 or tbartley@secondharvest.org.

How do I take advantage of my company’s matching gifts program through my fund drive?

Many corporations have a matching gift program. Please consult your Human Resources department to see if your company matches individual charitable contributions. When making a contribution that your company will match, be sure to enclose the paperwork required by your company with your gift.

Will I get a receipt for my donations?

Anyone who makes a financial donation to Second Harvest Food Bank will receive a donation acknowledgment letter that can be used for tax purposes. The Food Drive Coordinator will also receive a donation acknowledgement letter recognizing your pound collection efforts. For questions concerning food and fund drives, please contact Taylor Bartley at 504-729-2850 or tbartley@secondharvest.org.

(For more information, visit www.no-hunger.org)

Most-needed items to donate to Second Harvest Food Bank

Second Harvest accepts all nonperishable items (foods that do not need to be frozen or refrigerated). We prefer non-glass containers. When collecting food for your drive, please keep in mind that we need nutritional food items that are low in sodium/salt and sugar. It's important that those individuals with limited financial (and other) resources receive the most nutritious foods available. **IMPORTANT:** To ensure safety, Second Harvest cannot accept rusty or unlabeled cans, perishable items, homemade items, noncommercial canned or packaged items, alcoholic beverages or mixes, energy drinks, open or used items, glass containers, baby food and baby formula.

FRUITS &

VEGETABLES

Canned vegetables
Canned fruits
Shelf-stable vegetable or fruit juice (100%)
Diced tomatoes
Tomato sauce
Spaghetti sauce
Dried fruits
Fruit cups

PROTEINS

Canned meat (tuna and chicken)
Dried beans, lentils or peas
Canned beans
Canned chili
Peanut butter
Nuts
Trail mix
Canned soups/stews

GRAINS

Low-sugar/high-fiber cereal
Oatmeal
Pasta
Whole-grain rice
Whole-grain crackers
Whole-wheat flour
Grits
Healthy snacks

MILK

Shelf-stable milk
Evaporated milk
Dry milk

COOKING OIL

Olive oil
Canola oil
Coconut oil

WE ALSO ACCEPT:

Paper products
Diapers
Toiletries