

# FOOD AND FUND DRIVE TOOLKIT

Second Harvest Food Bank



 **SECOND  
HARVEST**  
**FOOD BANK**  
FEEDING SOUTH LOUISIANA

[www.no-hunger.org](http://www.no-hunger.org)

## **Table of Contents**

<b>Thank You! .....</b>	<b>Page 3</b>
<b>How to Get Started .....</b>	<b>Page 4</b>
<b>Tips for Success .....</b>	<b>Page 5</b>
<b>How to Promote Your Food and Fund Drive .....</b>	<b>Page 6</b>
<b>Deliveries and Pickups .....</b>	<b>Page 7</b>
<b>Frequently Asked Questions .....</b>	<b>Page 8</b>
<b>Most Needed Items .....</b>	<b>Page 9</b>

## Thank You!

Thank you for organizing a food and fund drive to support community members in need! Food and fund drives address a critical issue and fight hunger across South Louisiana by raising meals for those in need. They bring people together and strengthen our community.

Please review this Tool Kit to find more information about how to host a successful event. Organizing a food drive can be hard work, but we hope that the information included here will help your event go smoothly so you can make the greatest impact for the community. A Food and Fund Drive is an active, hands-on contribution to fight hunger in South Louisiana.

Each year through Food and Fund Drive efforts, Second Harvest help fight food insecurity that community members face across south Louisiana.

Second Harvest relies on support from people and groups like you. Thank you for joining us in the fight to end hunger in South Louisiana.



Sincerely,  
The Second Harvest team

**For assistance:**

Email - [fooddrives@no-hunger.org](mailto:fooddrives@no-hunger.org)

Phone – 504-734-1322 (ext. 5)

## How to Get Started



### 1. Review this Tool Kit!

Find tips, helpful information, and FAQs to help guide your planning process.

### 2. Register your Food Drive

Please help us track your donations by registering your food drive at <http://no-hunger.org/driveregistration/>.



### 3. Collect Supplies



Second Harvest will provide 10 complimentary boxes (13x10x9, each will hold ~20 cans of food), a roll of tape and a banner for your food drive. You can stop by Second Harvest Mon-Fri 9am-4pm to pick up supplies. If timeframe does not work for you, please email [fooddrives@no-hunger.org](mailto:fooddrives@no-hunger.org). If you are in a large facility with room for a pallet and are anticipating more than 500 lbs of donations, we can also provide a pallet and bin.

## Tips for Success

**WHEN:** Set a date and length of time for your Second Harvest Food and Fund Drive. If this is your first time implementing a food drive, we suggest a minimum of **two weeks**, so that people have enough time to become aware of your drive, compile and then bring in their goods and donations.

**WHERE:** 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.

**FUNDS:** To make your drive even more successful, add a **virtual** fund drive along with your food collections. For every \$1 collected, Second Harvest can provide 3 meals for our neighbors in need. Second Harvest can create a customized donation page and link that you can easily share with your team, students, vendors and customers.

Running a virtual fund drive is a fun and easy way to make an impact and allows Second Harvest to leverage purchasing power to stretch your money further.

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



## How to Promote your Food and Fund Drive!

**COMMUNICATE:** 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
- What the collection goals are, what items are being collected to reach your goals
- Where and when 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 or specific items?

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, colleagues, and family members – you know what they'll respond to, so make it personal!

**SOCIAL MEDIA:** Tag your friends or co-workers on Facebook or Instagram 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.

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

**Share your success!** Is your group on Facebook or Twitter? When your food and fund drive is finished, post your success on our Facebook or Twitter pages.

Facebook: [www.facebook.com/2ndHarvestGNOA](https://www.facebook.com/2ndHarvestGNOA)

X (Formerly Twitter): @2ndHarvestGNOA

Instagram: @2ndHarvestGNOA

## Deliveries and Pickups

Please keep in mind, our food bank's resources are limited, so we ask that you commit to collecting a minimum of 500 pounds if you are requesting a delivery and pickup by Second Harvest Food Bank. By helping us to keep our transportation costs down, you're supporting Second Harvest in another way!

- Pickups can be scheduled Monday – Friday, 8am-12pm
- If you are providing your own supplies, please use clean, sturdy boxes instead of bags
- Donations can be dropped off Monday - Friday between 8am and 3pm

### Where to drop off your donation:



(Above: New Orleans, Below: Lafayette)



**New Orleans region:** 700 Edwards Avenue, Harahan, LA 70123. Please look for the Receiving and Food Drop off sign. Please head up the ramp and a member from our receiving team will assist you.

**Lake Charles:** 2309 LA-397, Lake Charles, LA 70615. The receiving dock is located on the back side of the building. Please enter through the door on the right and a member of our warehouse team will assist you.

**Acadiana region:** 215 E Pinhook Rd, Lafayette, LA 70501. Our warehouse is located towards the back of the parking lot of the United Way building. Please enter through the door on the right and a member of our warehouse team will assist you.

**Houma:** 223 South Hollywood Rd. Houma, LA 70630. Food drives may be brought to the receiving dock located on the right side of the building. Please enter through the doors and a member of our warehouse team will assist you.

## FAQ – Frequently Asked Questions

### ***Why do 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 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 [no-hunger.org/driveregistration/](https://no-hunger.org/driveregistration/). 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 Food Sourcing Department will send an email confirmation. For additional help, contact [fooddrives@no-hunger.org](mailto:fooddrives@no-hunger.org).

### ***Are there any items Second Harvest will not accept?***

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

- Items with a use-by date that has passed, or a best by date more than 6 months passed.
- Rusty, bulging or unlabeled cans and any product without an ingredient information label
- Items that have been opened or partially used
- Homemade/home-canned foods
- Products not in their original packaging
- Alcoholic beverages, mixes or energy drinks of any kind
- Any products packaged in glass containers

### ***What supplies does Second Harvest provide for my drive?***

Second Harvest will provide 10 complimentary boxes, a banner and a roll of tape that can be picked up from any of our locations Monday-Friday 9am-4pm.

### ***Can I use your logo to help promote my Food and Fund Drive?***

Yes. We simply ask that you notify us of any materials you create so we may approve the use of our logo. Please contact [fooddrives@no-hunger.org](mailto:fooddrives@no-hunger.org).

### ***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 ([www.no-hunger.org/volunteer/](https://www.no-hunger.org/volunteer/)).

### ***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. For food drive donations, if you want documentation please reach out so we can create a donor account for you and we can email you a receipt. If you are dropping it off, please provide our staff with your assigned donor number otherwise it will be received as anonymous.



## Most Needed Items

Second Harvest accepts nearly all types of food products. Due to the volume of donations, we prefer to avoid glass containers for safety reasons and cellophane bags that can pop. When collecting food for your drive, please also consider nutritional food items that are low in sodium/salt and sugar.

**Our current preference is to do food drives focused on one specific item. This allows us to get more of what we need most, avoid the labor of sorting, and pack product into uniform cases which is easier to distribute.**

**Please reach out to [fooddrives@no-hunger.org](mailto:fooddrives@no-hunger.org) or 504-734-1322 (ext. 5) so we can tell you what item is currently needed most.**

### **GRAINS:**

Breakfast cereal  
Pasta  
Rice  
Crackers  
Grits  
Oatmeal

### **FRUITS AND VEGETABLES:**

Canned vegetables  
Canned fruits  
Diced/stewed tomatoes  
Tomato sauce (no glass jars)



### **PROTEINS:**

Canned meat (tuna and chicken)  
Dried or canned beans (red, black, pinto)  
Canned chili  
Peanut butter  
Canned soups/stews

### **OTHER FOOD ITEMS:**

Healthy snacks  
Cooking oil (olive, vegetable, canola)  
Milk (shelf stable, evaporated, dry)  
Coffee/Tea  
Honey



### **NON-FOOD ITEMS:**

Paper products  
Toiletries  
Diapers  
Cleaning products