

FOOD AND FUND DRIVE TOOLKIT

Second Harvest Food Bank



 **SECOND
HARVEST
FOOD BANK**
FEEDING SOUTH LOUISIANA

www.no-hunger.org

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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 and help raise 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 community members in need. 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, more than 500 organizations help to raise one million meals for community members 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



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/>. You can set up your online team fundraising page at <http://no-hunger.org/funddrive>.



3. Collect Supplies



Second Harvest will provide 10 complimentary boxes (will hold ~200 cans of food) and 1 banner for your food drive. You can stop by Second Harvest between 8am and 4pm, Monday-Friday to pick up supplies.

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, consider hosting a **virtual** fund drive along with your food collections. For every \$1 collected, Second Harvest can provide 4 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. Go to <http://no-hunger.org/funddrive> to create a fundraising page!

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

How many meals do you want to provide?

If you decide to support Second Harvest through a Fund Drive, remember that we can provide 4 meals for every \$1 donated. 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)

1 Meal = 1.2 pounds

\$5 = 20 meals

Special Food Drive Events

Have a Rice Day! – September (National Rice and Hunger Awareness Month)

To highlight the Louisiana rice industry and provide a local favorite to the people we serve, in September look for local retailers offering “buy a bag, give a bag” promotions and donate directly at the store. Look for other rice events at our facilities, online or host a “Have a Rice Day” event of your own!



Spread the Love Peanut Butter Drive – February



Second Harvest kicks off a **month-long peanut butter drive** to help feed people in need in our communities. You can help us “Spread the Love” by organizing a peanut butter drive at your school, business or organization. We all know how delicious peanut butter is, but did you know that it is also an easy source of much-needed protein for those struggling with hunger, especially kids and seniors? Since it requires no cooking, it’s a nearly-perfect food to help fight hunger.

Adopt a School Pantry – Year Round

School pantries are food pantries that reach families in a safe and accessible space where they already feel comfortable and connected. School-based food pantries provide children and families in need with easy access to nutritious food. Food donations collected for the Adopt a School Pantry program should be kid and family friendly, nutritious and within best-by dates.

Create Your Own Theme

You can use our list of Most Needed Items to share with your organization, business, or team to make your traditional food drive as impactful as possible. You can create your own theme to build excitement and increase participation for your food drive! Think “PB & J”, “Red Beans & Rice”, “Soup Celebration”, etc. Use our Most Needed Items list to guide your plan!

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 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?

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 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.

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.

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 and Twitter: @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
- 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



New Orleans- 700 Edwards Ave, New Orleans, LA 70123 Monday-Friday 8am-5pm. Please look for the Receiving and Food Drop off sign. Please head up ramp and a member of our Receiving team will assist you.



Lafayette- 215 E Pinhook Rd, Lafayette, LA 70501 Monday-Friday 8am-3pm. 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.

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/. 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 you a Food and Fund Drive Toolkit with an email confirmation. Visit no-hunger.org/funddrive to set up an online fundraising page! For additional help, contact fooddrives@secondharvest.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 or best-by date > 6 months
- Rusty or unlabeled cans and any product without an ingredient information label
- Items that have been opened or partially used
- Homemade/home-canned foods or 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 that can be picked up from our New Orleans or Lafayette location Monday-Friday 8am-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@secondharvest.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/), or you can contact Michelle Rosamond in Volunteer Services at mrosamond@secondharvest.org. For support in the Lafayette/Lake Charles/ Acadiana area contact Brittany Bowie at bbowie@secondharvest.org

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, an electronic receipt of donation will sent to the food drive register once donations are received.

Most Needed Items

Second Harvest accepts nearly all types of food product, including nonperishable items and produce. Due to the volume of donations, we prefer non-glass containers for safety reasons. When collecting food for your drive, please also consider nutritional food items that are low in sodium/salt and sugar.

GRAINS

Breakfast cereal
Oatmeal
Pasta
Rice
Crackers
Flour
Grits
Healthy snacks

FRUITS AND VEGETABLES

Canned vegetables
Canned fruits
Shelf-stable vegetable or fruit juice
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



COOKING OIL

Olive oil
Canola oil
Coconut oil
Vegetable oil



HOUSEHOLD ITEMS

Paper products
Diapers
Toiletries
Bottled water
Cleaning products
Disaster supplies (MRE's, emergency kits, etc.)
Coffee

MILK

Shelf-stable milk
Evaporated milk
Dry milk

