



FOOD AND FUND DRIVE KIT

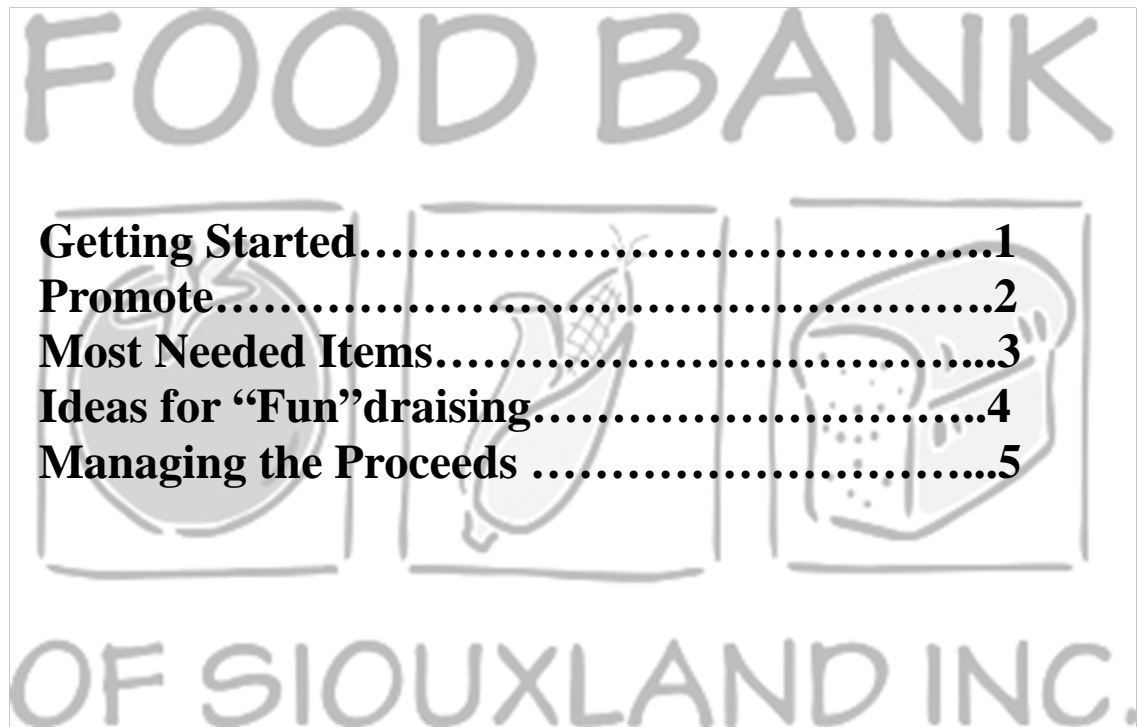


www.siouxlandfoodbank.org

1313 11th Street

Sioux City, IA 51105

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Thank you for your interest in organizing a food and fund drive
to benefit the Food Bank of Siouxland

This packet contains guidelines and suggestions to help make
your food and fund drive a fun and successful event.

Katie Roberts

Events and Programs Coordinator

(712)255-9741

katie@siouxlandfoodbank.org

Food Bank of Siouxland Mission

The Food Bank of Siouxland, a nonprofit organization, strives to be responsive to the needs of its agencies, donors, and volunteers by efficiently soliciting and distributing food to feeding programs for the needy.

Getting Started



Please read through the following information to help you in planning your Food/Fund Drive to benefit the Food Bank of Siouxland

1. Contact the Food Bank of Siouxland by calling (712)255-9741 or by emailing info@siouxlandfoodbank.org. This is important so we can provide you important marketing information, provide you with a collection barrel, talk with you about our pick-up policy and answer any questions you may have.
2. If you wish to use the Food Bank of Siouxland logo, please call and ask. Our logo is copyrighted and may only be used with the permission of the Food Bank of Siouxland.
3. Consider using a theme. Ask the Food Bank if you would like ideas that specifically fit your organization. For example: a chiropractor's office could use, "Is your spine like a noodle? Donate a can of soup and we'll discount your next visit."
4. Select specific dates. Determine if a one or two-week food and fund drive or a one-day collection would be the most effective way to maximize participation. Make sure to discuss with the Food Bank if arrangements for pick-up will need to be made.
5. Decide your target audience. Who will you ask to donate? Clients/patients? Staff? Family and friends?
6. A successful food drive requires organization. Recruit committee members who are natural leaders in your organization and who are interested in motivating teammates and building community.
7. Establish a goal for your food drive such as total pounds, items or monetary contribution per person.
8. Promote! Spread the word by email, Radio/TV PSAs, Facebook, Company Website, Press Release. We will be happy to help by putting it on our website and Facebook Page.
9. Collect donations.
10. A visible location is important to the success of your food drive.
11. Use secure containers to collect financial donations. Be sure to place a reminder on your promotional materials that monetary donations will be accepted. Through our resources, a donation of only **one dollar will purchase 13 pounds of food** for someone in need. Therefore, please do not go purchase food with money collected. Financial contributions made directly to the Food Bank of Siouxland are tax deductible. Please make all checks payable to the "Food Bank of Siouxland."

Promote



How everyone can be involved in your food drive—we have many ideas for you!

- Distribute materials publicly and within your group and let the members spread the materials to an appropriate audience.
- Organize a kick-off event to build enthusiasm.
- Publicize the suggested food list (your choice, or see the “items most needed” on the next page) and explain how each dollar can be effectively leveraged to feed people by giving to the Food Bank of Siouxland.
- Place an empty grocery bag on each employee’s desk.
- Give donors and contributors personal recognition.
- Display the food that has been collected where funds can also be collected and tracked.
- Arrange for your company to match the donated food and funds in some way; i.e. donating a frozen turkey, or funds for every 100 pounds.
- Offer prizes for most collected.
- Hold a competition with other locations, offices, schools, churches to see who can collect the most.
- Set a goal for pounds/items per person.
- Ask management to send email or letters encouraging employees to participate.
- Display daily or weekly totals.
- Take advantage of websites and social media like facebook and twitter—the Food Bank of Siouxland can help with this, too!



Most Needed Items



Grocery Items

- Canned Vegetables, Fruits, and Meats (Tuna, Chicken, Ham)
- Hot or Cold Cereal
- Dry or Canned Soups
- Boxed or Ready-Made Meals: Mac & Cheese, Spaghettios, Hamburger Helper
- Peanut Butter and Jelly
- Baking items: Sugar, Flour, Salt, Evaporated or Non-Fat Dry Milk
- Baby Food, Oatmeal, or Formula

Non-Grocery Items

(Please keep inedible items separate from food for health and safety reasons)

- Shampoo and Conditioner
- Deodorant
- Baby Diapers
- Feminine Hygiene Products
- Toilet Paper, Paper Towels, Tissues
- Laundry Detergent, Dish Soap



Guidelines:

- Watch for expired or food that is beyond its “use by” date or product that does not have a date on it at all
- No opened or repackaged foods
- No expired baby foods/formulas/cereal
- Refrain from purchasing product in glass containers (exception: baby food)
- No homemade/jarred products

Ideas for “Fun”draising



Whether you would like to have a proceeds sale, “Casual for a Cause” day, or a friendly competition, here’s some ways to put your ideas into action and encourage participation

- Hold drawings for a day off with pay, reserved parking spots, romantic getaways, golf four-somes, etc.
- Have a “jeans” or “Hawaiian Shirt” day and pitch in \$5 for the privilege.
- Have an “empty your pockets” day (or week) and collect all the pennies, nickels, dimes and quarters from everyone.
- Encourage competition between floors and between departments. Set up competitions between departments or groups to encourage friendly competition. Try bowling, softball, kickball, darts, basketball, footraces or mud pie making. The sky’s the limit!
- Skip a meal. Ask colleagues to skip a meal and donate the money they would have spend on food. This will also give the participants a perspective on how hunger impacts their daily lives.
- Encourage employees to write a check in memory of honor of a special person.
- Have a potluck lunch and charge \$5 per person.
- Host a “can-struction” event. Make sculptures out of cans and non-perishable foods (see the pictures above). Dare we suggest inviting guests to come check out your work?
- Hold a bake sale or cake walk.
- Have a craft sale.
- Hold a used book sale.
- Sell cookbooks of recipes from employees.
- Host a bazaar and invite families to participate in ending hunger in Siouxland.
- Have an art/craft/hobby show featuring individual “works of art.” Charge admittance.
- Host a walk or run or amble during lunch hour.
- Have a house party. Consider hosting a gathering of friends where donations benefit the Food Bank of Siouxland
- Christmas/Birthday/Anniversary gifts. Give a gift to the Food Bank in honor of a person who’s hard to buy for.
- Hold a “penny war.” Place glass jars in a room and see what team can fill their jar first. Adding anything above a penny to an opposing team’s jar requires them to subtract money from their total amount (if you add \$1 bill, the other team takes \$1 off their total).
- Want to beef up your social media? How about donating \$1 for everyone who becomes your organization’s fan on Facebook during a certain time frame?

Managing the Proceeds

You can help the Food Bank of Siouxland by delivering the food and cash proceeds from your food/fund drive to our warehouse.



When you pick up collection barrels (before) and then deliver the proceeds (after) to the Food Bank you save us staff time and transportation costs.

The Food Bank's cost for running our trucks can be quite expensive. The savings from your delivering the product to us translates into the procurement of more food for those who are hungry in Siouxland.

**If you have more than you can transport, please call to schedule a pick up:
Melinda Arguello, Operations Coordinator
(712) 255-9741**

Please take proceeds out of the barrels and box them up before Food Bank staff arrives. For safety reasons, filled boxes should be no heavier than 20 pounds! Office copy paper boxes work best, however if you are in need of some boxes we could provide you with some.

Warehouse/Donation Drop-Off Hours:

Monday through Friday 9:00 a.m. to 4:00 p.m.

Please call or email before you drop-off so that we're sure to have staff available to help you unload.

Then come to 1313—11th Street (on the corner of Floyd Blvd. and 11th Street in Sioux City).

Back your vehicle up to the lift gate, inside the main garage door farthest to the right, and ring the bell.

Food Bank staff will request donor information so a receipt for tax purposes can be mailed. Please feel free to let us know what made your food drive unique or successful so we can share the good news with all our friends!



Food Drive Information Sheet

Please email or fax to Katie Roberts at the Food Bank of Siouxland before beginning your food drive!
email: katie@siouxlandfoodbank.org or fax:(712)255-3116

CONTACT INFORMATION—

Name of Organization: _____

Contact Name and Title: _____

Phone Number (Day): _____

Email: _____

Fax: _____

Address, City, State, Zip: _____

GOAL INFORMATION—

Drive Dates: _____ to _____

Name of Food and Fund Drive: _____

Approximately _____ people will participate in our food and fund drive.

Our goal is to collect approximately _____ pounds per person or _____ total pounds.

(1 can = approximately 1 pound; an average food drive nets about 5 pounds per person)

ORDERING FOOD DRIVE MATERIALS –

The Food Bank of Siouxland is would be willing to provide barrels to collect food in and boxes to package the proceeds from the barrels if needed. The boxes will be heavy if filled with food. Therefore, please be sure to keep boxes to 20 pounds or less and place them in locations close to elevators or exits if pick-up by Food Bank staff is required.

___ We are interested in picking up _____ barrels and _____ boxes from the Food Bank of Siouxland between 9:00 a.m. and 4:00 p.m., Monday – Friday (1313 – 11th St., Sioux City, IA 51105).

___ We would like the Food Bank of Siouxland to deliver _____ barrels and _____ boxes. We understand that we need to book this delivery at least a week prior to requested delivery date.

PICK-UP OF FOOD DRIVE COLLECTIONS—

___ We will drop off our food and collection materials to the Food Bank of Siouxland between 9:00 a.m. and 4:00 p.m., Monday – Friday (1313 – 11th St., Sioux City, IA 51105).

___ We kindly request that the Food Bank of Siouxland pick up our donation. We will have the product out of the barrels and in boxes (weighing no more than 20 pounds) before the Food Bank staff arrives.

Please remember that the cost of staff time and for running our trucks can be quite expensive. The savings from your delivering the product to us translates into the procurement of more food for those who are hungry in Siouxland.

Do you have any special requests or instructions for our pick up team? (Yes or No) _____

OTHER—

___ I will be doing a press release or other public awareness media and would like to use the Food Bank of Siouxland's name and logo. *Please submit all press releases to info@siouxlandfoodbank.org before distribution.*

___ I would like the Food Bank to put information about our food drive on their website and facebook page.

Special Note: Monetary donations made by the public can be leveraged by the Food Bank's resources to equal 13 pounds of food for every dollar. Please feel free to give monetary donations to the Food Bank rather than purchasing additional groceries.