FOOD BANK



OF SIOUXLAND INC.

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/or fund drive to benefit the Food Bank of Siouxland, Inc.

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

Food Bank of Siouxland Mission

The Food Bank of Siouxland is the leading year-round food source for nonprofit partner agencies.

Getting Started



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

- We want to know about your event! Contact the Food Bank of Siouxland by calling 712-255-9741 (ext. 8) or emailing jennieu@siouxlandfoodbank.org. We can provide you with important marketing information, collection barrels, talk with you about our pick-up policy or answer any questions you may have.
- Select specific dates. Determine the time frame of your food and fund drive for 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.
- Decide your target audience and establish goals. Who will you ask to donate and what? Staff? Family and friends? Clients/patients? Total pounds/ items? Monetary contribution per person?
- A visible location is important to the success of your food drive.
- Collect donations. Use secure containers to collect financial donations. Through our resources, a donation of only ONE dollar will secure 5 meals. Therefore, please do not go purchase food with money collected. Financial contributions made directly to the Food Bank of Siouxland are tax deductible.
    - ***All checks should be made payable to the "Food Bank of Siouxland."***

Promote



How everyone can be involved in your food drive?
We have many ideas for you!

- Organize a kick-off event to build enthusiasm.
- Distribute materials publicly and within your group to spread the materials to an appropriate audience; example: Place an empty grocery bag on each employee's desk.
- Publicize a suggested food list - your choice or see section 3, "Items Most Needed."
- Explain how each dollar raised can be effectively leveraged by the Food Bank of Siouxland to feed people.
- Hold a competition with other locations, offices, schools, or churches to see who can collect the most.
- Ask management to send email or letters encouraging employees to participate.
- Arrange for your company to match the donated food and funds; example: donating a frozen turkey or funds for every 100 pounds.
- Give donors and contributors personal recognition or offer prizes for most collected.
- Display the food that has been collected where funds can also be collected and tracked
- 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!
- Promote! Spread the word by email, Radio/TV PSAs, Facebook, Company Website, Press Release. We will be happy to help by sharing it on our Facebook Page. It is our policy to require that a draft of public awareness media (Facebook posts, website references, press releases, fliers, etc.) be submitted to us for approval prior to release.
- If you wish to use the Food Bank of Siouxland name or logo, please ask. Our logo is copyrighted and may only be used with the permission of the Food Bank of Siouxland.

PROMOTE USING FOOD BANK FOOD / FUND DRIVE MATERIALS



Blue Barrel
for Food Donations



Orange Bucket-
Let's Change Hunger
for Cash Donations



Cash Donation Box
With Sign

Most Needed Items



Grocery Items:
We always tell people-
"Just stick to the basics!"

- Canned Fruits and Canned Meats (Tuna, Chicken)
- Boxed or Ready-Made Meals: Mac & Cheese, Spaghetti O's, Hamburger Helper
- Peanut Butter and Jelly
- Cereal
- Soup

Guidelines

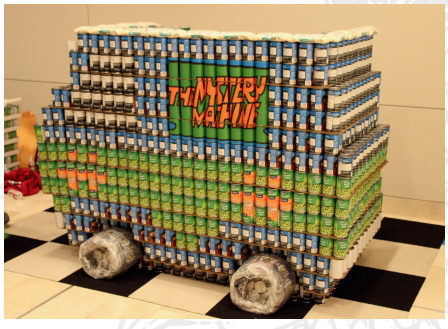
- Watch for expired food that is beyond its "use by" date or product that does not have a date on it at all
- No expired baby foods/formulas/cereal
- No opened or repackaged foods
- Refrain from product in glass containers
- No homemade baked goods or home-canned foods



Ideas for "Fun"draising

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

- Have a "jeans" or "Hawaiian Shirt" day and pitch in $5 for the privilege.
- Hold drawings for a day off with pay, reserved parking spots, romantic getaways, golf four-somes, etc.
- Have an "empty your pockets" day (or week) and collect all the pennies, nickels, dimes and quarters from everyone.
- 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 likes your organization's post on Facebook during a certain time frame?
- Encourage competition between floors or between departments. Set up competitions to encourage friendly competition.
- Hold sales: Craft sale, Used Book sale, Bake sale, Employee Recipe's Cookbook sale, etc.
- Host a walk or run during lunch hour.
- Have an art/craft/hobby show featuring individual "works of art."
- 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.
- Host a "can-struction" event. Make sculptures out of cans and non-perishable foods (see pictures below). Dare we suggest inviting guests to come check out your work?







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 materials (barrels, orange buckets, cash donation boxes) for your food / fund drive and deliver the proceeds 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: (712) 255-9741

- The Food Bank of Siouxland is willing to provide barrels to collect food. You will need boxes to package the proceeds from the barrels. 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.
- The Food Bank also has donation boxes and "Let's Change Hunger" orange buckets for use in collecting donations. See page 2 for photos of Food / Fund Drive materials.

Warehouse/Donation Drop-Off Hours:
Monday through Friday 9:00 a.m. to 3:30 p.m.
Please call or email before you drop-off so we can alert staff to be available to help you unload.

Drop off Instructions

1. The Food Bank of Siouxland is located at **1313 11th Street** - on the corner of Floyd Blvd. and 11th Street in Sioux City.
2. Back your vehicle into the lift gate, inside the main garage door farthest to the right and ring the bell. (See pictures below)
3. Food Bank staff will request donor information to send you a receipt for tax purposes. 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/Fund Drive Information Sheet

Please call or email before beginning your food/fund drive

Phone: (712) 255-9741 (ext. 8) Email: jennieu@siouxlandfoodbank.org

Contact Information

Name of Organization: _____

Contact Name and Title: _____

Address, City, State, Zip: _____

Phone Number (Day): _____ Fax: _____

Email: _____

Would you like Food Bank Food/Fund Drive Materials? Yes or No (circle one)

If no, when would you like to drop off your donation (Date/Time): _____

Drop off times available 9:00am - 3:30pm Monday - Friday. 1313 11th St. Sioux City, IA 51105

If yes, please fill out the information below:

Ordering Food/ Fund Drive Materials

I would like the Food Bank to drop off food/fund drive materials...

Drop off date and time(s):_____/ Pick up date and time(s):_____

_____ Blue Barrels (for food donations)

_____ Orange Buckets 'Let's Change Hunger' (for cash donations)

_____ Cash Donation Box with Sign

We understand that we need to book this delivery at least ONE week prior to requested delivery date
If special requests or instructions for delivery team, please email info@siouxlandfoodbank.org

My organization would like to pick up the food/fund drive materials...

Pick up date and time(s):_____/ Drop off date and time(s):_____

_____ Blue Barrels (for food donations)

_____ Orange Buckets 'Let's Change Hunger' (for cash donations)

_____ Cash Donation Box with Sign

Materials are available 9:00am - 3:30pm Monday - Friday. 1313 11th St. Sioux City, IA 51105

Other

___ I would like permission to use the Food Bank of Siouxland's name and/or logo. Please submit all drafts of public awareness media (Facebook posts, press releases, fliers, etc.) referring to the food or fund drive to info@siouxlandfoodbank.org before distribution

___ I would like the Food Bank to put information about our food drive on its Facebook page

If yes, I would like promotion (check one) ___**BEFORE** or ___**AFTER** the food/fund drive

If before please send in the picture you would like us to use to promote your food/fund drive

Drive Information

Drive Dates: _____ to _____

Name of Food/Fund Drive: _____

Type of Food/Fund Drive: _____