Gardeners Giving Back Program

CENTRAL PENNSYLVANIA
FOOD BANK
No One Should Be Hungry

Nutritious fruits and vegetables are an essential part of a healthy diet and are in great
demand at most food pantries. The purpose of the Gardeners Giving Back (GGB) Program
is to encourage garden communities (community gardeners, garden clubs, nurseries, farmers and individual gardeners) to donate any surplus of fresh vegetables and fruit to their local community agency that serves food to people in need.

The success of the Gardeners Giving Back Program depends on a people-helping-people approach. Every gardener who donates surplus to a local food pantry will help reduce hunger in local communities. The Central Pennsylvania Food Bank's role is to provide focus, direction and support to partner agencies to initiate relationships with their local farmers, individual gardeners, community gardeners, garden clubs and nurseries.





TOOLS

Enewsletter / Newsletter Copy - GGB Program will be announced and promoted through the Central PA Food Bank's e-newsletter/newsletter. A link to partner agencies will be listed. Below is a sample of what will be in the e-newsletter/newsletter.

"Has your green thumb produced a ton of tomatoes, a pile of potatoes, a gazillion zucchinis, or a boatload of berries? If your neighbors, family members and colleagues are already overwhelmed with the bounty from your garden and there's still more on the vine, don't despair. The Central Pennsylvania Food Bank can connect you to a local hunger-relief agency that can really use your fresh produce, through their 'Gardeners Giving Back' program."

Website - GGB Program will be promoted on the Food Bank's website.

The Food Bank also offers a search function on its website homepage to locate any partner agency in every local community it serves in 27 counties. If you need more information, please contact the Agency Relations department at 717.564.1700, ext. 3035 or email Sarah McCree at smccree@centralpafoodbank.org.

News Release - The Food Bank will send a news release to area media and will provide a local version to agencies.

TIPS

Use these tools throughout your community and integrate them into your agency's marketing tools. The following tips are to help you promote the Gardeners Giving Back Program locally.

- Include the newsletter copy in your agency newsletter.
 (Don't forget to insert your correct contact information!)
- Promote the GGB Program on your website listing your specific produce needs.
- Send the news release for your local media outlets.
 (Don't forget to change contact information!)
- Any questions, contact the Agency Relations department.
- Be sure to plant seeds in your relationships with your local growers, gardeners, and farmers and you may see a bountiful harvest from your efforts in other ways such as donations of time (volunteers), other food products and in-kind services!

