FOOD & FUND DRIVE TOOLKIT

fighting hunger, improving lives, strengthening communities
FOOD AND FUND DRIVES

Everyone can host a food or fund drive. Food and fund drives can be hosted by individuals of all ages to help raise awareness about hunger in central Pennsylvania. They work well at businesses, schools, clubs, places of worship, and public events.

**FOOD DRIVES** are a powerful connector for the communities we serve throughout the year. As a critical component to the ongoing mission of collecting and redistributing millions of pounds of food in central Pennsylvania to neighbors in need, they bring in much needed non-perishable items.

**FUND DRIVES** (monetary donations) are equally as important to our mission of ending hunger and are used to leverage the Central Pennsylvania Food Bank’s bulk buying power. For every $1.00 donated, we are able to help provide six nutritious meals to our neighbors. Increase the impact of your food drive by supplementing your drive with a fund drive.

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**VIRTUAL FOOD DRIVES**

Forget the heavy lifting, donating is just a click away with our newest donation tool, VIRTUAL FOOD DRIVES!

Virtual Food Drive is a web-based tool allowing individuals and organizations to host a food and fund drive on-line for a simple and immediate way to help end hunger in central Pennsylvania.

With just a few clicks, anyone can purchase the most-needed nutritious items, multiply the impact of the gift, and make a difference in the lives of neighbors in need.

To learn more about starting your own virtual food drive, please contact: Dave Carl, Corporate and Foundation Giving Manager at 717.547.6263.
1) Register Your Food Drive
If you have not yet registered your food drive, complete the Registration Form found on our website under GIVE FOOD for traditional food drives. For larger drives, please contact us three weeks prior to your event. The food drive coordinator will contact you to help plan further details of your drive or event or call 717.564.1700 or 570.321.8023 for immediate assistance. For virtual food drives, please contact Dave Carl, Corporate and Foundation Giving Manager, at 717.547.6263.

2) Set Your Goals
Whether you are hosting a food or fund drive, set a goal to give participants something to work towards. The goal could be based on the amount raised at a previous drive, or based on the number of participants. EXAMPLES:

<table>
<thead>
<tr>
<th>Goal Description</th>
<th>100 people</th>
<th>100 people</th>
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<tbody>
<tr>
<td></td>
<td>x 3lbs per person</td>
<td>x $5 per person</td>
</tr>
<tr>
<td></td>
<td>300 pounds of food</td>
<td>$500 helps provide</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3,000 meals</td>
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3) Spread the Word
Share information throughout your organization and community to raise involvement early in the process. Besides using our posters and fliers, businesses please consider using a company newsletter, employee email and website to get the word out about your give-back event. Also, everyone can use social media and community calendars, as well as touching base with local media outlets for possible featured story. If your drive involves a kick-off with your event, please request a Food Bank speaker to attend and educate on the work we do.

4) Location, Location, Location
For traditional food drives, place collection boxes or barrels in highly visible and easy to access areas. Such as break rooms, common meeting rooms and reception areas. If competing, send out frequent notifications about the progress of each team.

Assign one or two individuals to be responsible for collecting financial contributions if applicable. Make all checks payable to Central Pennsylvania Food Bank. If you are using a virtual food drive, share the link with colleagues or on social media.

5) At the Finish Line
When you register your traditional food drive, you will set a pick-up time at the end of your drive for food donations where one of our drivers will pick up the boxes or barrels. Or donate right to one of our partner agencies in your community. If you are planning on dropping off your donations at one of our Healthy Food Hub locations, please try to give advance notice before drop off. Our Healthy Food Hubs accept donations Monday through Friday from 8:00 a.m. to 3:00 p.m. Arrange a tour or volunteer shift in conjunction with your donation drop-off.

Share your success and thank those who participated. Email a picture of your drive in action to the Communications and Marketing Department at the Central Pennsylvania Food Bank at info@centralpafoodbank.org and we will include your drive on our social media sites and submit to print outlets.

Set a date for your next food and/or fund drive!
Creative Ideas

Here are a couple of suggestions to create energy and team building around your Food and Fund Drive.

**Food Fight** Encourage friendly competition between classes, departments, floors, buildings, and even fellow businesses. Winning team could get not only bragging rights, but perhaps a one-of-a-kind trophy. Give prizes such as a pizza party or extra PTO time.

**Beans for Jeans** Allow employees to donate for special incentives such as dress down days, reserved parking spots, catered lunch, homework passes, or leave early passes.

**Harvesting Hope** Collect canned vegetables to create a “garden” in your building’s main entrance or break room. This also serves as a great reminder for donations!

**Canstruction** Hold a canned food sculpture contest and ask students or employees to vote with spare change. The statue with the most donations wins! Plus, all the food used to create the sculpture can be donated to the Food Bank.

**Make A Change** Set up piggy banks or donation cans in prominent locations for people to donate spare change.

**Share your Lunch** Ask participants to bring a lunch bag filled with food or donate the funds that would normally be spent on a lunch out. Remember, every $1 donated to the Food Bank help provide six nutritious meals to those in need.

**Kick-Off Events** Hold a kick-off event and provide staff with a paper or plastic bag to take home and fill with product to donate. Don’t forget to include a list of the most needed non-perishable food items with the bag!
FAQ
Frequently Asked Questions

How long can I hold a food and fund drive?
You are welcome to hold a food and fund drive for as short as one day to all year long. Hunger has no season, so we appreciate your support throughout the year.

How many barrels do I need?
It is rare that more than two barrels are needed during a traditional food drive. Each barrel can hold up to 250 pounds of food, depending on what type of food is donated. Should your barrels fill up while your food drive is taking place, the Food Bank can always replace your full barrel with an empty one.

How do I get the barrels?
You may pick up your requested barrels or make arrangements with the Food Bank to have them dropped off. Because the Food Bank covers such a large territory, please keep in mind some deliveries may not be possible due to the distance.

Can I find out how much my group collected?
Yes. We will send you a letter stating the weight and/or financial contributions from your drive.

What are some of the most needed items?
Non-perishable items rich in protein, which are essential to providing adequate nutrition, are the most desired food drive donation items. Please make sure items are unopened and are not expired. We have a list of 12 items in the toolkit for you to review.

Do you accept non-food items?
While the Food Bank will not turn down donations of these items, focusing on raising food or funds during your drive will be much more beneficial to us.

Can I use your logo on our marketing materials?
Yes, however, we ask that you send us a copy of all of the materials you create using our logo before you distribute them. All promotional CPFB assets can be obtained by emailing the Communications and Marketing Department at info@centralpafoodbank.
NEEDED ITEMS
for a food drive

Tuna
Cereal
Peanut Butter
Pasta
Rice
Macaroni and Cheese
Canned Soup
Canned Fruits & Vegetables
Canned or Dried Beans
Pure Fruit and Vegetable Juices
Baby Food, Cereal, Formula
No one should be hungry!

The Central Pennsylvania Food Bank (CPFB) is a nonprofit organization whose mission is to reduce hunger in the 27 central Pennsylvania counties we serve. Headquartered in Harrisburg with a location in Williamsport, the CPFB works with nearly 1,400 local agencies and programs to fight hunger, improve lives, and strengthen communities.

Over the past year, we...

- provided over 45 million meals to neighbors in need
- distributed more than 11 million pounds of produce
- volunteers donated more than 72,000 hours of time
- served more than 135,000 neighbors per month

The programs of the CPFB reach thousands struggling with hunger every day and include: ElderShare serving seniors, Fresh Express mobile pantries distributing fresh produce and dairy products year round, youth programs such as Kids Cafe®, Backpack & School Pantries in schools, after-school and summer meal programs, Supplemental Nutrition Assistance Program (SNAP) Outreach assisting eligible families, Emergency Food Distribution and MilitaryShare serving veteran households.

How the Food Bank works....

<table>
<thead>
<tr>
<th>COLLECT FOOD &amp; DONATIONS</th>
<th>SORT &amp; PACKAGE FOOD</th>
<th>DISTRIBUTE TO PARTNER AGENCIES</th>
<th>GIVE TO OUR NEIGHBORS</th>
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<tbody>
<tr>
<td>Donated food from farmers, wholesalers, retailers, food drives, state/federal government &amp; monetary donations.</td>
<td>With the help of many volunteers, we inspect, sort, package &amp; store food at one of our two healthy food hubs.</td>
<td>Items are then delivered to our network of over 1,400 partner agencies &amp; programs.</td>
<td>Our partners, in turn, give nutritious food to individuals, families, seniors, veterans, and children.</td>
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Questions?

To learn more about how you or your company CAN make a difference in the fight against hunger, please email info@centralpafoodbank.org

Or contact one of our Health Food Hubs:

3908 Corey Road
Harrisburg, PA 17109
Phone: 717.564.1700

3301 Wahoo Drive
Williamsport, PA 17701
Phone: 717.564.1700

www.centralpafoodbank.org