

# Food Drive Toolkit

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# Food Drive Toolkit

## Coordinator Instructions

Dear Food Drive Coordinator,

Thank you for choosing to support Philabundance and for taking the lead on your organization's food drive. Philabundance knows that you have many demands on your time and we truly appreciate your commitment to helping drive hunger from our communities!

Philabundance relies on food drives to bring in much needed non-perishable items that we rarely receive from other donation sources. The items your organization collects will be sent to over 350 member agencies and direct service programs within our nine county service area. These agencies include shelters, food pantries and after-school feeding programs. The people who rely on these programs are often struggling to feed a family with children.

As Food Drive Coordinator, you will serve as the liaison between your organization and Philabundance. You will be responsible for registering your food drive online and for coordinating delivery of all collected food. This toolkit is your guide to running a successful event.

If you would like to use our logo for your marketing materials or receive a digital copy of our food drive posters, please email us at [fooddrives@philabundance.org](mailto:fooddrives@philabundance.org).

If you have not already done so, please register your drive at <https://www.philabundance.org/donate/give-food/register-your-food-drive/>. This form will allow us to enter your drive into our database and ensure we provide you with the best service possible.

We thank you for your partnership to fight hunger in our region. Without you our work would not be possible!

Kind Regards,

*The Food Drive Team*



# Food Drive Toolkit

## Collect Food

### High-Priority Food Items:

The list below includes some of our most needed items. Please request products that are in boxes, cans, or plastic bottles and do not require refrigeration. Bread and baked goods are not ideal because of their short shelf life. All items should be recently purchased and in good condition.

- 🍷 Peanut butter
- 🍷 Canned meats and fish
- 🍷 Canned stew/ chili
- 🍷 Shelf stable milk
- 🍷 100% juice
- 🍷 Breakfast cereal/ oatmeal
- 🍷 Whole grain/ wheat pasta
- 🍷 Nuts/ trail mix/ granola bars
- 🍷 Pasta sauce/ canned veggies
- 🍷 Unsweetened applesauce/ canned fruit
- 🍷 Pancake mix/ syrup
- 🍷 Macaroni and cheese

### Please Do Not Donate:

- Baby formula/ items
- Toiletry items
- Food high in sugar
- Items containing high fructose corn syrup
- Items high in sodium/ fat
- Soda/ other sugary beverages
- Water

### Food Drive Boxes:

Boxes are available for food drives with goals over 500lbs. Philabundance-branded food drive boxes are available by request in limited quantities. Food drive boxes are approximately three feet high by two feet deep. Each box holds approximately 100-150 pounds of food (about 100 items). Boxes can be picked up by appointment only at either of our warehouse locations. Be sure to reinforce boxes with tape on the bottom/sides. Call 215-339-0900 and ask to speak with the food drive coordinator or email [fooddrives@philabundance.org](mailto:fooddrives@philabundance.org) to figure out how many boxes you need and to arrange a pick up date and time.



# Food Drive Toolkit

## Raise Funds

*If you want to increase the impact of your food drive, consider supplementing your drive with a fundraiser. Every dollar raised through your drive enables Philabundance to provide 2 meals. That means we can provide 200 meals for every \$100 raised! With our access to the wholesale distribution market, we can stretch the dollars you donate.*

### **Virtual Food Drive:**

A Virtual Food Drive (VFD) is a great alternative or addition to a traditional food drive where organizers can create a competition among various schools/ teams to raise funds. A VFD allows you to customize your pages depending on each team's specific goal. Teams have the opportunity to "shop" for different food items that are a part of their team's "store." Email us directly at [fooddrives@philabundance.org](mailto:fooddrives@philabundance.org) to get directions on how to register your specific drive!

### **Customized Donation Page:**

Don't want the hassle of shopping for food items with a Virtual Food Drive? Are you looking to have an easy link where your co-workers can make a simple monetary donation during your food drive? Look no more! Email us today at [fooddrives@philabundance.org](mailto:fooddrives@philabundance.org) to create your own customized donation page! We can add photos and text specific to your company and your goals for the food drive!

If you prefer to send a donation directly to Philabundance, please be sure to convert cash to check or money order before sending to:

Philabundance  
ATTN: Gifts Processing  
3616 S. Galloway Street  
Philadelphia, PA 19148

*Be sure to note your company/food drive name on the check so you get credit for the donation.*  
**Remember, for every \$1 donated, Philabundance can distribute two meals.**



# Food Drive Toolkit

## Getting Your Food to Philabundance

**Donations under 500lbs:** (3 food drive boxes or fewer)



For donations under 500lbs, you have two options:

- donate directly to one of our member agencies in the community.
- deliver your donation to either of our warehouses listed below

Please email [fooddrives@philabundance.org](mailto:fooddrives@philabundance.org) for a list of agencies in your area or to arrange a drop off date/ time.

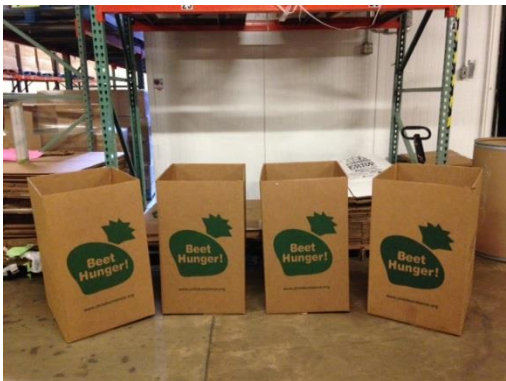
### **Hunger Relief Center**

South Philadelphia  
3616 Galloway Street  
Philadelphia, PA 19148  
Monday-Friday, 8:30AM to 2:30PM

### **Berks Warehouse**

North Philadelphia  
302 West Berks Street  
Philadelphia, PA 19122  
Monday-Friday, 8:00AM to 1:30PM

**Donations over 500lbs:** (4 food drive boxes or more)



If your donation is greater than 500lbs pounds, you may request a pickup from our transportation team by emailing [fooddrives@philabundance.org](mailto:fooddrives@philabundance.org) at least a week prior to the end of your drive.



# Food Drive Toolkit

## Creative Ideas

- **Hold a kick off** – Collect donations at kickoff event and engage your target audience.
- **Creative name** – Identify your drive with a name such as “Gifts from the Heart”, “Feed the Need”, “Yes We Can”, etc...
- **Promote\*** – Distribute posters and flyers; share on social media such as Facebook, Twitter and Instagram (our handle is @Philabundance on all platforms); Decorate collection bins for increased visibility; submit a press release to your local newspaper or your organization’s web and social media platforms.
- **Make it a competition** – Track your progress and post it in a common area so classes or departments can win bragging rights, pizza party, etc.
- **Give your drive a theme** – Distribute paper donation bags and the “High Priority Food Items” list to your co-workers and ask them to take it home to fill with non-perishable goods.

*\*If you are using Philabundance’s name or logo on your promotional materials or in your press release, please send them to us for review and approval.*

### Corporate Food Drive

- **Incentives**
  - Offer casual dress days for a \$10 donation; hold a live auction for a special parking spot or “leave early” pass.
- **Brown Bag Lunch**
  - Employees pack their lunch and donate a meal or equivalent
- **Executive Service**
  - Ask your Executive/ Management staff or Board of Directors to serve breakfast or lunch to everyone. Entry to participate is a monetary donation to the food drive.

### Community Food Drive

- **Meals in a Bag**
  - Spaghetti Dinner--canned sauce, pasta, salad dressing
  - Tuna Casserole-- canned tuna, soup and can of peas
  - Beef Stew -- canned stew, green beans and fruit cocktail
- **Raffle**
  - Hold a raffle in which a certain number of cans or other shelf stable item buys you a raffle ticket(s).

### School Food Drive

- **Food of the Day**
  - Macaroni Mondays, Tuna Tuesdays, etc.
- **Big Dare**
  - Donate (insert pounds) and the Principal will get a pie in the face.
- **Pictures Says a thousand word**
  - Students can have their picture taken while sitting at the Principal’s desk for a food or monetary donation.

**THANK YOU AGAIN FOR HELPING US FEED OUR NEIGHBORS IN NEED!**

