

HOST'S KIT



FOOD & FUND DRIVE



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MESSAGE

Dear Friend,

Thank you so much for planning a food and/or fund drive to support Second Harvest Food Bank of Metrolina. The following pages offer many ideas and resources to help make your drive a success. Food and fund drives are an excellent way to educate the community about hunger in our area. Unfortunately, the problem of hunger in our region is one that has worsened in recent years.

Over 527,000 of those living in poverty in our region are children and seniors. In addition, thousands are “working poor” families - working adults who are earning low wages and having a hard time providing for their families. The over 700 non-profit programs that the Food Bank supports in 19 counties in North and South Carolina are helping these children, seniors and working poor adults who daily make choices between paying rent and utilities or buying food and purchasing prescriptions.

I encourage you to use this Food & Fund Drive Host Kit to make your drive as successful as possible. Please feel free to make copies of any of the information that is included. If you need additional assistance, or to register your food drive, please do not hesitate to contact Lisa Marie Nisely, our Food and Fund Drive Coordinator here at Second Harvest Food Bank of Metrolina. She can be reached at lnisely@secondharvest.org or 704-805-1727. **Together We CAN End Hunger.**

Warm Regards,

A handwritten signature in black ink that reads "Kay".

Kay Carter
Executive Director



YOUR CHECKLIST

First, the basics:

- Decide if you will raise food, funds or both. Fund drives can be an easy way to multiply your giving. \$1 = 7 pounds = 4 meals.
- Decide if you want your drive to have a theme, a pet food drive, a party or competition component.
- Create a name for your drive. This should always start with your individual or group's name. A few examples include: "Elon Park School's Funds 4 Food Drive", "Kim's Cans for Kids", "John's \$30 for 30 Fund Drive", "Wesley Hall Cares Food & Fund Drive".
- Select a start and end date for your drive. Will it be for one day? One week? We recommend two to three weeks.
- Choose the drive's location. Will it occur online or at one or more locations?
- Register your Food/Fund Drive online by visiting SecondHarvestMetrolina.org, scroll over the words "Give Food" and choose "Food/Fund Drives". If you have any questions, contact Food Drive Coordinator Lisa Marie Nisely directly at 704-805-1727 or lnisely@secondharvest.org.
- Consider bringing a group to Second Harvest Food Bank of Metrolina to participate in a volunteer activity. You can visit our website's "Give Time" page to learn more.

Next, get everything ready:

- Set up your online fund drive page and/or organize a kick-off event for your drive.
- Create a flyer or use our standard Food Drive poster and/or Fund Drive Flyer (included in this kit). You can just cut and paste them into emails, or make copies to mail, hand out, or post in your office, school, church, or other organization.
- If you are hosting a physical food drive, share the list of most needed items included in this kit.
- Be sure to share your Food/Fund Drive on social media, in community or organization newsletters, in email signatures and even on your voicemail messages!
- If you are holding a neighborhood Food Drive, make it easy for folks to help. Deliver one of our grocery bags with your personalized note attached letting folks know who is hosting the drive and how donations will be collected.
- If you are holding a food drive at a school, place of business or event space, place your barrels in convenient and visible areas - ensure that they are not being utilized as trash receptacles throughout your food drive.



YOUR CHECKLIST

Then, during the drive:

- Take photos (include names of those photographed) - they can be emailed to Lisa Marie at lnisely@secondharvest.org and may be used in an upcoming newsletter, on our web site or on social media!
- Keep promoting your drive to friends, family, co-workers, etc.
- Encourage monetary donations by advertising How Far Your Donation Goes with information from this packet or our website. \$1 = 7 pounds = 4 meals.
- Plan to bring your group to Second Harvest Food Bank of Metrolina to participate in a food sorting or other project. Visit our website's "Give Time" page for more information.
- If you are delivering the food to Second Harvest Food Bank, coordinate volunteers to help you load and transport the food back to the Food Bank.
- Send out a press release if you are having an event the community can attend.

Finally, when the drive is over:

- If you are delivering your food/funds, come to Second Harvest Food Bank's business office at 500-B Spratt Street between the hours of 7:15am - 4:00pm Monday through Friday - tell our front desk staff that you are here to drop off your food drive. Please call the Food Bank in advance if you are interested in delivering to one of our other branch locations.
- Share your food/fund drive results with all participants personally and on social media. Send thank-you letters or emails to those that helped you through the food drive.
- Host a recognition party rewarding the competition winners with humorous prizes; take pictures to include in your organization's newsletter or post on company website. Be sure to recognize all participants because every pound counts!
- Write down your good ideas for your next drive!



FUN IDEAS FOR RAISING FOOD & FUNDS

Fun Ideas:

- Have a denim day and allow staff or students to “buy” a casual or jeans day for a certain amount of money or food. Do a “denim day” sticker to give those that donate. “Can Suits” or “Beans for Jeans”.
- Host a breakfast or pizza party for the department that raises the most funds or food.
- Set a poundage or monetary goal and when it is met, the boss or a teacher shaves their head - this one is always a big hit!
- Sponsor a bake sale or organize a cake walk.
- Recycle your treasures at a garage sale and help end hunger at the same time.
- Collect food and funds at sports events at your school.
- Bag it! Sponsor a brown-bag lunch. Ask staff to donate the cost of a lunch or to donate a bag of nonperishable food items.
- Have an ice-cream social in the summer or a chili cook-off in the fall in your neighborhood or office.
- Challenge your office to fill a specific number of grocery bags at a company event and the winner gets a day off!
- Invite family and friends to make donations to Second Harvest Food Bank of Metrolina as a birthday, anniversary or holiday gift.
- Organize a pledge drive. Ask family and friends to pledge money if you walk or bicycle a specific distance.
- Hold a lemonade stand and let buyers know you’re donating the funds to Second Harvest.
- Plan a change or dollar “war” between departments or classes. Each group collects coins or bills in a container and at the end of your drive the winning team wins a prize or party!



FUN IDEAS FOR RAISING FOOD & FUNDS

Foster Competition:

- Hold department challenges, classroom challenges, or team challenges. Friendly competition adds great energy to a drive and helps people remember to donate.
- Offer rewards to top donors (pizza parties, gift certificates donated by local businesses, a front-row parking space for a month, etc).
- Assign specific foods from the “Most Needed Items” list (included in this kit) or give a prize to the group that donates a well-balanced collection of foods.
- Encourage teams to choose a mascot, motto, team name or cheers. The sillier, the better!
- Encourage fund donations. A dollar goes a long way to bring food to people in need. It’s also easier to store, deliver and easier to count. For every \$1 donated, Second Harvest Food Bank of Metrolina can distribute 7 pounds of food and funds help us keep refrigerated transportation on the road. This allows us to provide more fresh produce, dairy and frozen meats to neighbors in need. Teams that donate funds get ahead quickly in a competition!

Be Creative!

- Create a giant thermometer or can to measure progress toward your goal. Place the thermometer or can in the front lobby, lunch room or employee break room.
- Design a paycheck stuffer with information about your food drive
- Give your food drive a name such as “Hunger Heroes”, “Feed the Need”, “Charlotte CAN”, etc.
- Communicate often! Via your personal and workplace’s email system or public address system, distribute a hunger fact a day (included in this kit) during your drive. Quiz people at random and hand out little prizes to people who know the facts!



ONLINE FUNDRAISING TIPS

1. Get the Ball Rolling

Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved. If you have not already, register your Fund Drive and build your own custom fundraising page by visiting: <https://www.classy.org/events/detail?eid=88839>.

2. Add Your Why to The Email

We've put together an email template you can use right from your online fundraising page. The most important thing you can add to this message is why you are fundraising. Let your family, friends and coworkers know why this matters to you, that's what they care about most!

3. Start With Your Close Contacts

It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

4. Now Move To Social Media

Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message and lets the people you are asking know that people are already getting behind you.

5. Re-engage With Email

Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

6. Continue Thanking And Updating Social Media

As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

7. Social Media

If you are sharing on social media, here are some guidelines for how often to post:

- **Twitter:** Once or twice a day
- **Facebook:** At least every two or three days
- **LinkedIn:** Twice per week
- **Instagram:** Twice per week



Together We CAN End Hunger

FOOD DRIVE

YOU *Can*
MAKE A DIFFERENCE



**Help Feed
Our
Hungry
Neighbors**

\$1 = 7 pounds

www.SecondHarvestMetrolina.org



FUND DRIVE

YOU *Can* **MAKE A DIFFERENCE**

Hosted By: _____

Dates: _____

For more information visit:



Your dollars donated help keep The Food Bank's refrigerated trucks on the road, which means more fresh produce, meat and dairy reach your hungry neighbors.



Pet
Second Harvest Food Bank

Pet Food Drive



Best Friends Need Food, Too.

www.SecondHarvestMetrolina.org



The Facts

www.SecondHarvestMetrolina.org



➤ Our Mission

Second Harvest Food Bank of Metrolina (SHFBM) strives through education, advocacy, and partnerships to eliminate hunger by the solicitation and distribution of food. SHFBM has been in existence since 1981.

➤ Who We Are and What We Do

We provide a regional distribution warehouse and branches that supply food and grocery items to charitable agencies that assist people in need. We provide training, technical assistance, and hunger education to our partner agencies.

➤ Counties Served

We serve a total of 19 counties - 14 counties in North Carolina including Anson, Burke, Cabarrus, Catawba, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Montgomery, Stanly, Union, and York. We serve 5 counties in South Carolina including Cherokee, Lancaster, Spartanburg, Union and York.



➤ Agencies Served

SHFBM provides food for over 700 partner agencies including soup kitchens like Urban Ministries, emergency pantries like Loaves and Fishes, homeless shelters like the Uptown Men's Shelter and Center of Hope, senior programs, and low-income daycares.

➤ Food Distributed

SHFBM annually distributes over 50 million pounds of food and other household items throughout our 19 county service region. Over 18 million pounds of our annual distribution is fresh produce, meat and dairy.

➤ The Need

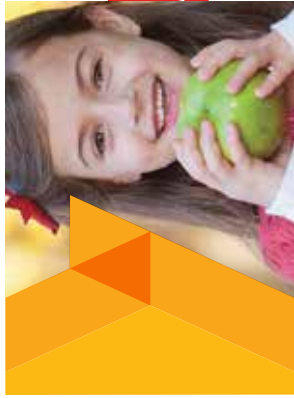
18.3% of our service area population, over 527,000 people, lives in poverty including over 188,000 children and over 41,000 seniors. Our emergency pantries, soup kitchens, and homeless shelters continue to report significant increases in requests for assistance over last year.

➤ Where Our Food Comes From

Approximately 75% of the food we distribute is donated, 10% is purchased and approximately 15% of the food comes from government commodities.

➤ How We Distribute Food

Through our main warehouse in Charlotte and through branches in Hickory (Catawba County), Dallas (Gaston County) and Spartanburg (Spartanburg County).



Programs



In addition to providing food to over 700 partner agencies, SHFBM directly serves our hungry neighbors.

We ♥ Kids



Over 188,000 children are at risk of hunger every day.

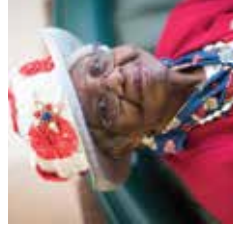
➤ Backpack Program

This program is designed to provide children at risk of hunger with backpacks full of ready-to-eat, nutritious foods for weekends and holidays when school meals are not available. The program currently operates over 150 sites in 16 counties.

➤ Kids Cafe

Second Harvest partners with agencies that already serve children at risk of hunger to help provide nutritious meals and snacks at their sites. We currently operate over 40 of these sites in 11 counties and serve thousands of children who might otherwise

We ♥ Seniors



Over 41,000 seniors struggle to afford both food and medicine.

➤ Second Helping

This program provides monthly boxes of supplemental nutritious food to older seniors working with our Meals on Wheels partners. Second Helping supplements the daily nutritious meals received through that program with supplies of easy-to-open nutritional items.

➤ Fresh Produce Markets

Nothing says summer quite like picking up fresh produce at a Farmer's Market, but fresh fruit and vegetables can be a luxury for seniors at-risk for hunger. SHFBM provides farmers market

We ♥ Families



Working poor families choose between paying utilities, rent or buying food.

➤ School-Based Mobile Pantries

This program supplements our backpack program at high-poverty rate elementary schools. It provides on-site food including produce, meat and dairy for low-income families. This helps the children have enough nutritious food to eat and to come to school prepared to learn. This year, SHFBM will provide over 150 school-based mobile pantries.

➤ Rural Mobile Pantries

This program is designed to deliver food to rural areas of our service region where poverty rates tend to be higher and resources can be scarce. Specially equipped trucks deliver 5,000 to 10,000

We ♥ Pets



Families and seniors in need struggle to feed their pets, too.

➤ Pet Food Bank

The Second Harvest Pet Food Bank is a partnership between Second Harvest Food Bank and Charlotte Mecklenburg Animal Care & Control to assist individuals in Mecklenburg County who cannot afford to feed their pets. The goal of the partnership is to help keep pets with their families.

➤ Operation Rescue

SHFBM receives and redistributes salvage pet foods and supplies to dozens of animal rescue operations throughout our 19 county region. These supplies help shelters reduce operating costs, freeing up funds to



Most Wanted

Funds:

Fund drives can be an easy way to multiply your giving. A \$1 donation to Second Harvest Food Bank of Metrolina equals 7 pounds of food or 4 meals.

\$1 = 7 Pounds = 4 Meals

Food Items:

- Canned Fish or Meat
- Peanut Butter
- Pasta
- Canned or Dry Beans
- Soups
- Canned Fruits in Juice
- Canned Low-Sodium Vegetables
- Whole Grain Cereals

Non-food items:

- Paper Products
- Diapers
- Cleaning Supplies
- Personal Hygiene Items