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# ***Food and Fund Drive Toolkit***

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*Revised January 2015*

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**Foodbank**

of Southeastern Virginia  
and the Eastern Shore

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**Leading the effort to eliminate  
hunger in our community**



## Why a Food and Fund drive?

- Fun and easy way for anyone to support the Foodbank.
- Helps us continue to meet the needs of people who struggle with hunger in our community year round.
- Important source of food – provides a variety of food items to help us create well-balanced meals.
- With the Foodbank's buying power, every \$10 donated allows us to distribute over \$60 worth of groceries!

## How to conduct a Food and Fund Drive:

- ✓ **Dates**
  - Determine the dates of your drive, whether it will be a one-day event or if it runs for multiple weeks or months. Register your drive on our website!  
<http://www.foodbankonline.org/HowToHelp/DonateFood/FoodandFundDrives.aspx>
- ✓ **Participants**
  - Decide who you would like to invite to participate in your drive. (Examples: coworkers, customers, family, friends, classmates, teammates, clients, etc.)
- ✓ **Goal**
  - Help motivate participants by setting a reasonable goal by which they can measure their activity. Consider setting up a competition to help achieve your goal.
- ✓ **Promotion**
  - Advertising your drive is the key to success. Plan to get the word out about your drive early enough to give people time to respond. Send reminders frequently.
  - The Foodbank has food drive posters available for pick-up or you can [download](#) from our website. Email blasts, bulletin or newsletter postings and social media updates are great promotional tools as well!
  - Share your activities on the Foodbank's Facebook page, <https://www.facebook.com/SEVAFoodbank> and tag us on Twitter, @FoodbankSEVA.
  - For use of the Foodbank logo, please contact us.



## ✓ **Collection and Storage**

- For food donations:
  - Using recycled boxes is the best resource. There is a limited supply of boxes and barrels available for pick up from the Foodbank if needed.
  - Food should be stored in a clean, dry place where it will not be compromised (dented, damaged).
  - All donations must have their nutritional labels intact and cannot be more than 6 months past their use by date. We cannot use food past its expiration date. Please no glass containers – they break easily!
- For monetary donations:
  - The Foodbank accepts cash, checks (made out to the Foodbank of Southeastern Virginia) and online donations.
  - For cash and checks, be sure that someone is always responsible for the donations and that they are never left unattended. The Foodbank has a limited number of donation containers available upon request.
  - Go beyond a traditional food and fund drive and launch an Online Food and Fund Drive! Visit [http://fbseva.convio.net/site/PageNavigator/vfd\\_home.html](http://fbseva.convio.net/site/PageNavigator/vfd_home.html) to set up your own fundraising page.
  - If donors choose to give online through the regular DONATE NOW button on our website, please be sure that they fill out the “Program Designation/Food and Fund Drive Name” field on the donation form, otherwise we will not have a way to link it to your drive. All credit cards are accepted.

## ✓ **Delivery**

- Whenever possible, please deliver your food donations to the Foodbank. Each trip not made by a Foodbank truck and personnel allows us to redirect funds towards food and food programs.
- If you collect over 500 pounds of food and are unable to deliver, we will be happy to assist with a pick-up, pending truck availability. Please plan to allow at least 1 week of lead time.
- If you have a small donation, you can drop it off at one of our Drop Site Partner locations:  
<http://www.foodbankonline.org/HowToHelp/DonateFood/DropOffSites.aspx>
- Monetary donations can be dropped off directly at the Foodbank or mailed. If mailing, please convert all cash to a check and clearly mark that the donation is for your food and fund drive so it is accounted for correctly.

## ✓ **Acknowledgment**

- For food donations, upon delivery, your donations will be weighed and you will be asked to fill out a donation form. An acknowledgement letter will be sent to the



name/address listed on that form. Please note that we can only send acknowledgement letters for donations dropped off directly at the Foodbank (not other drop sites).

- For online donations, an acknowledgement email will be sent to the donor.
- For check donations, an acknowledgement letter will be sent to the name/address listed on the check.
- For cash donations, an acknowledgement letter will only be sent to individual donors if we receive their name, full address and amount of donation. Otherwise, the cash donations will be credited to the organization conducting the drive.

## **Foodbank Location & Hours**

### **Address**

Foodbank of Southeastern Virginia  
800 Tidewater Drive  
Norfolk, VA 23504

### **Warehouse hours (for pick-up of supplies & drop-off of donations):**

*Please note, the warehouse loading dock is located on the Tabb St. side of the building.*

Monday – Friday  
8:00 am – 3:00 pm

### **For interactive map directions visit:**

<http://www.foodbankonline.org/HowToHelp/DonateFood/FoodandFundDrives/WarehouseLocationandHours.aspx>

### **Questions?**

Please contact the Foodbank at 757-627-6599 or [email us](#).



# SHOPPING LIST

## Lean Canned Protein

peanut butter, tuna, chicken, turkey, beans

## Fruits and Vegetables

canned fruits and vegetables, pasta sauce, 100% fruit juice, fruit preserves, dried fruit

## Whole Grains

cereal, pasta, oatmeal, rice, crackers

## Meals

soups, stews, boxed meals, canned pasta

## Baby Products

formula, baby food, diapers, wipes

## ***Low Fat - Low Sodium - Low Sugar Products Preferred***

### ***Please remember:***

- *Non-perishable food*
- *Non-breakable containers*
- *Nutritional labels intact*
- *Check dates (items up to 6 months past printed date are accepted)*