Food and Fund Drive Toolkit
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 up to $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!
  - https://foodbankonline.org/food-fund-drive-information/

✔ 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/FoodbankSEVA and tag us on Twitter and Instagram, @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 https://fundraise.foodbankonline.org/campaign/online-food-and-fund-drive/c140728 to set up your own fundraising page.
- Please ensure that donors who choose to give online are donating to your fundraising page, 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 one week of lead time.
- If you have a small donation, you can drop it off at one of our Drop Site Partner locations: https://foodbankonline.org/how-to-help/donate-food/food-drop-off-sites/
- 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 acknowledgment 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.

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**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

**Questions?**
Please contact the Foodbank at 757-627-6599 or email orfdevelopment@foodbankonline.org
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

Personal Hygiene Items
shampoo, body wash, deodorant, toothbrush/toothpaste,
feminine hygiene products, toilet paper

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)