No person or organization can do great things alone. That is why we invite you to save the date for the 25th Annual FM99 and 106.9 The Fox Mayflower Marathon taking place from Friday, November 19 – Sunday, November 21.

Mayflower Marathon is a 57-hour consecutive food and fund drive that occurs the weekend before Thanksgiving each year. The tradition of the low contact drive-thru model allows the Foodbank to continue to operate in the same safe, efficient model to collect and distribute food quickly to families in need this Thanksgiving. Last year, this event collected enough food and monetary donations to provide more than one-million meals.

As we turn the corner on the health crisis, the food insecurity impact from the pandemic is expected to last for up to a decade and people who were least able to afford the challenges caused by the pandemic have been impacted the most. As the holiday season quickly approaches, your support will allow us to meet the growing needs of our community and provide something many of our vulnerable neighbors lost during the pandemic—hope.

With 57 hours to participate, giving has never been so easy. Simply drive through and donate; volunteers will be on hand to collect your donations. Foodbank Friends who would like to make an impact but cannot make it to either site will be able to donate online, share their impact, and encourage others to do the same.

Together, with you, we are ending hunger today and nourishing hope for tomorrow.

For more information, contact our Internal & Partner Communications Manager, Mallory Reckling. mreckling@foodbankonline.org | 757-314-4575
When and Where?

**Pembroke Mall (near Target)**
4554 Virginia Beach Blvd. Virginia Beach, VA 23462
Continuous service from Friday 5:30 a.m. to Sunday 3 p.m.

**Kroger Marketplace (near the fuel center)**
1017 University Blvd. Suffolk, VA 23435
Friday 7 a.m. – 7 p.m. | Saturday 7 a.m. – 7 p.m. | Sunday 7 a.m. – 3 p.m.

Donation Options

**Food, Hygiene Items and Baby Products**
Traditional food drives help us provide a variety of nutritious food and miscellaneous items to our Partner Agencies helping seniors, children and low-income families who face hunger. Collect non-perishable food, frozen holiday food like turkey or hams, hygiene items and baby products from our Shopping List included on page 6. Simply drive through and donate; volunteers will be on hand to collect your donations.

**Monetary Donations – in person**
Financial donations are used to buy the food our neighbors need most, including fruits, vegetables and perishable items like meat and dairy. Because we’re able to procure food at wholesale or lower costs, a $10 donation can provide up to $60 worth of grocery products. Cash, checks and credit card donations are all accepted at Mayflower Marathon. Checks can be made payable to Foodbank SEVA. Simply drive though and donate; Foodbank staff will be available to collect your donations.

**Monetary Donations – online**
Foodbank Friends who would like to make an impact but cannot make it to either site will be able to donate online, share their impact, and encourage others to do the same. Be sure to check our updated [Mayflower Marathon web page](#) and social media pages (by following us @FoodbankSEVA) before and during the event for more information on how to make an online donation.

**Time – volunteer in person**
See page 5 to learn more about volunteer opportunities.
Designate a Food Drive Coordinator. The Food Drive Coordinator is responsible for communicating with the Foodbank, promoting the food drive to your target audience and coordinating the actual collection of food. Depending on how large your organization is, you may want to have several people serve on a committee, but there should only be one person in contact with the Foodbank.

Register your food drive. Once you’ve decided to coordinate a food drive, register by clicking here and completing the form. Registration is encouraged but not required.

Set goals. No donation is too small or too big! 1.2 pounds of food is equivalent to one meal.

Brainstorm and plan. Select a start date that allows sufficient time to organize the food drive and that does not conflict with other campaigns or events.

Create a collection system. Often, the best way to collect donations is to use small to medium-sized boxes that are easy to lift. Consider using boxes that you have available at your house or office and attach a downloadable poster to mark the box. We recommend placing collection bins in high traffic areas where they are visible.

Use our Shopping List. We are committed to providing nutritious meals that are low in fat, sodium and sugar. Keep in mind that the Foodbank aims to provide nutritional, culturally specific and desirable items to our neighbors facing hunger.

Promote your food drive. Spread the word and be creative! If you share on social media, we’d love to see what you’re doing. Please consider tagging @FoodbankSEVA on Facebook, Instagram, Twitter or LinkedIn and using the hashtag #MayflowerMarathon.

Send a progress report. Let participants know how close you are to the goal. Frequent updates can serve as a motivator and reminder. You are welcome to use experiences from our Storybank on pages 7 and 8.

Turn in collected items to a Mayflower Marathon location. Upon completion of your drive, please deliver closed boxes or bags of donated items to either location mentioned on page 3.

Thank the donors. Thank everyone who participated and share your results! Your generous support allows us to continue our mission of leading the effort to eliminate hunger in our community.
Food Drive: Supplies

To help organize your food drive, we can provide supplies to help you estimate how much food you have collected or plan to collect. All supplies can be picked up at the Foodbank of Southeastern Virginia and the Eastern Shore at 800 Tidewater Drive | Norfolk, VA 23504 during warehouse hours (Monday through Friday from 8 a.m. to 3 p.m.).

**Boxes** will hold around 30 pounds of food and are 16” x 12” x 12”. We recommend using boxes this size when you are providing your own boxes for safety reasons. For ease of moving, please do not use overfilled or over-sized boxes. We encourage you to use boxes that you have available at your house or office.

**Customizable posters** are available to help promote your food drive.

**Food Drive: Collection and Storage**

The Foodbank always recommends that you consider using recycled boxes or bins that you have available at your home or office.

Depending on the size of your organization, you may place several collection points in high traffic areas. Filled boxes will be heavy, so consider placing them on the ground floor or in areas that are in close proximity to elevators and exits. Check frequently for overflow and have a storage area available, perhaps an empty office or closet.

Food should be stored in a clean, dry area where it will not be compromised, damaged or dented. Please remember that we only accept items in non-breakable containers with nutritional labels intact. Check the dates – product is good for 6 months past the Best By, Sell By, or Use By date except on baby items.
Volunteer Opportunities

Volunteer participation during Mayflower Marathon is critical in our efforts to provide healthy, nutritious food to our community. With 2 locations and 57 hours to participate, we are estimating a need for 500 volunteers throughout the weekend.

Shift tasks may include but are not limited to:
- Collecting donations from the public through a low to no contact drive-through model
- Inspecting, sorting and categorizing donations once they are received
- Monitoring the weight of donations in refrigeration trucks
- Distributing event t-shirts as a token of appreciation for a monetary donation of $20 or more
- Building excitement and thanking donors as they drive by

The following precautionary measures have been put in place to promote the safety of staff, volunteers and donors:
- Larger event space to implement social distancing
- Consistent, frequent cleaning, sanitizing and disinfecting of common touch points
- Mandating the use of gloves for packing and sorting food
- Wearing face masks in any common space
- Encouraging staff and volunteers to wash and sanitize hands often
- No shared food items will be offered. Pre-packaged snacks and beverages will be available.

If you are interested in volunteering, individually or as a group, please contact our Volunteer Manager, Stephanie Gordon at stgordon@foodbankonline.org or 757-314-4576.
Shopping List

**Holiday Themed Items**
- Frozen Turkey • Frozen Ham • Stove Top Stuffing • Instant Potatoes • Gravy Mix •
  Canned Pumpkin • Canned Sweet Potatoes/Yams • Cranberry Sauce • Cornbread Mix

**Lean Canned Protein**
- Peanut Butter • Tuna • Chicken • Turkey • Beans

**Fruits & Vegetables**
- Canned Fruits • Canned Vegetables • Pasta Sauce • 100% Fruit Juice

**Whole Grains**
- Cereal • Pasta • Oatmeal • Rice • Crackers

**Boxed Meals**
- Soups • Stews • Boxed Meals • Canned Pasta

**Baby Products**
- Formula • Baby Food • Diapers • Wipes

**Personal Hygiene**
- Adult Diapers • Shampoo • Body Wash • Deodorant • Toothbrush / Toothpaste •
  Feminine Hygiene Items • Toilet paper

Please remember that the Foodbank aims to provide nutritional, culturally specific and desirable items to our neighbors facing hunger.

Items must be in non-breakable containers with nutritional labels intact. When checking dates, keep in mind that product is good for 6 months past the Best By, Sell By or Use By date.

Low Fat – Low Sodium – Low Sugar Products Preferred
Carmen's Story
Carmen has been a nurse for the last 10 years. When she's not working, she lives for her her kids, 7-year-old Cameron and 10-year-old Laila. She loves volunteering at their school and being involved in their lives. Carmen has never had trouble affording a turkey for Thanksgiving. She could never imagine needing the help. But this year was different.

"It's been a rough couple of months for me," she said. That's because when the hospital she worked at started construction and closed a number of patient rooms, the staff was restructured and she lost her job. Luckily, she was offered another position – but with significantly fewer hours.

"My funds are pretty low right now," Carmen said. "Losing hours is hard, especially around the holidays when there are a lot more expenses to worry about." But Carmen and her family won't have to worry about whether they can afford a turkey or sides this Thanksgiving, because they're getting all of that from a special holiday food distribution at one of the Foodbank's Partner Agencies. "This is a tremendous blessing," Carmen said. "Before I lost my job, I told my family I was going to have Thanksgiving dinner at my house for the first time. With this food, I can make that happen. It's up to me and my sister to keep the family united and Thanksgiving is a great time to bring everyone together. This food helps us do that."

Vivian's Story
Every day, Vivian helps kids. She's a crossing guard. She's also a grandma who loves her six grandchildren. But this holiday, she's the one in need of a little help. Her budget is tight, and she isn't going to be able to afford a Thanksgiving turkey. And that's hard, because there's nothing she loves more than feeding her grandkids a traditional Thanksgiving dinner.

"The holiday meal is a tradition we try to keep," she said. But because of a holiday turkey distribution at a school nearby, she'll be able to provide turkey and traditional sides to her grandchildren on Thanksgiving. "It feels good to feed them," she said. "It just makes me happy."
Crystal and Eva's Story
It's a bittersweet Thanksgiving for Crystal and her 10-month old daughter Eva. "We're excited because Eva just got her first two teeth!" Crystal proudly announces. But, Eva might not have much food to try her new teeth on this holiday. That's because Crystal recently lost her job waitressing. Her husband works in a factory, but his salary is only enough to pay the family's bills every month – and doesn't leave much for food.

"Our budget is really tight every month," Crystal said. With the holidays coming up, Crystal knew she needed a little extra help, so she turned to the Foodbank. At one of the Foodbank's holiday distributions, Crystal got the food she needed to ensure her family would have a traditional meal this year.

"We probably wouldn't be doing Thanksgiving if it weren't for this," she said. "This means we get to have a nice meal as a family, which we wouldn't be able to afford otherwise." Crystal not only got a turkey for the family, she also got holiday sides – carrots, green beans, stuffing and mashed potatoes. "I'm proud that for Eva's first Thanksgiving we'll be able to really share what the holidays are all about: family," she said.

Tom and Mary's Story
About seven years ago, Tom was going door-to-door asking if people needed their lawn cut. He was struggling to make ends meet and so far, he wasn't having much luck cutting lawns. But, when he knocked on Mary Ragno's door, his luck started to change and a new friendship was born.

Mary gives back whenever she can. "I was thinking about being a nun when I was younger," Mary admits. "I just want to help people through tough times." Since they met seven years ago, Tom has run into those tough times. He's been homeless for the last two years and while he's been taking odd jobs, finding food is difficult. But Mary has been there for him. "I've opened my house up to him and a few other people who are down on their luck," she said. "Sometimes people need a little help."

And this holiday season, Mary is making sure Tom has a proper Thanksgiving meal. But she can't do that alone. Now living on a fixed income, Mary can't afford a turkey. So, she visited a holiday food distribution hosted by one of the Foodbank's Partner Agencies. In addition to turkey, she got stuffing, gravy and other holiday sides. "I want people to have the food they need during the holidays," she said. "I just need a little help getting them there. I'm thankful for it." And so is Tom, who said if it weren't for Mary and the turkey, he would be spending Thanksgiving without a solid meal.