Food Drive Toolkit

Food drives are a fun and easy way to 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, hygiene items and baby products from our Shopping List and turn them in to the Foodbank for us to distribute.

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Still have questions?
Contact our Community Engagement Coordinator, Priscilla Weddle.
pweddle@foodbankonline.org | 757-644-4432

Questions regarding the Eastern Shore Branch can be directed to Leslie Hart, Branch Office Coordinator.
lhart@foodbankonline.org | 757-787-2557

Questions regarding the Western Tidewater Branch can be directed to Teri Zurfluh, Regional Outreach Coordinator.
tzurfluh@foodbankonline.org | 757-641-0682
**Tips for a Successful Food Drive**

**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 traditional food drive and have selected a time frame, visit [https://foodbankonline.org/food-fund-drive-information/](https://foodbankonline.org/food-fund-drive-information/) to register.

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

**Brainstorm and plan.** Remember that food is needed year-round, so your food drive can be conducted at any time of year. 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.

**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.

**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 the Foodbank.** Upon completion of your drive, please deliver closed boxes of food, well marked with your organization’s name, to the Foodbank of Southeastern Virginia and the Eastern Shore. See page 5 for drop-off instructions.

**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.

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**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 (see page 5 for instructions).
Barrels 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.

Totes hold between 700 – 1,000 pounds and come with pallets. One tote full will qualify you for Foodbank transportation to and from the food drive location. Pallets are 4’ x 3 ½’ and totes are 2’ to 3’ tall.

Barrels range from 32 – 44 gallons, are extremely limited, and go quickly, but you can use bins that you have available at your home or office.

Customizable posters are available to help promote your 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, 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 non-perishable 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.

Note: One way to avoid many of these logistical issues is to host a monetary collection or participate in a fund drive.
Foodbank Transportation Requests

Supply drop-offs and food pick-ups become costly when we schedule small orders. Please consider using your own transportation as part of your donation. We ask that if the amount of supplies or food is less than that which would fit in the back of a pickup truck, please refrain from requesting Foodbank transportation.

Requirements for supply drop-off included:
- Requested supplies must exceed the space provided in your vehicle.
- If the food drive requires totes and pallets, the Foodbank can provide transportation to and from the food drive location. Please note that we must be able to access the tote(s) with a pallet jack and that all equipment must fit through the door width.

Requirements for donation pick-up include:
- Collected items must exceed 500 pounds (about 17 Foodbank boxes) or the amount of space provided in your vehicle.
- Food must be pre-boxed for pick-up upon the arrival of the Foodbank driver.
- Items must be located on the ground level of the building.

All transportation requests should be finalized no less than 7 business days prior to the requested pick-up or drop-off date.
- To schedule a transportation request, contact our Community Engagement Coordinator, Priscilla Weddle, at pweddle@foodbankonline.org or 757-644-4432.
- To schedule a transportation request on the Eastern Shore, contact our Branch Office Coordinator, Leslie Hart, at lhart@foodbankonline.org or 757-787-2557.
- To schedule a transportation request for Western Tidewater, contact our Regional Outreach Coordinator, Teri Zurfluh, at tzurfluh@foodbankonline.org or 757-641-0682.
Priscilla, Leslie, or Teri will work with the Food Drive Coordinator to discuss and confirm all requests.

In order to make the most efficient use of funds, our drivers’ routes may change, so we cannot guarantee a time. If you need notice before the driver arrives, we can make note for the driver to call you before they are in route. Please specify this when scheduling your request.

Foodbank transportation is only available Monday through Friday from 8 a.m. to 3 p.m. Please note that the Foodbank is closed on all federal holidays and Black Friday.

Acknowledgement

Upon delivery, your donations will be weighed and you will be asked to complete a donation form. The information noted on the form will be the account that the donations are listed under. If you have conducted food drives in the past and want to add on to your existing total, please provide the same contact information from the prior food donations. If not, a new account will be created.

An acknowledgement letter will be sent to the name/address listed on the donation form for all donations of 100 pounds or greater. We can only send acknowledgement letters for donations dropped directly off at the Foodbank — not other drop off sites.
If the Foodbank picks up your donations, please allow up to 5 business days for weight to be taken and recorded. A larger amount of donations requires more work when offloading — so, pat yourself on the back! Please allow for more time for the official donation weight between October and December, as this is our busiest time of year.

### Foodbank Locations and Hours

<table>
<thead>
<tr>
<th>Foodbank of Southeastern Virginia</th>
<th>Eastern Shore Branch</th>
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<tbody>
<tr>
<td>800 Tidewater Drive</td>
<td>24530 Coastal Boulevard</td>
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<tr>
<td>Norfolk, VA 23504</td>
<td>Tasley, VA 23441</td>
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**Warehouse Hours**
- Monday – Friday
- 8 a.m. – 3 p.m.

Please note that the Foodbank is closed on all federal holidays and Black Friday.

### Loading Dock (Norfolk, VA)

When picking up supplies or dropping off donations, please go directly to the loading dock. The Foodbank loading dock is located on the Tabb Street side of the building — to the left of the building when looking at the main entrance. Please drive directly up to the first garage (located to your right). Drive up the ramp, ring the doorbell, and our staff will help load/unload your vehicle.

### Frequently Asked Questions

**For how long should I hold a food drive?** Single-day food drives can be very successful because the focus is on one particular day. Most food drives last about two weeks, leaving enough time for donors to remember their donations.

**How can I promote my food drive?** Your drive can be easily promoted online through email and social media. We have posters available for you to pick up or download and customize. Hang posters and share on social media to help generate interest and provide basic information about the donations needed.

**Will the Foodbank provide staff for my drive and help promote it?** Due to the volume of food drives, the Foodbank is unable to promote food drives. With limited staff, we cannot offer personnel to help with food drives beyond transportation for drives of at least 500 pounds.

**Do you have any advertising materials?** Feel free to download our logo [here](#) to use in promoting your food drive. Please use our full name – Foodbank of Southeastern Virginia and the Eastern Shore – and send us any materials that you create so we can review them prior to publishing them. Materials can be sent to our Community Engagement Coordinator, Priscilla, at pweddle@foodbankonline.org. You are also welcome to use experiences from our Storybank on pages 7 and 8.
What donations can you accept? Please refer to our Shopping List and keep in mind that the Foodbank aims to provide nutritional, culturally specific and desirable items to our neighbors facing hunger.

What donations can you not accept? Please refer to our Shopping List. If an item is not good enough for you, it probably isn’t good enough for those in need either.

Can I share my food drive on social media? Please do! We find that the most successful drives are ones where the host actively advertises the drive, and social media is a great way to spread the word. If you do share on social media, we’d love to see what you’re doing. Please consider tagging @FoodbankSEVA on Facebook, Instagram, Twitter or LinkedIn. Don’t forget to use the hashtag #FoodbankSEVA.

How can I start my food drive? Please register your food drive here. Once you click submit, the form goes to the inbox of our Community Engagement Coordinator, Priscilla. She will get back to you within 1–5 business days from when you submit the form.

When do you need food the most? While our neighbors face hunger 365 days a year, February through August are great months to host a food drive. The holidays are a popular time for hosting drives, with a majority of all donations received in November and December. As we move into spring and summer, donations tend to slow while demand increases when children are out of school.

How do I donate money with our food drive? Collecting monetary donations is a fantastic way to multiply your impact! Please refer to the Fund Drive section of our website for more information.

Where can I drop off food if I’m not hosting my own food drive? There are a number of year-round drop off sites in our service area. To find the one closest to you, view our list here. We recommend calling your chosen location prior to arrival to make sure they are collecting donations at this time.

How do I determine what my donation goal should be? Setting a goal is a great way to motivate donors, and it provides a sense of accomplishment at the end of your drive. We suggest asking participants to donate five pounds to the drive — some will donate less but many will donate more!

How much does a can of food weigh? The average can of food weighs 15 oz. — almost a pound.

What if we are a small office? Can we still help? Absolutely. There are many ways you can participate:

• You can collect food in your own containers and deliver to one of our warehouses.
• Join forces with other businesses in your area to meet the 500 pound goal.
• Participate in a Fund Drive.

What donations are most impactful: food or money? The Foodbank is grateful for any and all donations. Food drives not only provide the food needed by our hungry neighbors, but also create a connection between donors and the people they are helping. On the other hand, monetary donations will yield more food as we can buy at deeply reduced rates. Ninety-four cents of every dollar donated goes directly to food and food programs. Funds help us provide needed items like meat, dairy and produce, which cannot be donated through a traditional food drive.
Brenda’s Story
In 2009, Brenda got into a car accident and had to have spinal surgery. Since then, she’s been disabled and has been using her retirement savings to pay medical bills. “I worked all my life,” she said. “I never thought I’d be in poverty." But because of the accident, that’s exactly where she finds herself.

She gets about $15 per month in SNAP benefits, but that’s not nearly enough to help her make ends meet each month, so she visits one of the Foodbank’s Partner Agencies. "Some of what I get here, I can’t buy. I get a lot of food that I really need that I wouldn’t be able to afford," she said. Because of the food she gets from the Foodbank, she doesn’t have to make difficult decisions between food and her medication. "I have about 10 medications I’m on because of my back injury," she said. "When I run out, I wonder if I’m going to have enough money to just pay for those let alone for food." While Brenda continues to deal with the repercussions of her injury, she knows she will have enough to eat, and that’s because of the Foodbank. "Without the Foodbank and their partners, I’d be going hungry."

Edwin’s Story
58-year-old Edwin has been waiting for a heart transplant for three years. He’s hoping to get a donor match soon, but in the meantime is supposed to eat as healthy as possible. But fresh produce can be expensive, and isn’t always easy for Edwin to afford.

With the help of his local mobile pantry, Edwin doesn’t have to worry about healthy food being out of his budget. Instead, he can focus on getting better. “We’re staying as positive as we can and this food is doing the job," he says.

Zoey’s Story
Meet Zoey, an 8-year-old who loves to play outside, and wants to be a veterinarian when she grows up. Her dad Mikel is an Army veteran who served 8 years, including a deployment in Iraq. Mikel's time in the military left him disabled, but he takes jobs as a mechanic. Still, it's hard for the family to make ends meet. Often times Zoey and her siblings will only have rice to eat, while their parents skip meals entirely.

"The Foodbank helps us. It gives us cereal and milk. It gives us lunch and dinner too. Food makes you healthy, it makes you strong and it helps you grow. My family is big. But if I had a wish for them, it would be that we all have food to eat.”
Richelle's Story
Meet Richelle, a mom to two growing elementary school kids, who love fruit and vegetables. Right now, Richelle and her husband rely on her income as a pre-school teacher. “I want my kids to know that we will do anything for them. I don’t want them to see us struggling. This helps a lot,” she said. Times are tough, but the food Richelle receives from the Foodbank helps.

Kadeza’s Story
“I am four months pregnant with my first child. I’m so excited. I talk to my stomach and I play music for my baby to hear every day. I want her to be healthy. I’m extra cautious about getting good medical care because I have epilepsy, which people say could affect my child,” Kadeza says.

"In the five years since I graduated high school, I’ve always had a job. Most recently, I was working in food service. I was saving up to afford a place to live, since I’m currently homeless. But a few weeks ago, I was laid off. I have been sending in applications to as many places as I can, but so far haven’t found a new job."

"In the meantime, the Foodbank is such a blessing. I am eating for two now, and I can’t tell you what it means to know I will receive a good meal that will fill me up. Not only that, it’s providing the nourishment my baby needs to be born healthy. I want my baby to have a good life — to be successful and not have to struggle like this. I’m grateful that there are places like this pantry to turn to, so that even in this difficult time, I can get the nutrition we both need to build a better life."

Ed’s Story
81-year-old Ed is doggedly resilient. In 1939, a few years after he was born, he contracted polio. It didn’t stop him. When the polio vaccine came out in the 1950’s, Ed was there. Despite a cane and a limp, he went on to have a successful career in remodeling and as a licensed electrician.

About 10 years ago, when Ed was in his 70s, he and his wife built their own home – literally from the ground up. Ed has never backed down from a challenge life threw at him. So when he realized he was suddenly staring down hunger, he wasn’t going to give up. Now retired, Ed and his wife are living on a fixed income that keeps their budget tight. Last winter, the colder weather meant higher bills – and the couple didn’t have much money left over for food. So they started visiting a food pantry.

“It’s a good thing I started coming here. Our budget is especially stretched in the winter, but we’re resilient. And that’s the best way to be,” Ed said.
Shopping List

Low Fat - Low Sodium - Low Sugar Products Preferred

Scan the QR code to donate!

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:
- Non-perishable food
- Non-breakable containers
- Nutritional labels intact
- Check dates - product is good for 6 months past the Best By, Sell By or Use By Date
FOOD DRIVE

Date(s): ____________________________________________________________

Hosted By: __________________________________________________________

Collection Site(s): ____________________________________________________

SUGGESTED ITEMS

Lean Canned Proteins
Peanut Butter, Tuna, Chicken, Turkey, Beans

Fruits & Vegetables
Canned Fruits, Canned Vegetables, Pasta Sauce, 100% Fruit Juice

Whole Grains
Cereal, Pasta, Oatmeal, Rice, Crackers

Boxes Meals
Soups, Stews, Boxed Meals, Canned Pasta

Baby Products
Formula, Baby Food, Diapers, Wipes

Personal Hygiene Items
Adult Diapers, Shampoo, Body Wash, Deodorant, Toothbrush/Toothpaste, Feminine Hygiene Items, Toilet Paper

Please try to purchase low fat, low sodium, and low sugar products.

Scan the QR code to make a monetary donation directly to the Foodbank of Southeastern Virginia and the Eastern Shore.

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757.627.6599 • www.foodbankonline.org