No person or organization can do great things alone. That is why we invite you to save the date for the 26th Annual FM99 and 106.9 The Fox Mayflower Marathon taking place from Friday, November 18 – Sunday, November 20.

Mayflower Marathon is a 57 consecutive hour 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 537,000 meals.

According to our partners at Feeding America, food insecurity in 2022 is expected to rise in our service area due to a multitude of factors, including COVID-19. The number of individuals experiencing food insecurity will rise to 131,220 (a 17% increase from 2019) and the number of children experiencing food insecurity will rise to 44,100 (an 18% increase). 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 Community Engagement Coordinator, Priscilla Weddle at pweddle@foodbankonline.org or (757)-292-5118.
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.

When & Where?
Pembroke Mall (behind 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
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 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 2.

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.
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.

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**Food Drive: Supplies**

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**Food Drive: Collection & 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 near 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 Department:
- Stephanie Cuffee, Volunteer Coordinator | 757-314-4559 or scuffee@foodbankonline.org
- Amari Hinton, Volunteer Coordinator VA Beach| (757) 314-6297 or ahinton@foodbankonline.org
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
Alma's Story

67-year-old Alma really likes to give and receive hugs. In fact, it might be her favorite thing to do. And that’s because she’s always looking on the bright side of life. “I have a positive attitude always,” she said. “Life is too short. You’ve got to live life to the fullest.”

That attitude gives Alma strength, even in the face of a challenging time in her life. She’s taking care of her daughter, who faces a disability. And, she manages to work four days a week to help make ends meet. “I’ve been a workaholic all my life,” she admits proudly. “Always trying to get more hours, do more.”

When Thanksgiving arrived, Alma didn’t hesitate to reach out for a little extra help. She visited a special holiday food distribution at one of the Foodbank’s Partner Agencies to get a ham and other traditional holiday food. “This is a blessing,” she said. “We’d make it; we’d scrape by without this. I’d be sure of it. But this does help.”

Bobby's Story

Bobby, a fifth-grade math, and special education teacher with a master's degree, recently moved back home to Virginia from Washington, D.C. to help his mother, who is sick.

He had hoped to find work substitute teaching until he could get his Virginia teaching license, but the coronavirus pandemic made that difficult, so he got a job working at a thrift store “to help keep the lights on,” he said.

Brown misses teaching, but he's grateful to be around for his family, including all the fixings for a thanksgiving meal. “That'll be my contribution to the family dinner,” he said. He looked forward to spending the holiday with his mother, aunt, and cousins.
Tony's Story

24-year-old Tony works hard. He always has. Right now, he’s working 60 hours a week at a restaurant in Waterloo, Iowa. That means he’s working pretty much any shift he can get – nights and weekends included.

He’s engaged, hoping to save up for a wedding. And yet, money is tight. “I’m living paycheck to paycheck right now,” he said. “Without the food bank, we’d probably go hungry for a week between paychecks.” So, as Thanksgiving arrived, Tony wanted to celebrate the holiday. But he knew he couldn’t afford the food because he always makes sure to pay his rent before buying anything else. So, he visited a holiday food distribution, where he received a ham and traditional Thanksgiving sides

“Come Thanksgiving, we’re going to be celebrating this food. It means we get to eat. It’s a time to feel all together, for everyone to be treated the same,” he said.

Courtney & Carter's Story

“I thought (pantries) were for people who were less fortunate, but anybody could be less fortunate in a day or in a second,” Courtney said. As the Covid-19 pandemic swept across Virginia, James lost her job as a supervisor at a group home. Her son Carter James, 4, loves to eat fruit, but she couldn’t afford to buy it for him without an income.

Four months passed before she found a new job in mental health skill building. The pay wasn’t as good, but one of her clients told her about a food pantry run by one of the Foodbank’s Partner Agencies. The pantry now helps fill in the gaps.

“I’m glad they’re giving greens,” she said, as she loaded up her car with a Thanksgiving meal she’d prepare for her family. “When I came I thought, well, I can use this, especially during a pandemic.”