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, Donor & Community Impact Manager.
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.

**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).
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.

Barrel

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, 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 (15 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 Donor & Community Impact Manager, 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 Tuesday through Friday between 1 p.m. and 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>
<th>Western Tidewater Branch</th>
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<tbody>
<tr>
<td>800 Tidewater Drive</td>
<td>24530 Coastal Boulevard</td>
<td>618 South Street</td>
</tr>
<tr>
<td>Norfolk, VA 23504</td>
<td>Tasley, VA 23441</td>
<td>Franklin, VA 23851</td>
</tr>
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**Warehouse Hours**

Monday – Friday
8 a.m. – 12 p.m. & 1 p.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-six cents of every dollar donated goes directly to programs and services. Funds help us provide needed items like meat, dairy and produce, which cannot be donated through a traditional food drive.
**Janice's Story**

Shortly after picking up her daughter Jaida, 7, from school, Janice swung by the school pantry. Providing her family with healthy food is “everything,” Janice said. The Foodbank’s distribution at the school “really helps. I love it.” Her daughter, a first grader who loves math, also receives breakfast and lunch at the school through the National School Lunch Program. With a high cost of living in their community, the extra support helps. Janice said she isn’t always able to buy the food that they want at the grocery store. Janice works her customer service job from home, which makes it easier to cook for her family of four. Their favorite meal is tacos, and she was looking forward to loading up the dish with the vegetables and meat from the distribution.

**Robert’s Story**

Robert, a resident of the St. Paul’s community, and his wife have been struggling to purchase nutritious food because most of their funds go to paying bills and rent. When he heard about the opening of The Community Feed at Jordan-Newby, he was thankful for the opportunity to walk through the doors on a weekly basis and experience the new way the Foodbank of Southeastern Virginia and the Eastern Shore is distributing food and services through its Food Hubs. To show his appreciation for the program, he clears the parking lot of leaves on every day that it is open. “This food bank helps a lot of people,” he said.

**Lynleigh’s Story**

Lynleigh loves to teach her four-year-old daughter Sabrina how to bake. “Not only does it make her feel good about herself, but I’m also teaching her fractions and counting,” Lynleigh said. While visiting a Foodbank distribution, Lynleigh was already planning their next kitchen collaboration: banana and zucchini breads, both from the fresh produce they received that day. With recent inflation and an unexpected loss of $1,000 a month in their family income, Lynleigh and her husband, who is a veteran, have struggled to access reliable, healthy food for their family of four.

But attending the distribution is a great help, Lynleigh said. “It gives me even that little bit of extra money where, even if it’s like $25 to $50, I can put some money back into savings.” “I was literally getting to the point where I was buying groceries on my credit cards,” she said. “I can feel good about the fact that they are actually getting food that is nutritious for them,” Lynleigh said.
Eddy's Story
At the age of 18, Eddy is the only source of income for his family of five. He works at a local grocery store. Due to the pandemic, no one else in his family has been able to keep a job. Sometimes Eddy gets food at work to bring home, but it’s not enough.

His mom heard about the Mobile Market and asked Eddy to go see what he could get for the family. “I’m surprised by how much food I received today. Thank you so much for this,” he said, “We’re very thankful.”

Ruby's Story
“We need people,” Ruby said as she visited a local food pantry. The COVID-19 pandemic has been difficult for Ruby, who is immunocompromised. She has spent much of the last two years isolated at home. “As we ease back into the world, I’m just grateful,” she said. “I miss that connection with people.” Ruby loves to try new foods. Recently, she was introduced to jasmine rice. And after receiving green, red, and yellow peppers from the pantry, she’s excited to make a stir fry at home. “A stir fry is so easy,” she said. “The key is the sauces.”

Ruby worked for 43 years, most recently as a court-appointed advocate for children, but she finds that, with inflation, groceries can eat up a lot of her budget as a retiree. “You’ve got to either pay your bills or your groceries,” she said. “But you need both.”

Anwar’s Story
About two months ago, Anwar lost his job at a gas station. He’s been driving Uber ever since, but with inflation, high fuel prices and a family of six to feed, the money he makes doesn’t stretch very far.

Recently, Anwar visited a Partner Agency food distribution. He brought along his sons Muhammad, 5, and Ibrahim, 7. Anwar loves to cook for his family, and he was excited to learn that the pantry was distributing meat that day. “Food is really expensive right now,” he said. “All of this helps.”
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

800 Tidewater Drive • Norfolk, VA 23504
757.627.6599 • www.foodbankonline.org

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.