Food drives are a fun and easy way to help us provide a variety of nutritious food and personal health items to our Partner Agencies helping seniors, children and low-income families facing hunger. Collect non-perishable food, hygiene items and baby products from our “Most Needed Items” and donate them to the Foodbank for us to distribute.

Questions?
Contact our Community Engagement Manager, Madelyn Cottrell. mcottrell@foodbankonline.org | 757-644-4432

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Food Drive Toolkit

Foodbank
of Southeastern Virginia
and the Eastern Shore
**Tips for a Successful Food Drive**

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<tr>
<td>Designate a Food Drive Coordinator.</td>
<td>The Coordinator is responsible for communicating with the Foodbank, promoting the food drive to your target audience and coordinating the actual collection of food. Depending the size of your organization, you may want to have several people serve on a committee, but there should only be one person in contact with the Foodbank.</td>
</tr>
<tr>
<td>Register your food drive.</td>
<td>Registering ensures you have all of the information you need to be successful! <a href="http://foodbankonline.com/host-a-food-drive">Click here to register</a> or visit foodbankonline.com/host-a-food-drive</td>
</tr>
<tr>
<td>Set goals.</td>
<td>1.2 pounds of food is equivalent to one meal. The average weight of a can is 15 oz. Use this metric to set a goal for your organization to reach. No donation is too small or too big!</td>
</tr>
<tr>
<td>Create a collection system.</td>
<td>Small to medium-sized, recycled boxes are, often, the best way to collect donations. Consider using boxes that you have available at your house or office and attach a poster to mark the box. We recommend placing collection bins in high traffic areas where they are visible.</td>
</tr>
<tr>
<td>Use our “Most Needed Items” list.</td>
<td>We want to ensure our neighbors receive nutritious and culturally appropriate food. See page 7 and 8 for more details.</td>
</tr>
<tr>
<td>Promote your food drive.</td>
<td>Spread the word and be creative! Please consider tagging @FoodbankSEVA on Facebook, Instagram, Twitter or LinkedIn.</td>
</tr>
<tr>
<td>Host a fundraiser with your food drive.</td>
<td>Every dollar donated to the Foodbank equates to two meals for our neighbors in need. This is a great way to multiply your impact, and a convenient option for people who want to contribute but don’t have any applicable food items on their person.</td>
</tr>
<tr>
<td>Send a progress report.</td>
<td>Let participants know how close you are to the goal. Frequent updates can serve as a motivator and reminder.</td>
</tr>
<tr>
<td>Turn in collected items to the Foodbank.</td>
<td>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 pages 4-5 for drop-off instructions.</td>
</tr>
<tr>
<td>Thank the donors.</td>
<td>Thank everyone who contributed to your food drive and share the results! Your generous support allows us to continue our mission of leading the effort to eliminate hunger in our community.</td>
</tr>
</tbody>
</table>
Once you’ve registered your food drive, we can help by providing 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 4 for instructions).

**Food Drive Supplies**

**Boxes**
These 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. (Not available at the Eastern Shore.)

**Barrels**
These 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. (Not available at Western Tidewater.)

**Totes**
These 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.

**Pallets**
These are available upon request.

**Customizable Posters**
These 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 like atriums, the front desk, etc. 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 fundraiser. $1 = 2 meals.

Transportation Requests

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 Manager, Maddie Cottrell at mcottrell@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.

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.
Supply Pick-Up and Donation Drop-Off Information

Main Office and Warehouse
800 Tidewater Drive
Norfolk, VA 23504
Monday – Friday
8:30 a.m. – 2:30 pm.

Eastern Shore Branch
24530 Coastal Boulevard
Tasley, VA 23441
Monday – Friday
9:00 a.m. - 3:00 p.m.

Western Tidewater Hours
618 South Street
Franklin, VA 23851
Call Teri Zurfluh:
(757) 544-9027, ext. 3001 direct
(757) 641-0682 mobile

Pick-Up / Drop-Off @ Loading Dock (Norfolk, VA)

Please contact our Community Engagement Manager, Maddie (mcotrell@foodbankonline.org) to schedule a supply pick-up. When picking up supplies or dropping off donations, please go directly to the loading dock unless you’re told otherwise. 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.

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.
### Frequently Asked Questions

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<th>Question</th>
<th>Answer</th>
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<td>How long should my food drive last?</td>
<td>Most food drives last about two weeks, leaving enough time for donors to remember their donations. Yet, single day food drives can be successful, too!</td>
</tr>
<tr>
<td>How can I promote my food drive?</td>
<td>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.</td>
</tr>
<tr>
<td>Will the Foodbank provide staff for my drive and help promote it?</td>
<td>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.</td>
</tr>
<tr>
<td>Do you have any advertising materials?</td>
<td>Feel free to download our logo <a href="#">here</a> 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 Director of Development and Marketing, Mallory, at <a href="mailto:mreckling@foodbankonline.org">mreckling@foodbankonline.org</a>.</td>
</tr>
<tr>
<td>What donations can you accept / not accept?</td>
<td>Please refer to our “Most Needed Items” and keep in mind that the Foodbank aims to provide nutritional, culturally specific and desirable items to our neighbors facing hunger. If a product is not good enough for you, it probably isn’t good enough for our neighbors either.</td>
</tr>
<tr>
<td>Can I share my food drive on social media?</td>
<td>Please do! We find that the most successful drives are ones that actively advertise. Tag us (@FoodbankSEVA) on Facebook, Instagram, Twitter or LinkedIn. Don’t forget to use the hashtag #FoodbankSEVA.</td>
</tr>
<tr>
<td>How can I start my food drive?</td>
<td>Register your food drive <a href="#">here</a>. Once you click submit, the form goes to the inbox of our Community Engagement Manager, Maddie. She will get back to you within 1–5 business days from when you submit the form.</td>
</tr>
<tr>
<td>What’s the best time to host a food drive?</td>
<td>While our neighbors face hunger 365 days a year, we see the greatest need February through August. Donations tend to slow after the holiday season, and demand increases when children are out of school.</td>
</tr>
<tr>
<td>What donations are most impactful: food or money?</td>
<td>The Foodbank is grateful for any and all donations. Food drives provide food and connection to our neighbors in-need, but monetary donations yield even greater results as we can purchase more food for less. 92¢ 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.</td>
</tr>
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Most Needed Items

While we work to respond and assess the extent of the need, you can help by donating the most needed items.

**Lean Canned Protein**
- Tuna
- Sardines
- Chicken
- Turkey
- Peanut butter
- Beans

**Fruits & Vegetables**
- Canned fruits
- Canned vegetables
- Pasta sauce
- 100% fruit juice

**Whole Grains**
- Cereal / oatmeal
- Pasta
- Rice
- Crackers
- Granola bars
- Pancake mix

**Meals**
- Soups / stews / chili
- Boxed meals
- Canned pasta

**Condiments**
- Ketchup / mustard
- Salad dressing
- Syrup
- Jelly

**Kitchen Essentials**
- Flour
- Cooking oil
- Herbs / spices

**Personal Hygiene Products**
- Adult diapers
- Shampoo / conditioner
- Body wash / soap
- Toilet paper
- Toothbrush / toothpaste
- Deodorant
- Feminine hygiene items

**Baby Products**
- Formula
- Baby food
- Diapers
- Wipes

**Remember!**
- Low fat, low sodium, and low sugar products preferred
- Non-perishable food
- Non-breakable containers
- Nutritional labels intact
- Product is good 6 months past the Best / Sell / Use By Date
Light the Way to Better Health
A simplified approach to choosing your food

Red-Light Foods:
Very little nutritional value; avoid when possible; highest levels of sugar and fat; choose rarely.

Examples: Chips, cookies, desserts, candy, soda, packaged pastries / cakes, etc.

Yellow-Light Foods:
Moderate nutritional value; consume in moderation; high levels of sugar and fat; choose sometimes.

Examples: Cheese, 100% juice drinks, white bread / rice, whole milk, processed meat, butter, etc.

Green-Light Foods:
Highest nutritional value; non-processed; high in vitamins, minerals and fiber; choose often.

Examples: Produce, lean meat / fish, lentils, eggs, beans, soybeans, Greek yogurt, organic milk, wild rice, etc.
FOOD DRIVE

Date(s):

Hosted By:

Collection Site(s):

Suggested Items

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

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

Remember low fat, low sodium, and low sugar products preferred

Non-perishable food
Non-breakable containers
Nutritional labels intact
Product is good 6 months past the Best / Sell / Use By Date

92¢ of every $1 donated goes back into the community.

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

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