The 28th Annual Mayflower Marathon

In 1997, 106.9 The Fox initiated the Mayflower Marathon to support local food banks and address the pressing needs of our neighbors during the holiday season. The event's impact grew even stronger in 2008 when The Fox's sister station, FM99, joined forces to make the Marathon even more substantial. The stations boast an incredibly generous and community-minded listening audience, and by promoting the event on both platforms, they knew they could significantly increase the number of donations and illuminate the holidays with hope.

Fast forward to today, we are preparing for the 28th Annual Mayflower Marathon and are thrilled to invite you to be a part of this round-the-clock food and fund drive. With 57 hours to participate, giving has never been easier. Simply drive through one of our two locations where volunteers will be on hand to accept your donations. For those unable to visit the sites in person, we also offer an online donation option, allowing you to make a powerful impact from wherever you are and encourage others to do the same.

Last year's event was nothing short of remarkable, as we collectively gathered enough food and monetary donations to provide more than 756,000 meals. Every year, this extraordinary effort ensures that more neighbors can share holiday meals with their loved ones, creating memories that resonate with the true spirit of the season.

For more information, contact:

Jeremy Rodden
Community Engagement Manager
(757) 644-4432
jrodden@foodbankonline.org

Foodbank
of Southeastern Virginia
and the Eastern Shore

WHEN & WHERE

Lynnhaven Mall
Behind the AMC Theater

701 Lynnhaven Pkwy.
Virginia Beach, VA 23452

Continuous service from
Friday 5:30am to Sunday 3:00pm

Kroger Marketplace
Near the fuel center

1017 University Blvd.
Suffolk, VA 23435

Friday 7:00am-7:00pm
Saturday 7:00am-7:00pm
Sunday 7:00am-3:00pm

DONATION OPTIONS

We're thrilled to once again offer two convenient locations where volunteers will be on hand to collect your donation. Simply drive through to donate. For those unable to visit in person, online donations provide a powerful way to contribute from anywhere.

Food, Hygiene Items, and Baby Products
Food drives help us provide a variety of nutritious food to our partner agencies helping seniors, children, and families who face hunger. During Mayflower Marathon, we encourage donations of dry goods, holiday staples, and frozen turkeys to help ensure families have everything they need for a festive meal. You can also use our Shopping List included on page 5 for help.

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 $1 donation can provide $2 meals. Cash, checks, and credit card donations are all accepted at Mayflower Marathon. Checks can be made payable to Foodbank SEVA.

Monetary Donations – Online
For those unable to visit the sites in person, we also offer an online donation option, allowing you to make a powerful impact from wherever you are 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 donate online.

Monetary Donations – Fundraiser
Make a greater impact and host a fundraiser for Mayflower Marathon. Using our JustGiving platform, create your own unique fundraising page and share it with your coworkers, colleagues, friends and family members! For more information, please see page 4.

VOLUNTEERISM

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 700 volunteers throughout the weekend.

Shift tasks may include but are not limited to:

- Collecting donations from the public
- Inspecting, sorting, and categorizing donations once they are received
- Monitoring donation weight
- Traffic control
- Building excitement and thanking donors as they drive by

If you are interested in volunteering, individually or as a group, please contact:

Walter Gray
Director of Corporate Engagement
(757) 201-6295
wgray@foodbankonline.org

Rikkie Smith
Volunteer Coordinator
(757) 269-9569
rsmith@foodbankonline.org

TIPS FOR A SUCCESSFUL FOOD DRIVE

Designate a Food Drive Coordinator – They are responsible for communicating with the Foodbank, promoting the food drive to your target audience, and coordinating the collection of food.

Register your food drive – Register by clicking here and completing the form. Registration is encouraged, especially for large donations, but not required.

Set goals – Select a start date that allows sufficient time to organize the food drive and that does not conflict with other campaigns or events. Remember, 1.2 pounds of food is equivalent to one meal.

Create a collection system – 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, or you can pick them up from the Foodbank during business hours: Monday through Friday from 8:00am to 4:30pm. Boxes will hold around 30 pounds of food and are 16” x 12” x 12”.

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, TikTok, or LinkedIn and using the hashtag #MayflowerMarathon.

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.

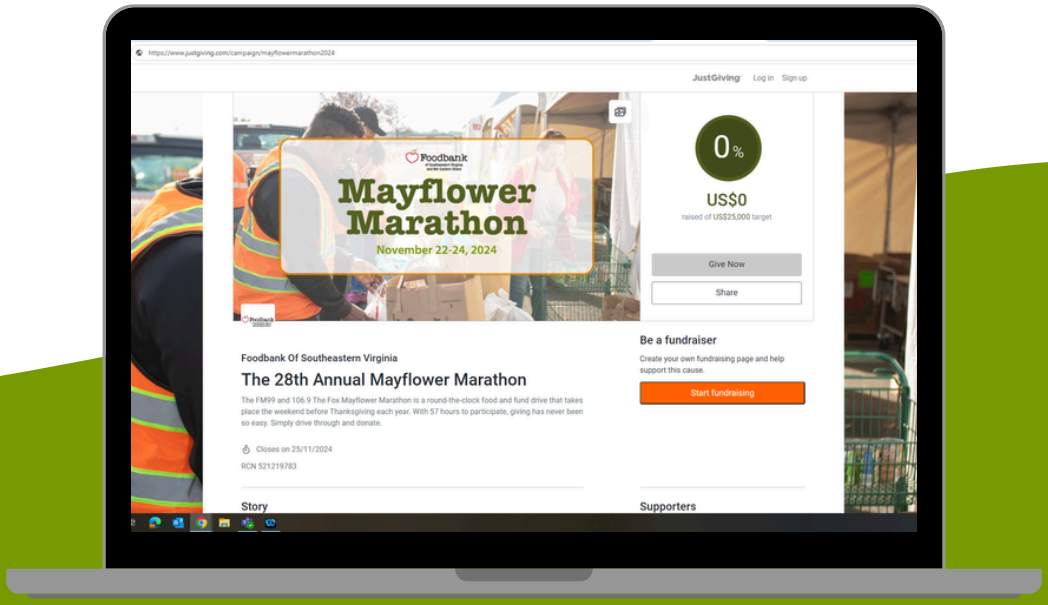
Thank the donors – Thank everyone who participated and share your results! Your support allows us to continue our mission our mission of leading the effort to eliminate hunger in our community.

CREATING YOUR FUNDRAISING PAGE

Since $1 donated provides 2 nutritious meals, with a little work and a lot of fun, your fundraiser will make a big difference in the lives of our neighbors facing hunger.

1. Go to https://www.justgiving.com/campaign/mayflowermarathon2024 or scan the QR code.
2. Click the orange 'Start Fundraising' button to complete all required information.
3. From there, you'll be promoted to login to your JustGiving account or sign up for one if you are a new user.
4. You will then be asking if you are fundraising in memory of someone.
5. From there, you can tell us if you are taking part in an event, doing your own thing, or simply asking for donations.
6. This is your chance to tell us a little more about your fundraising. Select the type of activity, what you plan to do, and when you'll do it.
7. Next, select your fundraising goal. Don't be afraid to aim high.
8. Next, you'll fully customize your page by adding a title and sharing your story. You can also customize and pick your own URL.
9. You can customize your page further by adding a cover photo or video, which can increase your donations by 23%.
10. You're almost finished! Next, you'll see a summary of the cause, your fundraising challenge, and how much you hope to raise.
11. Lastly, hit "Launch page" and you're ready to share it with your network of supporters.
12. You can edit your page whenever you'd like and post updates.

Click here to watch a step-by-step video.



Most Needed Items

While the Foodbank works to respond and assess the extent of the need, you can help by donating our most needed items at the 27th Annual Mayflower Marathon. Your efforts make an enormous difference in the amount and variety of foods we are able to distribute to our neighbors in need this holiday season.

Holiday Menu Items
Frozen turkey / ham
Stuffing mix
Corn bread mix
Quick bread mix
Gravy
Potatoes (boxed or canned)
Cranberry sauce
Pie crust mix
Canned milk

Lean Protein
Canned tuna
Canned sardines
Canned chicken
Canned 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

Condiments
Ketchup / mustard
Salad dressing
Syrup
Jelly

Meals
Soups / stews / chili
Boxed meals
Canned pasta

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