

# Food and Funds Drive Coordinator Kit

---



SOUTH PLAINS FOOD BANK, INC.

[www.spfb.org](http://www.spfb.org)

4612 Locust Ave  
Lubbock TX 79404

806-763-3003

Contact Person: Lyn Garcia  
[lyngarcia@spfb.org](mailto:lyngarcia@spfb.org)



*Alleviating Hunger and Providing Hope*

## This Kit Includes:

- Seven Easy Steps for A Successful Food Drive
- Hints and Ideas
- Desired Food List
- Food Drive Registration Form
- Informational Flyer
- Hunger Fact Sheet
- Sample Letter to Participants

Thank you for your  
interest in helping us  
provide food to those in  
need!

# Seven Easy Steps for a Successful Food Drive



## 1. Plan Ahead!

- Select a leadership committee to plan the food drive, manage the communications and logistics and set goals.
- Determine the timing of the food drive, such as a holiday, special event, etc. to provide a theme. It is best to limit the period of time of a drive to add energy and a sense of urgency....such as a particular day or week.
- Set a Goal. No matter what your approach, it helps to have a specific goal for your Food and Fund Drive. This gives participants something to work toward and a benchmark for success. The goal can be based on the amount raised the last time, or you can set a goal based on the number of participants. Example one: Organization of 300 people: 300 people X 5 pounds per person= 1,500 meals. Example two: Organization of 300 people: 300 people X \$5 per person = 10,500 meals. \$1 provides 7 meals.
- Determine the types of food you wish to collect. See our most needed items on page 4. Please promote the collection of nutritious foods. Or consider hosting a "special" food drive and collect one type of food, such as peanut butter and jelly, soups and canned meats.
  - Identify your needs. Determine the quantity of the following items you will need:
    - Containers for collecting food. The South Plains Food Bank has barrels for food collection
    - Posters, letters, emails, etc. for generating awareness and interest.
    - Money cans for participants who may also want to make a financial donation.

## 2. Register with the South Plains Food Bank and pick up supplies.

Complete the [Food and Fund Drive Application Form](#) and fax to Lyn Garcia at 806-741-0850 or email to her at [lyngarcia@spfb.org](mailto:lyngarcia@spfb.org). You can even register to have a Food Drive online at [www.spfb.org](http://www.spfb.org). For more information, call Lyn at 806-763-3003

Arrange for pick-up or delivery of food barrels to your location.

## 3. Set your goal.

Determine your goal for pounds, number of boxes or even number of cans of food collected and for the dollars collected. Aim high, but be realistic, too! If you did a food drive last year, set this year's goal above last year's. For fun, consider a competition among departments, groups, floors, buildings, classes, etc.

## 4. Get company or organizational management involved.

The support of company and organization executives sets a standard for participation to help motivate employees and members. Consider a "matching program" in which your company will match each pound or dollar you collect with its own donation of food or dollars. Incorporate a volunteer component in which company leadership and employees volunteer their time at the South Plains Food Bank to sort food collected from the food drive.

Encourage executives to show company support by sending an all staff email reminding staff of the importance of participating in the food drive.

## **5. Promote your food drive.**

Getting the word out is one of the most important factors in a successful food drive. People must know about it to participate.

- Consider launching the food drive at a special event such as a breakfast, lunch or afternoon cake break.
- Hang up signs, send letters or e-mails, post it on your web site, in company newsletters, bulletins or paycheck inserts.
- Identify or decorate collection containers and place in prominent locations.
- Create a tracking and information system to keep participants updated about progress.

## **6. Scheduling Barrel delivery and pickup.**

At the time you register your food drive with the Food Bank you will be asked to schedule a time for us to deliver and pick up the barrels. Please provide an exact address and contact person that will be available when this equipment arrives at your location.

### **Transporting the donation**

Since transportation is a significant cost for us, we encourage you to deliver your food donation to the South Plains Food Bank. If you are unable to do this we will be happy to come and pick up the donations.

For pickup of financial donations, please contact Lyn Garcia at 763-3003, or just bring your donation by the SPFB office.

## **7. Take a Tour of the South Plains Food Bank.**

The more your employees know about the issue of hunger across the South Plains, the more likely they will feel connected and want to participate in the food drive. Have key company staff or committee members attend a free luncheon and tour of the Food Bank. These events are held every 3<sup>rd</sup> Thursday of the month. If this is not convenient for your staff, we will be happy to come out to your facility and give an inspiration talk about our services and programs, or we can schedule a special tour just for your company.

## Hints and Ideas

- Host a “food of the day drive.” Have employees bring certain foods for each day of the week. For example, Macaroni Mondays, Tuna Tuesdays, Wheaties Wednesdays, Turkey Thursdays, Fruity Fridays.
- Make various departments responsible for different food groups. Have the departments collect canned meat, canned vegetables, kid’s food, breakfast food, beverages, etc.
- Have a MEAT the need drive – donating canned meat.
- Fill the bag – provide employees an empty paper sack and ask that the bags be returned full on non-perishable food items.
- Have groups of employees decorate the food collection containers and give prizes for the most original, most compelling, etc.
- Host a competition and offer a special prize for the winners, such as extra vacation time, a casual clothing day, or a free lunch.
- Encourage employees to donate on-line at the Virtual Food Drive located at [www.spfb.org](http://www.spfb.org).
- Post information about the Food Drive on your company’s Web Site. Have the goal posted and update it often to inform everyone about how you are doing.
- Determine a collection site that is visible and easy to find. Collect donated food and grocery items at central locations like break rooms, common meeting rooms and reception areas. Assign one or two individuals to be responsible for collecting financial contributions to the Food Bank
- Announce the results - The South Plains Food Bank will be sending you a thank you letter that will include your final donation results. Make sure you thank all participants and let them know the results of your food drive by sending out e-mails or posting the results on your Web Site.
- Ask colleagues to bring a bag lunch and donate the money that they would have spent eating at a restaurant.



## Desired Food List

How you can help . . .

Below is a list of the types of items we use to prepare the dry portion of a food box, which will help a family of four for one week. (Note: Non-glass packaging is preferred.)



Canned meals (such as spaghetti, pasta dinners, chili) - 2  
Canned vegetables - 6  
Canned fruit - 4  
Canned soup - 2  
Canned juice - 2  
Canned tuna fish or other canned meat - 4  
Tuna or Hamburger Helper (or other dry box product) - 1 box  
Dry soup mixes - 2 boxes  
Macaroni dinners - 2 boxes  
Rice - 1 box or bag  
Pasta - 1 box or bag  
Peanut Butter and Jelly/Jam - 1 jar each  
Crackers - 1 box  
Cereal (cold or hot) - 2 boxes  
Corn oil/shortening - 1 jar or can  
Corn meal - 1 box or package  
Flour - 1 small bag  
Sugar - 1 small bag  
Powdered milk - 1 box  
Instant tea or coffee - 1 jar

Cans with pop-tops are helpful for clients who are homeless or have other special needs.

Foods such as no-salt vegetables, fruit packed in its own juice, and other "light" items are needed for clients who are diabetic or have other special dietary requirements.

The Food Bank is a community effort to feed those who might otherwise go hungry. Thank you for being a part of that effort.

For the safety of those we serve, the South Plains Food Bank is unable to accept open packages, homemade food items, perishable foods, or items with expired dates.



# Food and Fund Drive Registration Form

---

4612 Locust Ave  
Lubbock, TX 79404  
806-763-3003  
[www.spfb.org](http://www.spfb.org)

Contact Person: Lyn Garcia  
[lyngarcia@spfb.org](mailto:lyngarcia@spfb.org)  
Please fax or email to 806-741-0850 or  
[lyngarcia@spfb.org](mailto:lyngarcia@spfb.org)

## Event Sponsor Information

Organization Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Contact Person's Name \_\_\_\_\_

Title \_\_\_\_\_ Phone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

## Event Information

Event Name \_\_\_\_\_

Event Date/Time(s) \_\_\_\_\_

Event Location \_\_\_\_\_

Event Address \_\_\_\_\_

Official Organization/Event/Business name to be used in acknowledgements \_\_\_\_\_

Describe event activities (i.e. reduced admission for cans of food)

\_\_\_\_\_

Employee only Event \_\_\_yes\_\_\_ No General Public asked to participate? \_\_\_yes\_\_\_no

Will you need the SPFB to furnish barrels for your event? \_\_\_yes\_\_\_no

If so please provide the following information: How many barrels? \_\_\_\_\_

Delivery Date \_\_\_\_\_ Preferred Delivery time \_\_\_\_\_

Contact person for delivery \_\_\_\_\_ Contact Person phone \_\_\_\_\_

Preferred Pick up Date \_\_\_\_\_ Time \_\_\_\_\_ Contact Person for pickup \_\_\_\_\_

Contact Person Phone \_\_\_\_\_

---



# Food Drive



**Dates:**

**Drop Off Locations:**

**Insert Text and Company Logo. Include information regarding special promotions, contests, awards and The Goals you have set.**

**Contact Person:**

**Desired Food List**

Canned meals (such as spaghetti, pasta dinners, chili)  
 Canned vegetables  
 Canned fruit  
 Canned soup  
 Canned juice  
 Canned tuna fish or other canned meat  
 Tuna or Hamburger Helper (or other dry box product)  
 Dry soup mixes  
 Macaroni dinners

Rice  
 Pasta  
 Peanut Butter and Jelly/Jam  
 Crackers  
 Cereal (cold or hot)  
 Corn oil/shortening  
 Corn meal  
 Flour  
 Sugar  
 Powdered milk  
 Instant tea or coffee



# Hunger Facts

## **Fact 1**

In Lubbock, Texas, the South Plains Food Bank and its network of agencies provide food for an estimated 90,800 different people annually. In any given week, 18,300 different people receive assistance.

## **Fact 2**

58% of the Shelters in the South Plains reported that the South Plains Food Bank was the single most important source of food for their agency.

## **Fact 3**

The SPFB partners with The Junior League of Lubbock to provide children with food on the weekends through the Food 2 Kids Program. Currently 400 children a week at 9 different schools are provided with enough food to last the weekend. These students arrive at school on Monday more alert and ready to learn.

## **Fact 4**

Kids Cafe is an after-school feeding program designed to combat childhood hunger. This program provides hot meals to 500 children at 13 different sites every day after school in a safe environment. For many of children this will be the only meal they receive that evening.

## **Fact 5**

### **Families and Children face the greatest need**

25% of the households served by the SPFB have children under 18. 7% of those we serve have children under 5 years of age and 13% of the clients we serve are elderly.

(Sample Letter to Food Drive Participants)

RE: Food Drive to support the South Plains Food Bank

It's time for a Food Drive! Our organization will be holding a food drive on **(Insert Dates)** to help the South Plains Food Bank. This is a great chance to make a difference in our community. I encourage you to join us in our efforts to help our less fortunate neighbors.

The food and funds we raise will help the Food Bank supply over 240 agencies with the food they need to help low-income children, families, senior citizens and individuals in need throughout the South Plains.

One in four children in Lubbock County lives below the poverty line. Of the households served by the Food Bank, 33 percent have one or more working adults in their household. YET thousands of these families are still forced to choose between paying the rent and buying groceries.

In 2006, the South Plains Food Bank distributed close to 7 million pounds of food. This year their goal is to collect and distribute 300,000 more pounds than last year. Your help is vitally important.

Here are ways to help:

Donate by check or online at the Virtual Food Drive located at [www.spfb.org](http://www.spfb.org). With every dollar donated the SPFB can distribute 7 meals to those in need.

Donate nonperishable food items in the Food Bank barrels located **(insert location)** during the drive. Much needed items include:

- Canned protein such as canned tuna, sardines, chicken, stew and soup
- Peanut butter and jelly
- Fruit juices
- Staples such as beans and rice and pasta

We have established a goal for our drive which is: **(Insert goal amount)**. Please join in our efforts to reach that goal!

Thank you for your help!

(Signed by company executive, management, food drive coordinator)