



# HUNGER HURTS STAND UP for KIDS



## Food and Fund Drive Toolkit

### Friends and Family and Community Organizations

**Welcome and thank you** for hosting a Food and Fund Drive to support Second Harvest Food Bank's mission to ensure that anyone who needs a healthy meal can get one! Hosting a Food and Fund Drive is a fun and exciting way to bring your organization together to fight hunger in our local community. This toolkit is designed to inspire you — our wonderful Food and Fund Drive Coordinators — so that your Food and Fund Drive is a great success.

Our goal is to ensure that children, families and seniors receive the food they need to live healthy, productive lives. The only way we'll be able to do that is if supporters like you fundraise on our behalf.

In this toolkit, you will find all the resources you need to run a successful drive, including lots of fun ideas.



### How a Food and Fund Drive Helps

**Everyone can host a drive.** Food and Fund Drives are a great way to get involved in the fight against hunger! They can be hosted by people of all ages. Food and Fund Drives work well at businesses, schools, clubs, places of worship and public events.

**Food and Fund Drives raise awareness about hunger in Silicon Valley.** Hosting a Food and Fund Drive helps Second Harvest Food Bank educate others about the need for hunger relief in our community.

**Food drive donations provide better selection for clients.** Food drives can supplement the Food Bank's healthy food offerings. Nutritious, non-perishable food donations provide our clients with a wider variety of healthy choices.

**Every \$1 donated to the Food Bank provides two meals for those in need.** Financial donations are the most efficient way to get food into the hands of those who need it most.

### Hunger in Our Community

Silicon Valley is a vibrant community at the center of technology and innovation. But it's also a place where hunger and malnutrition are pervasive. The soaring economy has generated immense wealth for some while increasing the cost of living for everybody, making it more difficult for many local families to put food on the table. Today more kids, families and seniors depend on Second Harvest for food than at the height of the Great Recession. It's the Silicon Valley hunger paradox. As the economy grows, so does the number of people who are struggling to make ends meet.

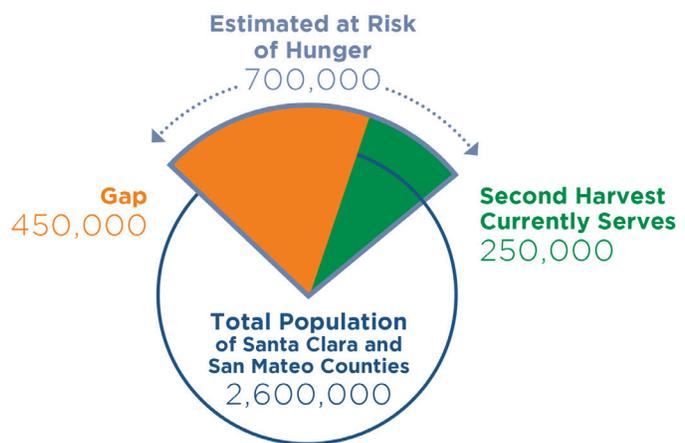
This new hunger paradox is having a profound impact on our community and creating new challenges for Second Harvest. Many who work jobs critical to the local economy can no longer afford to live here. They are moving to less-expensive areas and commuting, making it harder to reach them with our services. Astronomical rents are forcing families to crowd into cramped apartments and live in unconventional spaces like garages and sheds, often with no access to cooking facilities. The lack of access to nutrient-rich foods is hurting a growing number of adults, children and seniors in our community. The people we serve have higher rates of diabetes, hypertension and other diet-related ailments.

### About Second Harvest:

- Founded in 1974 and based in Silicon Valley, Second Harvest Food Bank of Santa Clara and San Mateo Counties is one of the largest food banks in the nation.
- Second Harvest operates direct-service programs for seniors, families with children, and individuals. This includes an average of nearly 89,000 kids and nearly 57,000 seniors each month who rely on Second Harvest to get the nutritious food they need to be strong and healthy.
- 50 percent of the food distributed by Second Harvest is fresh produce!
- We provide food at no cost to our network of 300 community-based organizations at 905 distribution sites up and down the peninsula, including schools, pantries, soup kitchens and shelters.
- Last year, volunteers contributed 338,000 hours, the equivalent of 163 full-time staff and a value of \$7.1 million.

### Rising Need:

- An estimated 700,000 Silicon Valley residents — 1 in 4 — are food insecure, meaning they are at risk of hunger.
- More people rely on Second Harvest for food than ever before — we feed an average of more than 257,000 people a month.
- An estimated 450,000 people in Santa Clara and San Mateo counties are at risk of hunger but are not getting help.



### Trusted Community Partner:

- 95 cents of every dollar goes to client programs.
- For the 11th year in a row, Second Harvest has received Charity Navigator’s 4-star rating — only 1 percent of charities evaluated each year have received 11 consecutive 4-star evaluations.



## Your Gift in Action:

- \$1 provides nearly \$3 worth of food at a local grocery store.
- Every \$1 donated provides two healthy meals.

With Your Donation Of:	Second Harvest Can:
\$1,000	Provide 2,000 meals for your neighbors in need
\$500	Provide a nutritious dinner for 1,000 seniors in your community
\$250	Provide one healthy meal a day for a family of four for four months
\$100	Provide 200 meals for local children
\$50	Provide one meal for 100 people at a local shelter

## Food and Fund Drive Basics:

If this is your first time running a Food and Fund Drive, it may seem a little intimidating — but don't worry, we have you covered. This toolkit and our [website](#) offer a variety of resources, and of course, you can always contact us on our [Donor Hotline](#) at 866-234-3663 if you have questions. Here are some basic pointers to help you get started:

- **Set a Goal:** Having a goal is a great way to drive participation whether it's a dollar amount, poundage goal, or both. Don't forget to also communicate how the campaign is doing, and celebrate success!
- **Develop a Communication Plan:** Make use of email, lobby displays, social media and other communication channels to raise awareness about your drive. Consider using facts about hunger in our community to highlight the need to give. Don't underestimate the power of social media. In this toolkit, you will find ways to connect with Second Harvest on social media for great content ideas.
- **Involve Key Influencers:** Having a champion for your Food and Fund Drive is a great way to drum up support. Whether this is a CEO or another company executive, a popular teacher or principal, or a leader in your organization, their participation can help spur excitement. Set up some time to chat with a few key influencers and make a plan for them to be involved.
- **Provide Incentive:** Give people a little push by providing rewards for involvement — whether it's an entry into a prize drawing or raffle, extra credit in a class, or using the spirit of competition to achieve success. If your company matches donations, let employees know they can double their impact.

## We love Social Media!

Throughout your drive, take photos of the items collected so you can post them on social media and share them with your network. This will keep everyone updated on your drive's progress and motivated to do more. Be sure to tag Second Harvest in your post. We can be found on the following social media platforms:

- Facebook: [facebook.com/2ndharvest](https://www.facebook.com/2ndharvest)
- Instagram: [@2ndHarvest](https://www.instagram.com/2ndharvest)
- Twitter: [@2ndHarvest](https://twitter.com/2ndharvest)
- Second Harvest's Chew on This blog: [blog.shfb.org](http://blog.shfb.org)





## Food and Fund Drive Ideas

- **Birthday Fundraiser:** What better way to celebrate a birthday than to give back? Host a party and ask invitees to donate cans of food or donate through a personalized page for your birthday.
- **Food Drive Scavenger Hunt:** In teams, go around your neighborhood and collect as much non-perishable food as you can. Be sure to explain that you are collecting donations for Second Harvest Food Bank. Points can be assigned for different food items. For example, healthy cereal is 50 points, canned vegetables are 40, and rice is 30.
- **Pay with Food:** Whether it is an event or sporting activity, make entrance and participation linked to people either donating money or food.
- **Make the Meal the Message:** Hold a Food and Fund Drive during a food or cooking event like a chili cook-off, grilling competition or picnic for a fun and tasty way to bring a group together to help end hunger in our community.
- **Read to Feed:** For every book read, a monetary or food donation is made to the Food Bank.
- **Friendsgiving:** Host a dinner at your home to raise awareness about hunger in our community and to raise food or money donations for Second Harvest Food Bank.
- **Music or Dance Event:** Host a fun evening with musical performances or a dance event to raise money for your Food and Fund Drive.



## ? FAQs:

- **How long should my Food and Fund Drive last?**

Some Food and Fund Drives last for just a few hours while others span the entire year. If you have never hosted one before, consider hosting a drive for one to three weeks.

- **Can I pick up my Food and Fund Drive supplies?**

Yes, you can pick up your supplies through our self-pickup system at any of our [distribution centers](#). Be sure to schedule a self-service pickup when you register or call our Donor Relations Team at 866-234-3663.

- **Do you prefer money or food?**

Both are valuable in our fight to end hunger, but monetary donations are the most critical because our buying power means we can really stretch the dollars you donate. For example, with a \$55 donation, the Food Bank can buy up to \$154 worth of food at a local grocery store. For a \$1 donation, Second Harvest can provide two healthy meals. A monetary donation will help Second Harvest feed hungry people all year long.

With a \$25 donation we can purchase the following:



Item	Cost
Eight pounds of produce (Apples, orange, pears, carrots, potatoes, onions, bell peppers, zucchini)	\$1.04
Four 1-cup servings of plain low-fat yogurt	\$1.16
One 18-oz jar of creamy peanut butter	\$1.25
Two dozen eggs	\$1.58
Five pounds of chicken leg quarters	\$2.65
One gallon of 1 percent milk	\$3.44
Four pounds of pinto beans	\$1.84
Four 5-oz cans of tuna	\$1.80
Two pounds of 100 percent whole wheat pasta	\$1.22
Two 14.5-oz cans low-sodium tomato sauce	\$0.66
Two 14.5-oz cans of no-salt corn	\$0.86
Two 15-oz cans of peaches in juice	\$1.16
One box shredded wheat cereal	\$1.23
One box bran flakes cereal	\$1.26
Twenty-four corn tortillas	\$0.84
Four pounds of white rice	\$1.14
Two pounds of brown rice	\$0.62
Six 8-oz bottles of water	\$1.26
Total Dollars	\$25.01

Second Harvest is also grateful for food donations. Please refer to our [most-needed foods list](#), also included below. We need the types of nutritious foods that will help our clients lead healthy, productive lives.

- **When will our barrels be delivered and picked up?**

Our drivers are out Monday through Friday, from 8 a.m. to 2 p.m. We base our delivery and pickup schedules on your hours of operation. We cannot guarantee a specific delivery time, but we can deliver within a three to four-hour window. Just let us know when you register if timing is a concern.

- **What are your most-needed food items?**

Please donate from the following list:

- Canned tuna, chicken or salmon
- Peanut butter
- Meals in a can (soup, stew, chili)
- Low-sodium canned vegetables
- Canned fruit in its own juice or water
- Olive or canola oil
- Spices (cinnamon, chili powder, cumin, salt-free spice blends)
- Canned foods with pop-top lids
- Low-sugar whole grain cereals
- Healthy snacks (granola bars, nuts, dried fruit)

Please do not donate:

- Sugary foods or beverages like soda, candy or donuts
- Avoid donating items packaged in glass. If you find glass items in your barrel, please package them in a box outside of your food collection barrel to prevent breakage and injuries.

- **Where does donated food go?**

Once your barrel is picked up, it is taken to one of our warehouses where volunteers sort the foods by category (vegetables, fruit, grains, meat, etc). Once the food is sorted, it will be packaged and distributed to 905 sites in Santa Clara and San Mateo counties.

- **Do you accept expired food donations?**

Yes. Many food items that have expiration dates do not truly expire on that date, with a few exceptions like baby formula. We do have a rigorous process for sorting items to ensure their safety for our clients. Learn more about food expiration dates [here](#) (PDF).

- **What are some other items you accept?**

While food and funds are by far our preferred donations, we also accept the following:

- o Travel-size shampoo/conditioner/toothpaste/mouthwash
- o Toothbrushes
- o Diapers and baby formula (that does not have to be fed through a tube)
- o Manual (hand-held) can openers
- o Plastic utensils: knives/forks/spoons
- o Paper/plastic plates and cups
- o Re-usable shopping totes



- **I would like to include the Second Harvest Food Bank logo on a flyer (or other material) to promote our Food and Fund Drive. How do I get a copy of your logo?**

Please email [donor.relations@shfb.org](mailto:donor.relations@shfb.org) to obtain the correct logo and for questions related to usage.

- **What if I need an additional pickup or don't need an already-scheduled pickup?**

Please call our Donor Relations Team at 866-234-3663 for a pickup when your barrels are about three-quarters of the way full. To cancel a scheduled pickup, please call at least two days before the pickup date so we can open up that slot for another supporter and save on fuel costs.

- **How do I turn in financial donations?**

All checks and cash donated through your Food and Fund Drive must be turned in with your drive name. Checks can be mailed to Second Harvest Food Bank, 4001 North 1st Street, San Jose, CA 95134. Cash can be delivered to [any of our locations](#). Please complete a [Donation Tracking Form](#) (xls) if you are collecting cash donations on behalf of your Food and Fund Drive participants and include it with your pooled donation.

For other frequently asked questions, see our FAQ page on the [Food and Fund Drive Resources](#) page. If the answer to your question is not there, feel free to reach out to us.

## After Your Food Drive

Once your drive is over, be sure to thank everyone who participated. Be sure to also include information about how much money and food was raised through your drive. If you would like to confirm those final numbers, you can contact us at [donor.relations@shfb.org](mailto:donor.relations@shfb.org). Examples of thank you letters can be found [here](#).

Second Harvest Food Bank hosts its annual Make Hunger History Awards event to celebrate the success of everyone who ran a Food and Fund Drive throughout the year. At this event, the number of pounds and funds you raised will be used to calculate a total score, with each dollar equaling 2.5 points and one pound equaling 1 point. To learn more about the points system, attending the Make Hunger History Awards, and past winners, please see [here](#).



## Contact Us!

- If you have any questions or need help trouble-shooting for your Food and Fund Drive, feel free to contact our Donor Relations Team at [donor.relations@shfb.org](mailto:donor.relations@shfb.org) or call us at 866-234-3663.
- Would you like to have a representative come to your event or speak to your organization about Second Harvest's work? You can request a representative through our [online form](#). Please note that while we try to accommodate all requests, we may not be able to attend all requested events. Please try to submit your request at least two weeks before your event.
- Bring your group to the Food Bank for a tour. To request a tour date, please see our [website](#) with information on group requirements and how to schedule your tour.
- Have a great idea for a Food and Fund Drive? Share your ideas with us at [donor.relations@shfb.org](mailto:donor.relations@shfb.org).

## Thank you for leading the fight against hunger in our local community!

Food and Fund Drives are key to helping Second Harvest meet the ever-growing demand for our services. Your efforts and creativity are greatly appreciated.

We truly value your partnership. Together we can ensure that anyone who needs a healthy meal can get one — all year long.

# FOOD AND FUND DRIVE CHECKLIST

## On Your Mark...

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- Appoint a Food and Fund Drive committee to handle the logistics of the drive
- Decide who will serve as the team leader and point of contact with Second Harvest Food Bank
- Decide if you will raise funds, food or both
- Set a Food and Fund Drive goal
- Set a start and end date for your Food and Fund Drive
- Decide where you will place your food drive barrels
- Consider developing a theme. Food and Fund Drives with a theme or centered on an activity can feel more focused
- If you plan to have a kickoff or other event during your drive, request a speaker from Second Harvest



## Get Set...

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- Start planning your promotional campaign
- How will you get the word out to people interested in the drive?
- Send out emails, memos, phone messages and newsletters to publicize your drive
- Consider using social media and blogging, pay stub inserts, and community calendars as well
- If you are having a kickoff event, make sure you make all the necessary arrangements to make it a success (room reservation, invitation to the event and other materials needed)

## Go...

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- Place your collection barrels in heavily trafficked, highly visible areas
- Send out frequent notifications about your progress towards your goal
- Consider including a “hunger fact of the day” to help highlight the need for donations
- If competing, send out frequent notifications about the progress of each team

## At the Finish Line...

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- Call or email Second Harvest to confirm your pickup date or set a time for your barrels to be picked up
- Share your success and thank those who participated
- Evaluate your drive. What went well? What could have been improved?
- Set a date for your next Food and Fund Drive!
- Take a minute to pat yourself on the back and remind yourself that all your hard work has made a huge difference in the lives of your neighbors in need. Thank you for joining our effort to build a hunger-free community!