



# Fundraiser and Food Drive Toolkit

## Schools

**Welcome and thank you** for hosting a fundraiser or food drive to support Second Harvest Food Bank's mission to ensure that anyone who needs a healthy meal can get one! Hosting a fundraiser or food 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 fundraiser and food drive coordinators — so that your fundraiser or food 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 Fundraiser or Food Drive Helps

**Anyone can host a fundraiser or food drive.** Fundraisers and food drives are a great way to get involved in the fight against hunger! They can be hosted by people of all ages and work well at businesses, schools, clubs, places of worship and public events.

**They raise awareness about hunger in Silicon Valley.** Hosting a fundraiser or food 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 helps provide 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 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

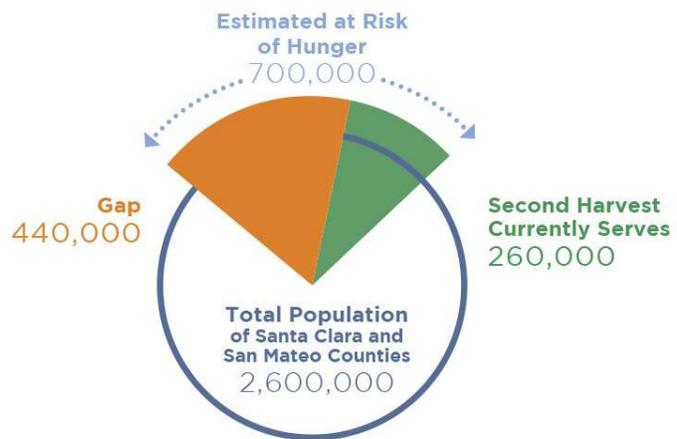
here. They are moving to less-expensive areas and commuting, making it harder to reach them with our services. Astronomical rents are forcing families to crowd into cramped apartments and live in unconventional spaces like garages and sheds, often with no access to cooking facilities. The lack of access 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 over 87,000 kids and nearly 59,000 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 309 community-based organizations at 985 distribution sites up and down the peninsula, including schools, pantries, soup kitchens and shelters.
- Last year, volunteers contributed over 314,000 hours, the equivalent of 151 full-time staff and a value of \$7.2 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 260,000 people a month.
- An estimated 440,000 people in Santa Clara and San Mateo counties are at risk of hunger but are not getting help.



## Trusted Community Partner

- 95 percent of contributions go to client programs.
- For the 12th year in a row, Second Harvest has received Charity Navigator's 4-star rating for financial stability, accountability and transparency — exceeding industry standards.





## Your Gift in Action

- With a \$1 donation, Second Harvest can source the equivalent of \$3 worth of food from a local grocery store.
- With a \$1 donation, Second Harvest can help provide two healthy meals.

With your donation of:	Helps Second Harvest provide:
\$1,000	2,000 meals for neighboring families
\$500	One meal a day for a class of 30 kids (seven meals a week) for one month
\$250	Three meals a day for a family of five for a month
\$100	A nutritious dinner for 200 seniors in our community
\$50	A balanced meal for 100 people at a local shelter



## Fundraiser and Food Drive Basics

If this is your first time running a fundraiser or food 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 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 fundraiser or food 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.
- **Keep Track of Your Goal:** Over the course of your fundraiser, track your progress by visiting your Participant Center — just search your name or your team's name on the [main campaign page](#). For food drives, find your poundage totals by visiting [SHFB.org/ffdounds](http://SHFB.org/ffdounds).

## We Love Social Media!

Throughout your fundraiser or food 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 blog: [SHFB.org/impact/blog](https://shfb.org/impact/blog)

## Fundraiser and Food Drive Ideas

- **Kickoff Event:** A great way to start your fundraiser or food drive off with a bang is to hold a kickoff event to drum up excitement and let everyone know what's going on. Invite a representative from Second Harvest to come and share what the Food Bank does.
- **Principal or Teacher Challenge:** When you reach a certain milestone for your fundraiser or food drive, have your top leader do a challenge such as wearing a funny costume, singing in front of a crowd, or whatever best works for your environment. You can build on this challenge by having a "pie-in-the-face" or dunking booth with your top administrator on board.
- **A Themed "Food of the Day" Drive to Collect Most-Needed Food Items:** Help provide Second Harvest clients with the food they need most by assigning certain days to collect most-needed foods. For example: "Tuna Tuesday," "Wheaties Wednesday," or "Fruity Fridays."
- **Assign a Most-Needed Food to a Specific Grade Level or Class:** Have different groups collect canned meat, vegetables, kid-friendly healthy snacks, etc.
- **CANstruction:** Build a sculpture, the outline of a shape or even a golf course with the food your group donates. It's a fun way to play with your food!
- **Brown Bag Lunch:** Encourage everyone to bring their lunch on a specific day and suggest they donate the cost of their lunch to the fundraiser. You can even invite someone from Second Harvest to give a presentation during lunchtime.
- **Skip a Meal/Coffee Fundraiser:** Encourage participants to forgo their morning coffee or skip a meal and donate what they would have spent to your fundraiser.
- **PTO/Parent's Club Involvement:** Involving parents in your school's fundraiser or food drive can be a recipe for success. If you have separate clubs for moms and dads, you can even hold a friendly competition between the two groups.
- **Learn About the Need:** Incorporate lessons about hunger and food insecurity into your curriculum to drive awareness about the issue and encourage participation in your school's fundraiser or food drive.





- **Read to Feed:** For every book a student reads, donate one food item to the Food Bank.
- **Extra Credit:** Offer students extra credit opportunities for bringing in food items to donate to the food drive.
- **Penny Wars:** Hold a competition between grade levels or home rooms where each team tries to collect as many pennies, or “points,” as possible. You can take away points from the other teams by donating nickels, dimes and quarters instead of pennies. The team with the most points wins!
- **Bake Sale:** Host a bake sale where the proceeds go to Second Harvest Food Bank. You can choose to charge money for the baked goods or in exchange for food donations.
- **Fun Run/Walk:** Host a fun run or walk at your school where the entry fee is a donation to the Food Bank — either a monetary or food donation. You could even choose to host a sports tournament in lieu of a run/walk.



## Educational Activities to Incorporate into Your Fundraiser or Food Drive

You can use your fundraiser or food drive as an opportunity to create lesson plans around hunger and food insecurity in our local community. You can invite someone from Second Harvest Food Bank to speak at your school or you can bring your class to the Food Bank for a tour.

Here are some great interactive activities:

- **Shopping on a Budget:** Using scenarios that replicate the conditions that many food bank clients face, this activity asks participants to see how they can get food for their families when they are low-income. You can add to this challenge by also requiring participants to track the nutritional information of the foods they are providing for their families. [Read more](#) (pdf).
- **CalFresh Challenge:** Could you eat on \$5 a day? CalFresh, the food benefit program for low-income individuals, allots less than \$5 per day for food in many California counties. Through this challenge, participants can experience the struggle many families face in getting enough food through public assistance programs. [See an example](#) of how to conduct the challenge from the San Diego Hunger Coalition.
- **Oxfam Hunger Banquet:** Host an Oxfam Hunger Banquet that dramatizes the inequitable distribution of food. Check out the [Hunger Banquet Kit](#) from OxFam America.



## Additional Resources

- [Map the Meal Gap](#) from Feeding America
- [Hunger Facts](#) from No Kid Hungry
- [This Is Hunger Online Interactive Gallery](#) from MAZON: A Jewish Response to Hunger



## Books

### K-8:

- *Maddi's Fridge* by Lois Brandt
- *Uncle Willie and the Soup Kitchen* by Dyanna Disalvo-Ryan
- *Stone Soup* by Marcia Brown
- *Gettin' Through Thursday* by Melrose Cooper
- *A Kid's Guide to Hunger & Homelessness* by Cathryn Berger Kaye
- *The Greatest Table* by Michael J. Rosen

### High School and College:

- *Nickel and Dimed: On (Not) Getting by in America* by Barbara Ehrenreich
- *Evicted: Poverty and Profit in the American City* by Matthew Desmond
- *Free for All: Fixing School Food in America* by Janet Poppendieck
- *The Working Poor: Invisible in America* by David K. Shepler



## FAQs

### • How long should my fundraiser or food drive last?

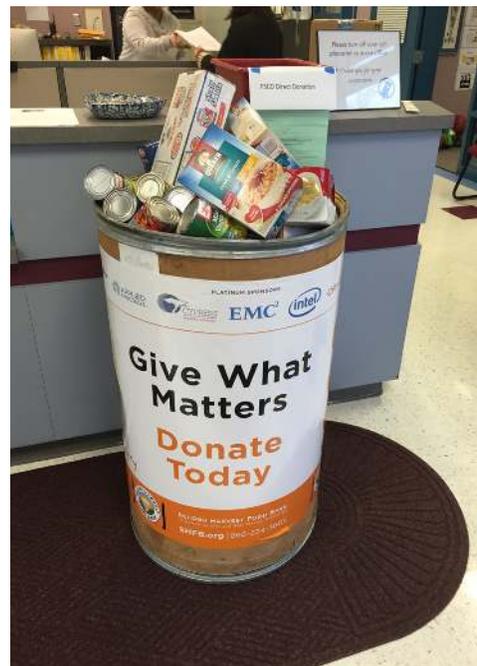
Some fundraisers and food drives last for just a few hours while others span the entire year. If you have never hosted one before, consider hosting a drive for one to three weeks.

### • Can I pick up my fundraiser and food 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 \$1 donation, the Food Bank can source the equivalent of \$3 worth of food from a local grocery store. A \$1 donation helps provide two healthy meals. A monetary donation will help Second Harvest feed hungry people all year long.



An example of the food we can provide for \$25 is below:

- One pound apples
- One pound cauliflower
- One pound bell peppers
- One pound oranges
- One pound potatoes
- One pound carrots
- Two 14.5 oz cans no-salt corn
- Two 14.5 oz cans low-salt green beans
- Two 15 oz cans of peaches in juice
- Six 8 oz bottles of water
- One gallon of 1% milk
- Two dozen eggs
- 12 corn tortillas
- Four 8 oz servings of plain low-fat yogurt
- One 16.4 oz box shredded wheat cereal
- One 14 oz box toasted O's cereal
- One whole chicken
- Five pounds chicken leg quarters
- Four pounds of pinto beans
- One 12 oz jar creamy peanut butter
- Two 5 oz cans chunk light tuna in water
- Four pounds of white rice
- Two pounds of brown rice

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:

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

- **I would like to include the Second Harvest Food Bank logo on a flyer (or other material) to promote our fundraiser or food 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 fundraiser 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 fundraiser or food drive participants and include it with your pooled donation.

For more information, visit the [fundraiser and food drive resource](#) page on our website. If the answer to your question is not there, feel free to reach out to us.

## After Your Fundraiser or Food Drive

Once your fundraiser or food drive is over, be sure to thank everyone who participated and 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 fundraiser or food 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 one point. More information about the points system, attending the Make Hunger History Awards, and past winners, can be found [here](#).



## Contact Us

- If you have any questions or need help trouble-shooting for your fundraiser or food 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 email [communityrelations@shfb.org](mailto:communityrelations@shfb.org).
- Have a great idea for a fundraiser or food 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!

Fundraisers and food 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.

# FUNDRAISER AND FOOD DRIVE CHECKLIST

## On Your Mark...

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- Appoint a fundraiser or food 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 fundraising or food drive goal.
- Set a start and end date for your fundraiser or food drive.
- Decide where you will place your food drive barrels.
- Consider developing a theme. Fundraisers and food drives with a theme or centered around 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.
- 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 fundraiser or food 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!