



SAN FRANCISCO FOOD BANK

Food and Fund Drive Coordinator's Kit

Thank you for hosting a food or fundraising drive to benefit the San Francisco Food Bank. This guide contains information and suggestions for running your food drive. If you have questions regarding this information, please contact the events department at fooddrives@sffb.org or (415) 282-1900.

In this guide:

- ◆ **How the Food Bank Works**
- ◆ **Ways to Help**
- ◆ **Running Your Food Drive**
- ◆ **Getting the Most from Your Food Drive**
- ◆ **Materials and Forms**
- ◆ **How to Contact Us**

2009-10 Food Drive Coordinator's Kit

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Affiliate, America's Second Harvest National Food Bank Network

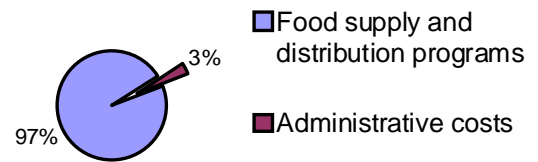


SAN FRANCISCO FOOD BANK

How the Food Bank Works

The San Francisco Food Bank is the largest distributor of food to low-income families and individuals in San Francisco. We source food from over 500 growers, packers, manufacturers and the USDA. We supply food to more than 400 nonprofit programs from senior centers and after-school programs to soup kitchens and food pantries. Community food drives and fundraisers are a key source of food and funding for our distribution programs.

How does the Food Bank use donations?



Ways to Help

1. Raise Money

The Food Bank relies on financial donations for basic operating costs such as food procurement, trucks, drivers, and many other distribution expenses. As part of a nationwide food rescue network, the Food Bank can stretch the value of financial donations, distributing \$9 worth of food for every \$1 donated. There are two ways to donate:

Donate online

<http://www.sffoodbank.org/donate>.

This is the fastest, easiest way to make contributions. Just remember to click on “Make a gift to a specific Food or Fundraising drive” and fill out the following sections:

- ❑ **“Name of Food Drive”** - select from the menu (General, Full Plate).
- ❑ **“Organization Name”** - enter your business, organization or person hosting the event.

All donors will receive an acknowledgement and tax receipt by email. The Food Bank can provide a report of total donations to your coordinator upon request.

Donate by check, credit card or cash

Participants should return the Food Bank **Donation Form** with their check or credit card information, or send a list of donors with any checks and cash so that we can properly credit donations. All donors that provide contact information will receive a letter of acknowledgement and tax receipt for their donation.



SAN FRANCISCO FOOD BANK

2. Raise Food

Community food drives are an excellent source of first-quality food for the agencies we serve. Keeping food bank barrels in your location reminds your staff to support the drive. Even if your primary goal is raising money, giving food makes many people feel more connected to the mission to feed hungry people.

You can order barrels when you register online at www.sffoodbank.org/give_food/food_drives.html or by calling the Food Bank. Please allow 3 – 5 business days for scheduling barrels during November and December.

What foods are needed most?

The *Shopping List Flyer* contains our most needed food items. Some general guidelines:

- ✓ Only donate items that you would eat.
- ✓ Check that items are still within their “Use before” date.
- ✓ Avoid glass items, which can break. If you do collect glass items, try to wrap them separately.
- ✓ We can only accept unopened items. We can accept opened packages if the internal packaging is still intact.

Best Choices

Proteins like tuna or canned meats
Peanut butter
Stews and soups
Latino and Asian ingredients
100% fruit juices
Canned fruits and vegetables

Items to avoid:

Sugary snacks
Instant desserts
Soda
Candy

3. Volunteer

Volunteering at the Food Bank is a great way for your members to become partners in the fight against hunger. Drives that include volunteerism are much more successful. Volunteers provide critical support to the Food Bank by inspecting; sorting, shelving and distributing donated food. Visit www.sffoodbank.org/volunteer to learn more, and then contact our Volunteer Services Department at volunteer@sffb.org or (415) 282-1907 x244 to schedule volunteer groups seven days a week.



SAN FRANCISCO FOOD BANK

Running Your Food Drive

1. Set Your Goals

Setting a target will make your food drive more effective. First decide whether your organization will raise food, money or both. Then calculate the goal, based on the amount previously raised, or by the number of participants, such as one pound per person. To make the goal more meaningful, you can convert pounds of food and dollars to the total number of meals using the formula of 1.26 pounds = 1 meal and \$1 = 4 meals:

$$\begin{array}{c} \text{(# pounds of food raised divided by 1.26)} \\ \text{plus} \\ \text{(\$ dollars raised multiplied by 4 meals per dollar)} \\ \hline \text{= Total meals} \end{array}$$

2. Register Your Food Drive

Register and order barrels online at www.sffoodbank.org/give_food/food_drives.html or print and return the form to the Food Bank.

3. Promote Your Food Drive

Use our posters, sample letters and flyers to encourage members of your organization to participate (see the list in the *Materials and Forms* section). If you are collecting financial donations, encourage participants to contribute online at www.sffoodbank.org/donate. (Make sure to click on “Make a gift to a specific food or fundraising drive”.) Keep everyone updated on progress. See the *Ideas & Inspiration* section for creative ways to make your drive a success.

4. Announce Your Results

The San Francisco Food Bank will send an acknowledgement for your donations. Make sure to announce the results and thank everyone who contributed to the success of your drive. If you would like someone from the Food Bank to attend a check presentation or awards ceremony, please let us know.



SAN FRANCISCO FOOD BANK

Getting the Most From Your Food Drive

Surprisingly, the most successful food drives are not always those held by the largest organizations. What's the secret?

Leadership

- Ask an executive to be the “champion” for your food drive. Ask them to make a personal appeal to staff (customize our sample executive letter) or make a leadership gift.
- Make a challenge. Ask your organization to match donations or make a challenge gift. People are more motivated when the value of their contribution is extended.

Communication

- Set a goal at the start of the drive. Display ***Food Bank Posters*** with your goal at entrances, cafeteria, lounge, or other prominent locations.
- Distribute the ***Shopping List Flyers*** and ***Donation Forms*** to participants.
- Send email or communications updates. Remind participants of the drive deadlines.

Fun

- Set up competitions between groups or floors to create excitement. Offer prizes or recognition to the winners.
- Hold a party or fundraising event to get people involved. See our ***Ideas & Inspiration*** section.
- Schedule a group to volunteer at the Food Bank.

Ideas & Inspiration

Check out these ways that other organizations have energized their drives:

Hold a Competition

For their annual drives, the California State Automobile Association and Gap, Inc. challenged departments to see who could raise the most food. Departments competed for prizes and raised much more than previous years.

Challenge

One of the partners at Munger, Tolles & Olson LLP challenged all staff to contribute to their drive. The leadership committee got 100% participation from all partners and 75% from all staff. They raised several thousand dollars more than the previous year.



SAN FRANCISCO FOOD BANK

Food Drive Event

At their annual holiday party, United Commercial Bank employees were asked to bring a food donation or a financial contribution as the price of admission.

Food Drive Drawing with Prizes

To get their annual food drive off to a fast start, Macy's held a raffle at their kick off meeting. Each employee bought tickets for a chance at a trip to Hawaii donated by a local travel agent. The raffle raised several hundred dollars to start their most successful drive to date.

Skip a meal, "Feed a Friend"

On one day of a Kaiser Permanente food drive, staff were asked to donate the money that they would have spent on lunch to feed a hungry person. This also gave participants perspective on how hunger impacts their daily activities.

Run an "Ad Campaign"

Walmart.com creative staff designed a series of ads to encourage employees to support their food drive. The ads were posted throughout the workplace to remind employees to contribute, making their drive the biggest ever.

Checkstand Donations

Retailers like Whole Foods Market encourage customers to support their drives by allowing them to make a donation at checkout. This was an easy way for thousands of customers to contribute.

Bag of Hope

Several congregations have used this version of a "Giving Tree" for their holiday food drives. They created a holiday display with Food Bank labels of suggested menu ingredients for participants to donate a meal of food items for an individual or family.

Hold a Thank You Celebration

To celebrate the success of their annual food drive, The California Public Utilities Commission held an ice cream social to announce the results and congratulate the winners of their internal competition. This event encourages employee support year after year.

Make a "Canstruction"

Employees from Bechtel used their engineering talents to build replicas of buildings, bridges and pyramids using cans of most needed foods. They then donated the cans to the Food Bank.

Spread the word about hunger

CBS 5 stations featured stories regarding hunger during the holidays to encourage viewers to contribute to their annual food drive. Thousands of viewers responded by donating food and money.



SAN FRANCISCO FOOD BANK

Materials and Forms

The following materials and forms are available online at www.sffoodbank.org/give_food/food_drives.html or from the Events Department.

- ◆ ***Food Drive Registration Form***
Register online at http://sffoodbank.org/give_food/registration_form.html or print the form and fax or mail to the Food Bank to register your drive and order food barrels.
- ◆ ***Additional Barrel Pickup / Delivery Form***
Submit online or print out and fax or mail the form at: www.sffoodbank.org/give_food/additional_barrels_form.html to schedule additional barrel swaps, pick-ups or deliveries.
- ◆ ***Donation Form***
Distribute to participants to make financial contributions.
- ◆ ***Food Drive Poster***
Customize these with your drive goals and coordinator's name.
- ◆ ***Sample Executive Letter***
Customize this letter to distribute an appeal from a leader in your organization.
- ◆ ***San Francisco Food Bank Fact Sheet***
Includes information on our programs and the communities we serve.
- ◆ ***Shopping List Flyer***
Distribute the flyer or post in a visible location.
- ◆ ***Special Guides & Materials*** are also available online for certain drives:
 - Food From the Bar
 - Full Plate Program
 - High Holy Days Food Drive
 - Holiday Food Drive
 - Lenten Food Drive
 - Schools Food Drive
 - Other seasonal food drives

How to Contact Us

Email information or questions to fooddrives@sffb.org

Telephone us at (415) 282-1900, Events Department

Fax us at (415) 282-1909, Attn: Events Department

Send mail to the San Francisco Food Bank, 900 Pennsylvania Ave., San Francisco, CA 94107