Food and Fund Drives

LOS ANGELES REGIONAL FOOD BANK

Fighting Hunger. Giving Hope.

Celebrating 35 Years 1973 - 2008

Food & Fund Drives
Virtual Food Drive
Theme Food Drive Suggestions
Tips for a Successful Food Drive
Sample Letter to Participants
Sample Food Drive Flyer

Los Angeles Regional Foodbank . 1734 East 41st Street .Los Angeles, CA 90058
www.lafoodbank.org

HOW YOU CAN HELP

Choose 1, 2 or all 3!

1 Organize a Food and Fund Drive

The Los Angeles Regional Foodbank relies heavily on local support to continue to provide millions of meals to those in need. A company-sponsored Food and Fund Drive is a great way to build team spirit and community good will within companies, schools and other organizations.

Food and Fund Drives are easy! We will arrange pick-up and delivery of donation barrels. As a Food Drive Coordinator, you may plan, promote and manage your campaign any way you like! When your barrels are ¾ full, just call our **Product Donations Department at 323-234-3030, ext. 154**. We will pick up your barrels, deliver empty ones, and provide you with a report of how much we collected.

We'll also have PDF files of posters and flyers that you can download from our website (www.lafoodbank.org). This will make it easier for you to get the word out about your drive.



2 Donate Funds

In addition to food and grocery products, every dollar raised through your drive enables the Foodbank to distribute 5 pounds of food. That means we can provide more than 400 meals for every $100 raised. Again, the Foodbank can provide you with necessary supplies, such as donation envelopes for participants who might be interested in making a financial contribution.

For every $1 donated, the Foodbank is able to acquire and distribute food for 4 meals. Donations can be made in cash, by check, Visa, Mastercard or American Express. Donations can also be made online at www.lafoodbank.org.

$1 = 4 meals
$1 = 5 pounds of food

3

Hold a Virtual Food Drive

You can now hold your own Food Drive online!

To meet the increasing demand for food assistance, the Foodbank supplements the donated food we receive with purchases of many self-stable items like the ones shown below. The Virtual Food Drive is easy and quick using the power of email and the Internet. With the touch of a button, the Virtual Food Drive allows you to get food to those who are facing hunger in our community.

Personalize your food drive to fit your needs. For example, we can put your logo on the page or customize items for your food drive. This is great for team competitions! The Foodbank can tally running totals on a daily basis so you can see how much your food drive has raised or how much each team has raised.

Please contact Marie Carpenter, 323.234.3030 ext. 146 or mcarpenter@lafoodbank.org.



Donations accepted through the Los Angeles Regional Foodbank's Virtual Food Drive are restricted for the purchase and distribution costs of food items like those represented here.

Why use the Virtual Food Drive?

- It is a great way to motivate and engage all employees or members to help their community – right from the convenience of their own computer
- It enables the Foodbank to purchase the exact items needed
- It gets more meals to hungry people faster and with less expense than through traditional food collection drives

Visit the Virtual Food Drive at www.lafoodbank.org

Theme Food Drive Suggestions

Use these - or make up your own!



Dinner Made Easy

Combinations of food that can be used to prepare a meal. Use your imagination - think of meal combinations.

Spaghetti and Sauce
Refried beans, Mexican Seasonings, Salsa, and Taco shells
Rice and beans
Rice and boxed seasonings
Tuna, noodles, cream of mushroom soup and breadcrumbs
Canned meals- chili, stews, baked beans



Kids For Kids

Have students collect foods specifically for other kids. Have them think about what a healthy after-school snack might be. Some good foods to collect are:

Juice Boxes (100% juice)
Raisins (individual boxes)
Granola Bars
Fruit Cups
Tuna
Whole Grain Crackers
Peanut Butter & Jelly
Cereal
Nuts
Applesauce



Let's Get Personal

These items can be expensive, but they are necessities. When people have limited financial resources, they have to make decisions about what to do with what they have. These items are not things any of us would like to go without.

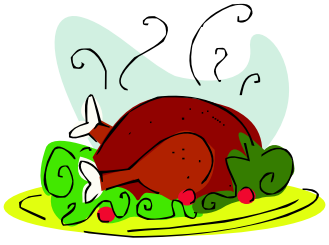
Toothbrushes
Toothpaste
Soap
Feminine Hygiene Products
Laundry Soap
Diapers
Shampoo
Shaving Cream
Toilet Paper

Break the Fast

Canned Fruit
Cereal
Oatmeal
Pancake Mix
Syrup
Breakfast Squares
Cereal Bars
Coffee/tea
Powdered Milk

Holiday Helpings

Canned Sweet Potatoes
Canned Gravy
Cranberry Sauce
Stuffing Mix
Canned Pumpkin
Sugar
Evaporated Milk
Canned Hams
Frozen Turkeys (Requires special pick-up arrangements)



Tips for a Successful Food Drive

1. Plan Ahead
   - Select a leadership committee to plan your strategy and theme
   - Determine the length of your food drive

2. Set a goal
   - Determine how many pounds and how much money you want to collect.

3. Arrange food collection barrel delivery and pick-up dates
   - Order collection barrels as soon as possible

4. Get management involved
   - Encourage executives to show their support by sending emails, voicemails or letters.
   - Have your company match employee donations, i.e. $1 for each pound of food collected
   - Set up a day for executives to volunteer at the Foodbank
   - Challenge an executive to perform an outrageous activity if your goal is met

5. Promote your food drive
   - Organize a kick-off event to build enthusiasm
   - Make food drive posters or printed grocery bags
   - Hand out shopping list of most needed foods
   - Announce weekly or daily totals to staff members
   - Download Foodbank posters and flyers

6. Build awareness and visibility
   - Invite participants to tour and sort food at the Foodbank
   - Use paycheck stuffers to remind people about donating

7. Make it fun and simple to participate
   - Place grocery bags at every employee or student's desk
   - Throw an event and charge a can of food for admission
   - Hold a raffle

8. Encourage financial contributions
   - Set a separate financial goal
   - Order and distribute Foodbank donation envelopes

9. Utilize exciting competitions and creative themes
   - Have Macaroni Mondays, Tuna Tuesdays, or food group themed weeks to encourage specific donations
   - Encourage departments or classes to challenge each other to a competition

10. Celebrate your success!
    - Host a recognition party rewarding winners
    - Celebrate the completion of your food & fund drive

[Sample Letter to Participants]

RE: Food Drive to support the Los Angeles Regional Foodbank

It's time for a Food Drive! Our organization will be holding a food drive on **[INSERT DATES]** to help the Los Angeles Regional Foodbank. 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 Foodbank supply food to nearly 900 charitable agency sites that provide food for low-income children, families, senior citizens and individuals in need throughout Los Angeles County.

One in four children in Los Angeles live at or below the poverty line. Of the households served by the Foodbank, 42 percent have one or more adults in the workforce. YET thousands of these families are still forced to choose between paying the rent and buying groceries.

In 2007 alone:

- 600,000 people, including working poor families, received food through Foodbank programs
- 5,000 backpacks filled with nutritional food were distributed at four South Los Angeles schools to children who go hungry on weekends when resources, such as school lunch programs, are not available.
- 8,000 seniors a month received nutritionally-balanced food
- Over 13,000 volunteers visited the Foodbank in downtown Los Angeles

You help is vitally important.

Here are ways to help:

- Donate by check or online at our Virtual Food Drive page located at www.lafoodbank.org. With every dollar donated the Foodbank can distribute food for 4 meals.
- Donate nonperishable food items in the Foodbank barrels located **[INSERT LOCATION]** during the drive. Much needed food items include:
  - canned protein such as tuna, sardines, stew, soups
  - peanut butter & Jelly
  - canned fruits & vegetables
  - fruit juices
  - staples such as beans, rice, pasta
  - personal care items including lotion, deodorant, toothpaste

Thank you for your help!

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

Los Angeles Regional Foodbank

"35th Anniversary"

Food Drive Form

Name of Organization _____

Contact Name _____

Email Address _____

Contact Title _____

Address _____

City/State/Zip _____

Phone _____Fax_____

# of Employees / Participants _____

Type of Business _____

Food Drive Dates_____

(We will schedule the pick up the next working day after the end of your Food Drive)

We encourage Food Drive Sponsors to help us save money and time by participating in the Virtual Food Drive. Simply log onto our web-site; www.lafoodbank.org, and sign up for the Virtual Food Drive.

We will mail or deliver Food Drive Posters and containers to your Coordinator.

Our drivers will bring bins if they need to transfer product.

***PLEASE FAX THIS FORM TO (323) 234-0943

Special Instructions (freight elevator location, call when en route, parking instructions, etc)

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_____

_____

WE ACCEPT ALL NON PERSISHABLE GOODS AND UNOPENED PERSONAL CARE ITEMS INCLUDING:

- CEREAL
- SOUP
- STEW
- TUNA
- ASEPTIC JUICES
- CANNED FRUITS
- CANNED VEGETABLES
- PEANUT BUTTER AND JELLY
- SOAP
- LOTION
- TOOTHPASTE AND TOOTHBRUSHES
- DEODORANT
- MOUTHWASH
- SHAVING CREAMS
- PERFUME / COLOGNE