

Brainstorming your Event

Things to consider:

- Single club or combination of clubs
- Resource pool for volunteers
- Timing
- Determine a Chair and a Coordinator
- Review funding options (i.e., club funds, specific fundraisers, grant assistance)
- Matching grant funds available?
- Form a small committee or task force within your club, or among multiple clubs if that option is chosen, so there is a focus by these individuals to keep up with the task list.
- Be sure to include your AG in the discussions.

Key factors that have to be considered throughout the discussions:

- Who are the beneficiaries? Once planning begins, they need to be involved in helping to assist in final delivery of the meal boxes.
- Two options available:
 1. Receive boxes of prepackaged food. This involves sending a predetermined amount of money to The Outreach Program (Matthew Martin), and coordinating with both his team and the receiving food pantries on amounts, delivery times, volunteers, etc.
 2. Coordinate a food packing event. Matthew comes with all the food separately to be packaged, boxed and then delivered to the pantries. This requires more logistics planning to have the right amount of volunteers, the proper venue, volunteers stationed at tables to pack specific foods, and finally distribution to the pantries.

Pros and cons of each type of event:

- Option 1 addresses an immediate need for the food banks, with minimal volunteers and logistics required. Obtaining the funding will be the most pressing part of this event.
- Option 2 requires many more volunteers, a venue, and cross-club coordination. Especially critical is outreach and communication, not just to other clubs to volunteer, but to the food banks themselves to determine where the greatest needs are in your community and working with those individuals directly.

- Both are noble activities and satisfying events for all clubs to be involved in. The first option can take little time to get food into the pantries where shelves are bare. The second option is fun, collaborative, and creatives social awareness and press potential.

Additional Information about both options:

- Logistics for the Outreach coordination is Matt, but the clubs must determine and confirm where activities and deliveries will happen.
- Matt's team will provide the truck to deliver 1) Either the pre-packaged boxes to the pantries, or 2) Delivery to the event location of the raw materials for packing.

Stay Connected!

- Make sure that not only do all the volunteers need to be for these events, but a close collaboration with the food pantry volunteers and their directors must be maintained throughout the process.
- Keep a list of all your food pantries connections: Names, positions, phone numbers, email, etc. Once you have started collecting vital information about the “how much” and “where” the needs are in your community, you will want to stay connected with them and they with you. There are always other opportunities arising with local farms or business like Outreach that your food banks can also benefit from without us coordinating a specific event.
- Press! Press! Press! Discuss among your clubs who will be responsible for reaching out to our resources to help promote the event, video the event, share photos on Facebook, etc.

Details about a Food Packaging Event:

- To find a venue, use all ideas and resources available, churches usually have a large enough room to host, and are happy to host the event. This allows them to open it up to their parishioners to help, but also to receive some boxes of food for their own food pantry if applicable.
- Remember to keep your volunteers hydrated and fed with snacks or lunch, depending on the length of the event. These costs will need to come from the clubs or donations/sponsors directly.
- Try to keep the event to no longer then 3-4 hours depending on the size of the event.
- For food packing, the statistics indicate that 1 volunteer can package 1 box in 1 hour.
- There are multiple food package options to choose from (see attached list).

- The idea is to have 10 people per table, all working as a factory line with one type of meal. (8 people to package, 1 to box and 1 floater as people need breaks.
- 2 tables of 10 people each for three hours would result in 20 boxes an hour, so 60 boxes in three hours.

How the cost is calculated:

- Meal Servings
 - Each meal serving costs \$0.40
 - Each meal package contains 6 meal servings
 - Each box contains 36 meal packages
 - 1 box costs \$86.40
- Example: Your club raised \$15,000:
 - \$15,000 buys 6,250 meal packages
 - Each box contains 36 meal packages and 6,250 meal packages ($6,250 / 36 = 174$ boxes)
 - At a cost of \$0.40 per meal serving, \$15,000 buys 37,500 meal servings

Coordination is Essential!

- It is especially important that one person on the committee oversees keeping track of all the boxes as they are packed, and how many are being delivered to which food banks. This is vital information to have especially if a grant has been requested as the beneficiaries of the event much be named in the closing documents.

Perishables

- You may be able to obtain perishable items, such as leafy greens, as a delivery from CT Food 4 Thought. This expense will need to come out of the overall amount raised for the event, and they will deliver a set number of boxes at the requested facility. Summer of 2025 the cost was \$17.50 per box for different types of lettuce. Be sure to confirm the receiving food banks or pantries have enough refrigerator space for all the boxes.

District Grants:

- Attached are copies of document examples for requesting a district grant, along with examples of financials and other supporting documents.

- Discuss among the clubs, if multiple clubs are involved, which club will take the lead and be responsible for putting together the grant, getting necessary information from all clubs participating, manage all the incoming and outgoing payments for the event, and submission of the closing documents.
- The managing club's Treasurer will also need to be involved to ensure the funds are going through to the proper account and expenses are being paid on time.
- The managing club's grant expert needs to be qualified by the district and will need to work with the Rotary District Foundation Chair, Ron Webb, to ensure the financials are in order and the amounts available to the clubs for request for this event are all in compliance.
- All clubs participating will need to sign a Letter of Participation of their intention to contribute their predetermined funds to the project.
- Have regular meetings, weekly or bi-monthly depending on the urgency of the community needs. Have someone take meeting minutes and monitor the task list so items are forgotten or delayed.
- Communication between committee members and their clubs is imperative. The wider the range of resources available, the more successful and fun your event will be.
- Have a tentative "plan B" in place for the venue. Until a place, date and time is confirmed and announced, keep your options open in case your venue cannot commit. Have your plan B location vetted but not booked in case you need to reach out to them with short notice.
- One or two people should be the point person for Matthew Martin. He thrives in this environment and is always involved in multiple events going on. He is amazingly easy to work with and will provide an array of guidance so we want to be sure to value his time so he is not getting the same questions from multiple people as they come up.

Committee Members a.k.a. Food Security Savvy Resource Pool

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