

# FEEDING<sup>®</sup> THE GULF COAST





## OUR MISSION

***Working through member organizations and special programs, we provide nutritious food to meet the challenge of feeding people who are hungry as a result of personal crisis or disaster. We work to educate the public regarding domestic hunger, proper nutrition and related issues.***

1 in 5 people along the Gulf Coast is food insecure, meaning they do not know where their next meal will come from at some point in the year. Feeding the Gulf Coast serves 24 counties throughout south Alabama, south Mississippi, and the Florida Panhandle. Last year we distributed over 24 million pounds of food to those in need along the Central Gulf Coast—and we couldn't have done that without your help.

Food and fund drives are a critical part of keeping our inventory available throughout the year. The money raised through fund drives helps support the many programs we provide, including Child Nutrition Programs, Mobile Food Distribution, and Disaster Relief.

Thank you for hosting a food and fund drive. With your support, we can be the difference between hunger and hope in our community.





# WHERE TO START

Coordinating a traditional, fund or virtual food drive is an exciting opportunity for local businesses, companies, schools, churches, and clubs to get involved and impact their community in a positive way. Read more to learn about our different food drive options and determine which the best fit is for you.

## TRADITIONAL FOOD DRIVE

Food Drives allow members of a group to collect non-perishable food items to donate to the food bank. It can be a one day event or take place for a predetermined amount of time, typically a week or month.

## FUND DRIVE

Fund Drives help raise money for the food bank to put towards our nutrition programs or general food distribution. They are often held in conjunction with traditional food drives giving participants the choice to bring a food or cash donation. Every \$1 donated can help provide 5 meals.

## LET'S BEGIN

### 1. Pick a Date

The length and date of your drive is up to you. Typically drives last between one day and three weeks. It comes down to what works best for your group. Give your participants enough notice so that they can be prepared.

### 2. Set a Goal

Having a goal in mind will help you organize and help give your group something to work towards. Some things to consider when setting a goal are:

- How much potential contributors do you have?
- How much can you reasonable expect to collect from each donor?
- Will you collect food, cash, or both?

### 3. Register Your Food Drive

Please contact us before starting your event. Our Food Drive team can help you get set up with food barrels/boxes and can schedule a pick-up for the end of your drive.

### 4. Get Creative

Food drives can be a lot of fun. Get creative with team competitions and incentives.

Below are a few ideas:

- Have teams compete against one another. Offer rewards to the winning team.
- Have a Jeans Day: For \$1 or \$5, employees could wear jeans for the day.
- Incorporate Theme Days: Taco Tuesday, Wheat Wednesday, Canned Fruit Friday, etc.
- CANstruction: Have teams build a structure using their canned food donations.

### 5. Promote Your Food Drive

Share information throughout your organization to raise involvement. Share on social media and tag us @FeedingtheGulfCoast. Make posters noting the specifics of your food drive. We can also help you promote your food drive by featuring it on our social media sites.



# CHECKLIST

## 1. The basics:

- ☐ Decide if you will raise food, money, or both.
- ☐ Decide what type of drive you want to stage, such as a party or a competition. Set a goal.
- ☐ Agree on the drive length. We recommend 2-3 weeks.
- ☐ Choose the drive's location. Will it occur at one place or several locations?
- ☐ Decide on a collection method: boxes or barrels.
- ☐ Contact our Food Drive team to set up delivery and pick up dates well in advance or download the Request Form from our website at [www.feedingthegulfcoast.org](http://www.feedingthegulfcoast.org) and e-mail to respective manager.

## 2. Get Everything Ready

- ☐ Send out memos, phone messages, newsletters, and e-mails to promote the drive.
- ☐ Come up with a creative angle for your food drive.
- ☐ Consider arranging a Hunger Awareness Day at the start of or during your drive. Speakers from the food bank can be requested.
- ☐ Acquire and decorate barrels or boxes for food collection.
- ☐ Place the barrels or boxes in convenient and visible areas.

## 3. During the Drive

- ☐ Update your participants on the amount of food and funds you've collected through announcements or e-mail.
- ☐ Send out creative messages to keep people excited about reaching goals.
- ☐ If you are delivering the food to the food bank, coordinate volunteers to pack food properly at the end of the food drive, load, and transport it to the food bank.

## 4. At the End

- ☐ Follow up about the delivery or pick up of your organization's food donations scheduled with the Food Drive team.
- ☐ Deliver your food to the food bank's loading dock between 8:30 a.m. and 12:00 p.m. or between 1:00 p.m. and 4:00 p.m. on the weekdays or make arrangements with the food bank for pick up. If you deliver the food, please fill out a receipt and indicate that you collected the food through a food drive. A food drive representative will assist you with the intake process.
- ☐ Share drive results with all participants. Send thank you letters, throw a party, or even make awards to celebrate efforts.
- ☐ Feeding the Gulf Coast will send you a letter listing the total amount of food and funds raised during your event. This letter will serve as a receipt of your donation and can be referenced for tax purposes.
- ☐ Make a list of best practices to remember for next year!



## THINGS TO CONSIDER

The food bank needs and encourages food drives of **ALL SIZES**. We will provide boxes at no cost if a representative from your organization can pick them up from our warehouse.

### BOXES AND BARRELS

#### When to Use Your Own Boxes:

Small to medium size boxes (copy paper boxes or smaller) work well for food drives and hold **approximately 30 lbs**. They are not too heavy when full and you can decorate with wrapping paper or posters. We encourage you to use boxes for any drive generating fewer than 300 pounds of food.

#### When to Use Feeding the Gulf Coast Boxes:

We can provide small boxes that hold **approximately 50 lbs**.

#### When to Use Feeding the Gulf Coast Barrels:

We can provide large barrels. These barrels hold **approximately 150 lbs**. You are welcome to decorate around the barrel, but please be careful not to damage it. Please remove all decorations before returning the barrel. Barrels hold more food if you remove the food from grocery bags before placing food in the barrel.

Feeding the Gulf Coast can pick them up at the end of the event as necessary. Please call in advance if you plan to pick up a barrel.

### SCHEDULING A PICK-UP OR DELIVERY

Our trucks stay busy picking up food from grocery stores and donors during the week, so we need your help to get donated food to our warehouses. For Feeding the Gulf Coast to deliver and pick up food collection barrels for your food drive, the goal of the food drive needs to be at least 600 lbs. This amount of food will cover the costs associated with running our trucks. Please help us be a good steward of our resources.

If you will need food picked up, please schedule with our Food Drive team at least one week in advance. Please note that during the holiday season, our pick-up schedule fills quickly.





# FOOD TO AND NOT TO DONATE

## MOST NEEDED ITEMS:

### Jarred and Canned Goods:

- Canned Meat (Tuna, Chicken, etc.)
- Canned Vegetables
- Canned Fruits
- Peanut Butter and Jelly (Plastic Containers)
- Canned or Dried Beans
- Canned Meals (Soup, Chili, etc.)

**Please Note:** If you donate glass packaged products, please box or bag them separately and label “GLASS” on all sides.

### Boxed Goods:

- Boxed Meals (Mac and Cheese, Hamburger Helper, etc.)
- Pasta
- Rice
- Cereal and Breakfast Items
- Instant Mashed Potatoes

## FOODS WE CANNOT ACCEPT FOR SAFETY:

- Rusty or Unlabeled Cans
- Perishable Items
- Homemade Items
- Non-commercial Canned or Packaged Items
- Alcoholic Beverages
- Opened or Used Items





Thank you for your interest in coordinating a food and/or fund drive. Please complete this form and submit it to Missy Busby at [mbusby@feedingthegulfcoast.org](mailto:mbusby@feedingthegulfcoast.org). We will contact you to confirm your pickup schedule and settle any remaining details. We will try to meet your pick up dates, however due to the high volume of requests, we cannot guarantee them.

Company/Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Physical Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Special Instructions for Driver: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Dates of Drive: \_\_\_\_\_

Details or Promotions: \_\_\_\_\_

\_\_\_\_\_

Would you like to volunteer or tour the food bank at the end of your drive? ☐ Yes ☐ No

You may request any of the following materials and services to enhance your effort:

\_\_\_\_\_ **Collection Barrels:** *For food drives anticipating 150 lbs. or more. Please designate how many you'll need.*

\_\_\_\_\_ **Collection Boxes:** *Due to limited transportation, you must be able to pick up from the food bank. Holds up to 50 lbs. Please designate how many you will need.*

\_\_\_\_\_ **Fund Collection Boxes**

\_\_\_\_\_ **Informational Brochures**

**CONTACT:**

**Missy Busby,** *Volunteer and Food Drive Manager*

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