

Feed Hunger, Hold a Food Drive



Food Drive Guide

Brantford Food Bank Food Drive Guide

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Co-ordinator Instructions

Dear Food Drive Leader,

First and foremost, thank you for taking the lead on your organization's food drive. We understand that you have many demands on your time and we truly appreciate your commitment to helping us feed the hunger that exists in our community.

As the Food Drive Leader, you will serve as a liaison between your organization and the Brantford Food Bank. We are here to support you at anytime throughout your drive, so please do not hesitate to contact our Community Food Procurement Co-ordinator, Ashley Singleton, at 519-751-4357 ext. 238 or asingleton@crs-help.ca.

Before you begin your food drive, take a moment to review this guide. It is our intention to make this process as fun and simple as possible.

Once you have reviewed the information, decide on a date and goal for your drive, and register your food drive with our Food Bank by contacting Ashley Singleton. Please note that in addition to providing the food drive guide, we can also supply you with barrels, marketing tools, and a pick-up of your donation. Furthermore, if you are interested in co-ordinating a kick-off or wrap-up event, we would be more than happy to arrange for a Food Bank representative to attend.

Thank you again for supporting the Brantford Food Bank. Without the support of individual's and organization's such as yours, we would not be able to meet the needs of our community.



About the Brantford Food Bank

The Brantford Food Bank is one of three programs operated by Community Resource Service.

The goal of the Food Bank is to provide emergency food assistance to food insecure individuals throughout our community. Our service is available to those living in Brantford, Brant County, and Six Nations. We serve approximately 3,300 individuals per month (1,250 families), and 38% of our client-base is children. Our Food Bank can be accessed once a month, and we aim to provide a 2-3 day supply of food.

The Brantford Food Bank also provides start-up kits, free income tax clinics, and back-to-school supplies to our clients as well.

In addition to serving our clients, we also provide food to 25 community food programs on a monthly basis, through our Food Distribution Service.

Our Food Distribution Member's include:

- Alexandra Presbyterian Church
- Brant Community Church
- Brant Food For Thought
- Brantford Blessing Centre
- Burford Community Food Bank
- Brant Family and Children's Services
- Brant Family and Children's Services – After School program
- Cuz We Care
- First Baptist Church
- Friendship House
- Grace Anglican Church
- Heritage United Church
- Out of the Cold
- Outpost Ministry
- Parks and Recreation After School program
- Pregnancy Resource Centre
- Rawdon Street Baptist Church
- Salvation Army Booth Centre
- Salvation Army Family Service
- St. Andrews United Church
- St. John's College
- St. Judes Anglican Church
- Sydenham Street United Church
- Why Not Youth Centres
- Winston Court Community Kitchen

How do food drives help those in need?

Our food bank relies on the help of our community in order to meet the emergency food needs of our clients. When you organize a food drive, you are not only raising food for our clients; you are helping us raise awareness of the issue of local hunger. When we work together, we can feed the hunger that exists in our community!

Checklist for Food Drive Success

On your mark...

- Appoint a food drive committee and/or leader to handle the logistics and be the primary contact for the Food Bank.
- Decide if you would like to raise only food, or a combination of food and funds.
- Set a food drive goal.
- Set a date, and register your food drive with the Food Bank. Remember to ask for barrels if you need them, and schedule a pick-up date if necessary.
- Decide where you will place your donation boxes or barrels.
- Consider developing a theme. Food drives with themes can be fun, and tend to feel more focused.
- If you plan to have a kick-off or wrap-up event, request a speaker.

Get set...

- Start planning your promotional campaign.
- How will you get the word out and get people interested in the drive?
 - Promote your food drive internally and externally. Consider using social media to help spread the word!
- If you're having one, start planning for your kick-off or wrap-up event.

Go...

- Place your donation boxes or barrels in highly visible areas.
- Inform staff and the community of your food drive progress. Consider providing weekly updates.
- Use "hunger facts" to highlight the need for food donations.

At the finish line...

- Confirm your pick-up date with the Food Bank, or make arrangements to drop-off your donation.
- Share your success and thank those who participated.
- Evaluate your drive and start planning for the next one!



Food Drive Collection Guide

The Brantford Food Bank relies on food drives as our primary source of bringing in non-perishable food items. The food items you raise and donate will be distributed to 3,300 individuals, in addition to our 25 Food Distribution Members.

When planning for your food collection, consider promoting healthy foods. Any food item can help satisfy hunger, but healthier foods that provide nutrition can make a long-lasting impact on the lives of our clients.

Please note that in addition to collecting non-perishable food items, our Food Bank also has a Fresh Helping's program, which focuses on fresh, healthy foods. This program is dedicated to increasing the amount of fresh, healthy foods being distributed through our Food Bank and Food Distribution Members.

High Priority Items (Non-perishables):

Canned Meat
Peanut Butter
Canned Fruit
Canned Vegetables
Macaroni and Cheese
Pork and Beans
Cereal
Pasta and Pasta Sauce
Canned Soup
Baby Formula



Think Outside the Donation Box

Food Fight: Encourage friendly competition between classes, departments, floors, or buildings.

Canned Harvest: Raise food and create beauty! Collect canned fruit and vegetables and build a “garden” in your lobby, lunch room, or office.

Themed Days: Make-up your own theme days i.e. Macaroni Mondays and Tuna Tuesdays. Themes make it easy for people to remember.

Food Sculptures: Get creative! Build something related to your organization or business using canned food.

Beans for Jeans: Allow employees to “dress down” in exchange for a food donation.

Give Up, Give Out: Give up one of your favourite food items for a day and donate that item to someone in need. This makes you appreciate the little things in life, and reminds us not to take them for granted!

Share Your Lunch: Have participants bring a lunch bag filled with food or donate the funds that would be spent on a lunch out. Remember a donation of \$1 helps to move 7lbs. of food throughout our community.



Food Drive FAQs

How do I get started?

Determine when and how long you would like to hold your food drive. Then register your food drive by contacting our Community Food Procurement Co-ordinator, Ashley Singleton, at 519-751-4357 ext. 238 or asingleton@crs-help.ca.

Do you have barrels or boxes for collecting food? How do I get them?

Yes, we have barrels in many sizes that are available for you to use. You can arrange to pick them up, or call us to schedule a delivery.

How many barrels do I need?

This depends on how many people will be participating. An average barrel can hold approximately 120 lbs. of food. If your barrel is full before your food drive ends, simply call to arrange for another.

How do I promote the food drive?

The Brantford Food Bank can provide you with posters and agency brochures. We can also promote your food drive using our social media outlets, and we suggest that you do the same. If you're holding an internal food drive, consider sending out emails, including reminders on pay stubs, and hanging up posters/flyers.

Can a representative from the Brantford Food Bank provide a presentation?

We would be more than happy to! Simply call the Food Bank to arrange for someone to come in.

How do I get the food to you?

We welcome you to drop-off your food donations to our Food Bank Monday-Friday from 8:30am-4:30pm. **Please note that we do close from 11:45am-12:45pm.** If you're unable to drop-off, please call us to arrange for a pick-up. Please keep in mind that we do have limited staff and will arrange for your pick-up to take place as soon as possible.



Food Drive FAQs

Can we find out what our food drive results were?

Yes. Please include a business card with your food donation and we'll make sure to contact you with your weight. If you would like an official letter sent, please ensure that we have a contact name and mailing address.

What about monetary donations?

If individuals want to donate funds throughout the course of your food drive, please accept it. Food Banks rely on both in order to provide our services. If you would like a receipt acknowledging your monetary donation, please be sure to request one.

Do you accept toiletry and non-food items?

While we do encourage your food drive to focus on food items, we do accept non-food items as well.

Can I use your logo on our marketing materials?

Yes, however, we do ask that you contact us beforehand. Please contact our Community Food Procurement Co-ordinator, Ashley Singleton, at 519-751-4357 ext. 238 or asingleton@crs-help.ca to receive a copy of our logo for your use.



Contact Information

Questions? Comments? Concerns?

Please contact our Community Food Procurement Co-ordinator, Ashley Singleton, at: 519-751-4357 ext. 238 or asingleton@crs-help.ca.

Brantford Food Bank Contact Information:

A: 1100 Clarence St., S., Suite 102

Brantford, ON N3S 7N8

P: 519-751-4357

F: 519-751-0810

Hours: Monday-Friday, 8:30am-4:30pm

Food Donations can be dropped off at the same address in **Suite 106** (closed from 11:45am-12:45pm).

Monetary Donations and all other administrative inquiries can be made at the same address in **Suite 202**

For all other inquiries, please go to **Suite 102** and we'll be happy to assist you.

