

Food & Fund Drive Handbook



Proud to be a member of:



FOOD BANK OF IOWA

At a glance

DESCRIPTION

The Food Bank of Iowa is a private, non-profit charitable organization with the mission to alleviate hunger and reduce food waste. In FY 2009, the Food Bank of Iowa channeled 5,103,762 pounds of donated food to needy families and individuals through a network of over 285 non-profit agencies in 42 Iowa counties. Voluntary reports submitted by the partner agencies in 2008 showed 142,208 households made up of 410,993 individuals received assistance at a food pantry. The agencies providing on-site meals reported 5,661,881 meals served.

THE NEED

Having enough to eat is a basic human need. But for more than 314,000 Iowans (11%) living at or below the poverty level, meeting the need is a struggle.

THE FOOD

The Food Bank of Iowa receives donations of products from all sectors of the food industry including: growers; packers; processors; manufacturers; wholesalers; brokers and retailers. The Food Bank of Iowa also receives commodities from the USDA and national food donations through Feeding America. In addition food is received through food drives and special events.

THE AGENCIES

The network of agencies receiving food includes the following: food pantries, soup kitchens, missions and shelters for the homeless, victims of domestic violence and families in crisis; child and adult day care centers and rehabilitation centers.

PROGRAMS

In an effort to better serve our network of over 285 partner agencies, the Food Bank of Iowa launched the HUSH program, a partnership between the Iowa Department of Natural Resources, the Food Bank of Iowa, hunters and meat lockers. HUSH enables hunters to donate legally harvested deer for processing at Iowa meat lockers. The ground venison is then distributed through the America's Second Harvest Food Banks, providing a valuable source of protein to Iowa's hungry.

Backpack Buddies, a program of the Food Bank of Iowa and Feeding America provides sacks of healthy, kid-friendly food to selected children on weekends and school breaks, when low-income children do not have access to the federal free and reduced-price meal program.

FACILITIES

Located in a 53,000 sq. ft. warehouse at 2220 East 17th Street in Des Moines, the Food Bank of Iowa maintains 45,000 square feet of dry storage in addition to more than 48,000 cubic feet of freezer space and substantial cooler space. A 24-foot refrigerated truck and cargo van are available for pick-ups and deliveries.

FUNDING

Funding for the Food Bank of Iowa comes from contributions from the agencies it serves, as well as donations from businesses, civic groups, foundations, schools, the faith-based community, individuals, promotions and special events. The Food Bank of Iowa is not a government agency and is not funded by tax dollars.

ADVOCACY

The Food Bank of Iowa is an active member of the National Anti-Hunger Community. Working with the Food Research and Action Center and the Center on Budget and Policy Priorities in Washington, D.C., along with the Public Policy Department of America's Second Harvest, the Food Bank of Iowa is an advocate for hungry Iowans.



RUNNING A SUCCESSFUL DRIVE

Useful Tips & Things to Know

Thing 1: Raising Money

Monetary donations are always accepted and are appreciated as much as food donations. The Food Bank of Iowa relies on financial donations for basic operating costs such as food procurement, storage, trucks and other distribution expenses. Funding comes from contributions from the agencies it serves, businesses, civic groups, foundations, schools, the faith-based community, promotions, special events and individuals in organizations like yours.

WAYS TO DONATE

- **Donate by check and/or cash**

The Food Bank uses the formula that every \$1 donated counts as two pounds of food when figuring the final total of a food drive. Checks should be made payable to the Food Bank of Iowa.

- **Corporate Match**

Some employers offer to “match” the donations of their employees to maximize the amount given during food/fund drives. If your employer has a matching gift program, make sure to find out all of the details, and relay that information to the employees. Be sure to have plenty of forms on hand for employees to fill out. This is an easy way to increase your total.

Thing 2: Getting the Word Out

Keep the Food Bank of Iowa informed of your food drive activities by contacting us at 564.0330.

If you are doing something fun and unique, please be sure to let us know! Take pictures to document your success!



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Thing 3: Collecting Food

Collecting food is an excellent way to help the Food Bank of Iowa. Giving food, in addition to raising money, helps many in your organization feel more connected to the mission of feeding hungry Iowans.

“Super Six” Most Needed Items:

1. Cold Cereal
2. Canned meats
3. Peanut Butter
4. 100% Fruit Juice
5. Boxed Meals
6. Paper Products (toilet paper, paper towels, diapers & baby wipes)

PLEASE KEEP IN MIND

Donate what you would eat

Check that items are still within their “Use Before” date

Avoid glass items, which can break

We can only accept unopened items

We cannot accept home-canned goods

Thing 4: Getting Donations to the Right Place at the Right Time is Rewarding!

When you have completed your food drive, please contact the Food Bank of Iowa to arrange for a time to drop off your donations. All donations may be brought to 2220 E. 17th Street in Des Moines, M-F from 8-4:30 pm.

If your group or organization has collected a large amount of food, we may be able to arrange to pick your donations up, depending on the availability of our truck and driver. Please call ahead to discuss options for getting your donations to the Food Bank of Iowa.

Thing 5: Knowing Your Success!

Your donation will be weighed at the Food Bank of Iowa and a receipt with the total will be given to the food drive coordinator when your food drive is delivered to The Food Bank of Iowa. Monetary donations will be counted using the formula \$1 = 2 pounds of food.

Please box all of your food donations ahead of time. A copier paper box is the perfect size. To ensure food safety when packing and delivering donations, always keep food items separate from non-food items!



FOOD DRIVE EVENTS & IDEAS

Some idea starters for your food & fund drive

Food drives can be a fun and easy way for your organization to help fight hunger. Building excitement and competition will help you increase the amount of food and/or money collected to benefit the Food Bank of Iowa. Often times, employees or students enjoy participating in some sort of contest or game during the food drive. Below are some “tried and true” ideas to get you thinking. Use your imagination!

FOOD IDEAS

SKIP A MEAL

Encourage employees or students to skip their lunches, and donate what they would have spent to the food drive. Not only will this raise funds, it will also give some a chance to see what it is like to go without for a meal.

HEAT OR EAT

Donate the amount of money it would cost you to heat your home for a week. Encourage your coworkers to do the same. You can donate the funds to the Food Bank of Iowa so hungry Iowans don't have to choose between paying for food or paying for heat.

EAT IN FOR HUNGER

Brown bag lunchtime. Ask staff to donate the cost of a lunch or ask people to donate a lunch bag full of non-perishable food.



THEME IDEAS

THEMED DRIVE DAYS

Designate a specific theme for your food drive. Hold themed days for donations. Extra points can be awarded for bringing in the correct themed donation for the day.

These could include

- Meat the Need- canned protein items,
- Make Every Bean Count - canned or dried beans
- Boxed Meal Mondays - boxed meal items
- Tuna Tuesdays - cans of tuna
- Peanut Butter Wednesdays - jars of peanut butter
- Fruit Fridays - canned or dried fruit

THEME GIFT BASKETS



Have each department/grade create a gift basket with a theme. A raffle or auction is held to determine the winner of the basket, and the department/grade that gets the most votes wins a prize! These could include:

- Pick Your Team - items with your favorite team logo
- Italian - pasta, sauce, parmesan cheese, garlic, checkered table cloth
- Breakfast - pancake or muffin mix, dried fruits/nuts, cereal or oatmeal, teas, coffees, hot chocolate, syrups
- Movie Night - gift certificate to movie rental store, pop corn, snacks, cookies, drinks

IS DINNER READY?

Collect combinations of non-perishable food that can be used to prepare a complete meal.



Spaghetti noodles and sauce

Refried beans, taco shells, salsa and Mexican seasonings



Noodles, mayo and tuna

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CONTEST OR CHALLENGE IDEAS

PENNY WARS



Place a big, clear jar on each floor or in various visible places in your office/school. The object of the game is for each floor/grade to fill their jar with the most pennies. The floor/grade with the most pennies in their jar at the end of the campaign wins a donut/muffin breakfast! Floors/grades can play against each other by putting silver coins or dollar bills into their competitor's jars – any silver coins or dollar bills found in jars will be counted against the total! The highest penny total declares victory. All's fair in change and war!

HALLWAY GOLF ANYONE?

Who said you couldn't play golf in the office or at school? Set up your own 18-hole golf course throughout your office/school. Make each hole challenging and different from the others. Don't worry about breaking a window – play with golf-sized whiffle balls. You can charge per hole or per game. Invite clients, vendors and parents to play!



TEAM BUILDING - Everyone becomes a team player

Different departments can represent different teams, which compete to raise the most food and funds. Hold a sporting competition (fun or serious) with the price of admission or participation being a food/fund donation. Executive chair races, bat relays and egg tosses are popular with the less serious athletes.

PRIZES AND INCENTIVES

People love to compete for top honors when a good prize is at stake. Reward those that donate the most items. Some ideas include:

Sleep in Late - Awards time to arrive late

Sneak Out Early - Leave early on a Friday afternoon

AUCTION DRAWINGS AND RAFFLE IDEAS



VIP PARKING FOR A WEEK

Get some of the "higher-ups" to offer up their posh parking spots for a week. Raffle off each spot and see the funds grow.

RAFFLE OFF A VACATION DAY

We all could use another day of vacation. (This would usually only work for non-management.) Sell raffle tickets for an extra day of vacation. Raffle tickets could be \$5 each or two for \$9. Support staff supervisors could win brownie points by purchasing raffle tickets for their assistants.

MARKETPLACE IDEAS

COFFEE SALE

If your office usually provides the coffee for free, pick a day or days and charge for each cup. This is an easy way to raise money without having to buy anything extra. Surely nothing will deter a coffee drinker from getting their morning caffeine!



DENIM DAYS / BEANS FOR JEANS

Denim Days are one of the easiest, most effective and highly popular way to raise money in workplaces. Employees can pay \$1-5 to dress down for a day. Upon payment, they will receive a sticker or button to wear reflecting their support for the campaign. Placing a sign in the reception area announcing Denim Days alerts clients and visitors why employees are dressed down. Appointing a few employees per floor/section to help with the collection of money is a great way to make the food drive coordinator's job easier.

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SCHOOL IDEAS

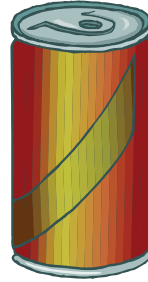
READ TO FEED

For every book a student reads, a can of food is donated by the principal or teacher.



POP CANS

Create a pop-can collection station and donate the refunds to the Food Bank of Iowa.



COVER YOUR HEAD

Bring in a canned food item for the privilege of wearing your favorite cap.



JUST PLAIN SILLY IDEAS

STOP HUNGER WEIGH IN

Weigh your management team/teachers within your organization/school and use the total weight as your goal for the total dollars and pounds of food donated.



THE BIG DARE

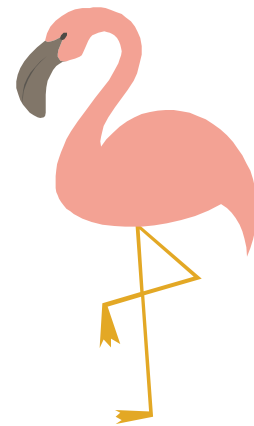
Who would not want to see their boss or principal hit with a pie in the face? How about seeing your favorite coach get his head shaved? The department/class that raises the most food and funds gets to do the honors.

LOOSE CHANGE

Have a "loose change" bin sitting at your company's /school's cafeteria or break room. As employees/students eat lunch they can put their loose change in the collection bin to donate to the Food Bank of Iowa.

FLAMINGO

"Flamingo" an office with 6 pink garden flamingos for \$5.00. Recipient must pay to have flamingos removed, or pay extra to transfer them to someone else's office. "Flamingo insurance" is another way to add to the contributions.



DONATION RECEIPT

Amount Donated: \$ _____ Name of Donor: _____

Date of Donation: _____ Received by: _____

The mission of Food Bank of Iowa is to alleviate hunger and reduce food waste. Financial donations to Food Bank of Iowa are tax-deductible. Food Bank of Iowa is designated as a tax-exempt organization under section 501(c)(3) of the Internal Revenue Service tax code. For more information, please call 515-564-0330.

Fed ID # 42-1177880

The IRS requires us to state that we did not provide any goods or services in consideration of your contribution.

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