



## Have Fun! Raise Funds! Feed Families!

Food is a basic need, and the food bank depends on fundraising events to help fill our shelves with nutritious items to help provide nourishment for hungry families across the Greater Peninsula. Food and Fund Drives are a main ingredient needed to help feed families at risk of hunger in our community.

Monetary donations go a long way the Foodbank is providing food assistance to more than 152,000 of our neighbors across the Greater Peninsula through our 170 partner agencies, our child nutrition programs; Food for Kids Backpack and Kids Cafes, as well as our 30 monthly mobile food pantries. What's also exciting to share is that low income adults, who attend the Foodbank's Culinary Training Program, are developing culinary and leadership skills that will lead them towards employment and self-reliance. to help purchase food and fresh produce for our Food for Kids Backpack Program, our mobile food pantries, and for our 170 partner agencies. Your efforts to coordinate a fundraising event make an enormous difference in the amount of food that we are able to distribute in our community, transforming lives for those in need.

Last fiscal year, 152,000 individuals visited our 170 partner agencies, which include food pantries, soup kitchens, shelters and faith based organizations, who individuals and families reach out to for food assistance. You can incorporate a food/fund drive into any event, just by asking.

*Let's Get Started!*

### 1. The Voice That Can

- Appoint a Hunger Champion/committee to plan your event.
- Write a paragraph or personal story as to why this event is so important to you.
- Come up with an event name that incorporates your business' mission or the event type.
- Gather statistics about hunger in your community to share with your co-workers and friends.
- Examples: Move Hunger could be a moving company, Roll Over Hunger = car dealership; golf tournament = Strike Out Hunger; CPA = Count the Cans

### 2. Goals Generate Meals

- Determine the length of your food and fund drive. Aim for 100% participation.
- Set a goal for monetary donations and pounds of food to be collected. \$1 = 4 meals
- Encourage your company to **match** the fund donations to increase your giving.
- Market your Event: Social Media, Posters, Flyers, E-mails, email signatures, LCD screens, Newsletter articles, Payroll inserts, Company Intranet, PSA Announcements, Meetings, ask Clients/customers, neighbors, friends, Congregations, out of town friends, family, post on outdoor signage.
- Send an evite through [www.evite.com](http://www.evite.com) to your friends, family and co-workers inviting them to participate in your food/fund raising event.

- Setup a Fundraising event at [www.facebook.com/VAPenFoodbank](http://www.facebook.com/VAPenFoodbank) or if you do not have a Facebook page, research [www.crowdrise.com](http://www.crowdrise.com), [www.gofundme.com](http://www.gofundme.com) to collect monetary donations. With these tools to collect on-line donations, you will be able to connect with more individuals to reach your Fundraising goals.
- Based on availability, schedule a day for your team to volunteer at the Foodbank or at one of our mobile pantry sites. Some companies/businesses will make a donation in support of your volunteer efforts.

### 3. Schedule a kick-off event

- Post the weekly progress so that everyone can see the pounds donated.
- **Orange** is the color for hunger. Have everyone dress in orange during September - Hunger Action Month.
- Keep track of the donations by publishing the progress on a bulletin board, email distribution, Facebook, intranet, newsletters, or LCD Screens for everyone to see.

### 4. Celebrate Your Success

- Have a recognition party (pizza, ice cream social, or a cookout).
- Communicate your success with a media release or pictures from the event and send to your local newspaper, magazine or post on social media. Recognition is always important when giving back to your community.

### The Foods We Encourage

- |  |                                  |
|--|----------------------------------|
| - Canned tuna, chicken or ham          | - Canned vegetables (low salt)   |
| - Pasta meals and sauces               | - Canned Fruit or Fruit Cups     |
| - Hearty meaty soups                   | - Instant Potatoes               |
| - Cereal, Breakfast Bars, Oatmeal bags | - Family Size Box Rice/small lb. |
| - Whole Wheat Pasta                    | - 100% Fruit Juices              |
| - Peanut Butter and Jelly              | - Baby Food, Formula             |

### Giving has never been so much fun!

**Where:** Business, Conferences, Place of Worship, Holiday Party, Birthday Party, Pool Party, Cook Out, School Dance, Sporting event, Open House, Art Show, Pottery, Car Show/Cycle Club, School-wide or campus-wide event, Retail Store, Fitness Center, Parade, Farmers Market, Yard Sale, Bake Sale, Exercise Class, Card Group, Block Party, Community Day, Grocery Store, Music Event, Race, Walk, Skate-A-Thon, Wedding, Bingo, Grand Opening, your neighborhood.

**Friendly Competition:** Incorporate a little friendly and fun competition. Groups, classes, floors, and departments within your organization and senior management teams can get involved.

**Schools:** School youth can focus on collecting a specific item or each grade level could focus on one of the top items needed.

**Businesses:** Have fun-friendly competitions between branches, offices, and schools to see who can collect the most food and/or monetary donations.

**Social Media: Setup a Fundraiser on the Virginia Peninsula Foodbanks Facebook page.**

**Round Up:** Ask paying guests when they check out to round up their change to the nearest dollar.

**Community:** Place flyers at your neighbour's doors asking them to leave a donation at their mailbox/porch on a certain day and you will return to collect the donations. Please have flyers approved by the Foodbank.

**State-wide Conference, sporting events, concerts:** having a local state-wide conference, ask participants to bring in a food and or monetary donations.

**Events:** Ask participants to bring donations (ZUMBA, Craft Shows, Concerts, neighborhood community days, etc.)

**Fitness Centers/Membership:** Donate a free month or gear as a raffle for canned goods.

**Percent of Sales/Tips:** Donate a certain percentage portion to the Foodbank.

**Dress Down Days** – Set an amount (\$5 or 5 cans) to dress down on a Friday or Monday.

**Pot Luck/Cook Out** – Ask people to bring their favorite dish and make a donation

**Bake Sale** – In exchange for a piece of cake or a cookie, donate a canned item or a monetary donation.

**Brown Bag Lunch** – Donate what you would have normally spent on lunch to your fundraising goals.

**Spare Change Changes Lives**– Give everyone a jar or small brown lunch bag and place on their desk to drop in their spare change.

**Shred for Food** – Contact your local shredding company. Encourage donations in exchange for document shredding.

**Food Networking:** – Everyone loves to share their favorite recipes. A Chili Cook off or Hungry Chef competitions are always great ways to create a crowd and raise monetary donations.

**Bag Hunger** – Place a grocery bag; recycle bag, or plastic bag along with the “most wanted items” at each of your co-workers workstations as a reminder that you are collecting food.

**Donut Sales:** Sell boxes of donuts with proceeds to benefit the Foodbank.

**Ice Cream Socials:** Provide ice cream treats in exchange for a donation.

**Pizza Sales:** Contact a local pizza business to see if they have any fundraisers to help raise donations for the Foodbank. (Papa Johns)

**Grocery Stores** – Contact a local grocery store to see if you can collect food (flyers approved by Foodbank). Also, the Foodbank can contact the grocery store manager to schedule.

**Compile a Cook Book** – Gather recipes, stories, and photos for a one-of-a-kind cookbook to sell.

**Benefit Concert, Special Guests** – Ask the guests to bring donations to the event.

**Karaoke Night/Lip Sync** – Ask friends, guests to bring a donation

**Ask a Friend or Neighbor:** If your business is located in a shopping Center or office complex, invite your business neighbors to join in on the food and fund drive.

**Ticket for a Can:** Consider holding a raffle where for every can or monetary donation the donor will be given an entry to win a neat prize (gift card, movie tickets, and restaurant or gas gift card). More donations = More tickets = A Winner.

**What's the Price of a Can:** A great way to raise food/funds for your drive is to hold an event where the price of admission is a can or two, or a monetary donation

**Golf Tournament/Corn Hole Tournament/5K Race/walk/Tennis Tournament:** Registration fee will benefit Foodbank.

**Strike Out Hunger** – Contact a local bowling alley.

**Can a Gift:** Ask friends and family to donate can goods or a monetary donation in exchange for receiving birthday, wedding or anniversary gifts.

**Can-structure** – Have a fun-friendly competition and build structures out of canned goods and donate the cans to the Foodbank.

**Office Fun** – Ask someone to donate a \$1 if their cell phone goes off in a meeting, or they are late to work.

**Going the Extra Mile:** Ask a local gas station if you can pump gas for tips to donate to the Foodbank, Coordinate a Fun Run for Kids, 5K or 10K fun walk/run, coordinate a motorcycle ride,

**Charity Miles:** Have your group download Charity Miles at [www.charitymiles.org](http://www.charitymiles.org) (smart phone applications) and select Feeding America. Activate the application when you begin your walk, run or bike. You will be raising funds for the Virginia Peninsula Foodbank. It doesn't cost to participate and every mile matters.

**Cleaning Companies:** Place bags in your client's homes or with a local business and ask them to donate non-perishable food items.

**Empty Bowl, Empty Plate:** Have an event where local potters donate bowls/plates and have local restaurants or community groups provide soup/bread/dessert. Guests will leave with a takeaway reminding them of the thousands of individuals in our community who may not have a consistent means of a nutritious meal. Include a ticket price, silent auction, 50/50 in the event.

**Monetary Container:** Place in your business where there is a lot of foot traffic. (Foodbank provides)

### **Kids Opportunities for a Can**

Lemonade Stand	Book, Bake or Rummage Sale	Swim Meet
Hula-Hoop Contest	Jump Rope Contest	Cookies for Cans
Penny, Nickels, Dime Drive	School Play	Birthday Party
Car Wash	Ice Cream Social	Art/Pottery Show
Sporting Event	Bike Ride	Doughnut Sales

Thank you for stepping up to the plate!

## Social Media Posts

Social networking, websites and emails are great ways to communicate your food/fund drive to your friends, family, clients, neighbors, members of your congregation, and co-workers. Facebook friends to let them know about your food drive as well as where to bring their donations. Facebook goes a long way to get support for your cause. #fighthunger

Some Facebook action points could include:

- The [name of your business, church, organization] wants to give hope to families who struggle to put food on the table. [details of food/fund drive]
- For every \$1 donated the Foodbank can provide 4 meals
- Bring a bag of food to [location] on [date] and help feed hungry families right here at home! (Cities of Hampton, Newport News, Poquoson and Williamsburg and the counties of Gloucester, James City County, Mathews, and Surry)
- Help a hungry Virginian, bring food to (location)
- Hunger is real in our community, please consider making a donation.
- Millions of people have the same thing for dinner every night. Nothing. You can help!
- America is the land of the plenty, but not for many.
- It's easy to fight hunger right here at home. For every dollar, the Foodbank can provide four meals.
- 1 in 7 individuals live in food insecure homes.
- 1 in 4 children live in food insecure homes
- Nearly 1 million people in Virginia must choose between food and paying bills.
- Seniors often choose between food or paying for prescriptions.
- September is Hunger Action Month. Take action: Advocate, Volunteer, Donate
- September is Hunger Action Month. **Turn Orange!**
- Summertime is a difficult time for Food Banks. Donations decrease and the need remains great. Please consider making a donation

- Summer should be about having fun not worrying about where your next meal is coming from
- Hunger doesn't take a vacation or a holiday. Please consider making a donation.
- Food Banks experience shortages of food donations during the summer months and the need is still great; please help fill the shelves.
- Your generosity inspires hope.
- Help a child thrive by providing a nutritious meal, consider making a donation to the Food Bank.
- Your donation will make a big difference to those families who struggle to put food on the table.
- Give the gift of a meal (good to use at the holiday season)
- It only takes a little to give back a lot!
- A meal is transitioning for those who are food secure; a meal is transforming for those that are food insecure.
- No one should go to bed hungry!
- Summer is a hot topic for hunger. Please consider making a donation.
- Change changes lives. Help feed a family.
- Thank you for the gift of a meal!
- Become a fan of the Foodbank at [www.facebook.com/VAPenFoodbank](http://www.facebook.com/VAPenFoodbank)
- Follow us on Tweeter: @hrfoodbank

Thank you for sharing and giving what you can and for inspiring hope for the many families who are at risk of hunger. Hope changes everything!

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