



Have Fun! Raise Funds! Feed Families!

Food is a basic need, and thousands of families in our community are hungry for help. The Foodbank depends on fundraising events throughout the year to fill our shelves with nutritious food items so that we can provide nourishment to help families across the greater Peninsula who struggle with hunger live a brighter and healthier life. There are three ways that you can help:

- Collect non-perishable food items
- Collect monetary donations
- Have a special event with proceeds benefiting the food bank.

The Foodbank is providing food assistance to more than 152,000 of our neighbors across the greater Peninsula through our 160 partner agencies, our child nutrition programs; Food for Kids BackPack, Kids Cafes, and Summer Feeding, as well as our over 30 monthly mobile food pantries and the emergency food boxes. We are also excited to share that adults, who attend the Foodbank's Culinary Training Program are developing culinary and leadership skills that lead them on the path to gaining employment and self-reliance.

Your efforts to coordinate a food and fund drive, or a fundraising event makes an enormous difference in the amount of nutritious food that we are able to distribute in our community, transforming lives for those in need.

You can incorporate a food/fund drive into any event.

Lets' get started on your Feeding Hungry Homes Food and Fund drive!



- 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. The Foodbank can provide these for you or visit www.hrfoodbank.org.
- Theme examples if you want to brand your event: Move Hunger could be a moving company, Roll Over Hunger = car dealership; golf tournament = Strike Out Hunger; CPA = Count the Cans.



- Determine the length of your food and fund drive.
- For every **dollar donated, the Foodbank can provide four meals.**
- Encourage your company to **MATCH** the monetary 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.
- Setup a Fundraising event at www.facebook.com/VAPenFoodbank or if you do not have a Facebook page, research www.crowdraise.com, 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, or tour the food bank. Some companies/businesses will make a donation in support of your volunteer efforts.



- Aim for 100% participation
- Set a goal for monetary donations and pounds of food to be collected.
- Post the weekly progress so that everyone can see the donations raised.
- **Orange** is the designated color for hunger. Have everyone dress in orange during September - Hunger Action Month.
- Keep track of the donations by publishing your progress on a bulletin board, email distribution, Facebook, intranet, newsletters, or LCD screens.



- 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.

REGISTERING YOUR Feeding Hungry Homes Food and Fund Drive

For organizational and reporting purposes, please register your event and request your supplies by visiting <http://hrfoodbank.org/food-fund-drive/> . After submission, you will receive an email from the Community Relations Manager to make arrangements for your supplies to be picked up at the food bank or delivered. To keep our cost down, if only 1 or 2 boxes are needed, we ask that you pick up your supplies at the Virginia Peninsula Foodbank, 2401 Aluminum Avenue, Hampton. We will do whatever is needed for you to receive your supplies and to have a successful food and fund drive.

You may also pick up food drive boxes at:

- AAAA Storage facility, 217 Harpersville Road, Newport News, VA
- Prime Storage, 5393 Mooretown Road, Williamsburg, VA 23188

SUPPLIES



Food Drive Boxes:

- Small - 19.5 x 10 x 13 (holds about 25 items)
- Large - 18-5/8 x 18-5/8 x 24-7/8 (holds about 80-100 items)

Monetary Containers – To collect monetary donations. Cash and/or checks can be made payable to the Virginia Peninsula Foodbank. For every dollar donated, the food bank can provide four meals.

On-Line Donation Page – We can setup a custom on-line donation page with your logo and a personal ask for donations. You will be able to email the link to your staff, clients, friends and families for ease of donating with a credit card.

Posters – Posters list our most needed items.

Banners – They are light and disposable.

Once your food drive is over, we do ask that you deliver the donations to the Virginia Peninsula Foodbank, 2401 Aluminum Avenue, Hampton or take to a drop off location (listed on our website at www.hrfoodbank.org) if there are less than 200 items. If more than 200 items, we will be glad to pick up the donations at your place of business, school, etc. Monday-Friday. We do not pick up at individual homes.



The Foods We Encourage

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

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: Canvassing your neighbourhood for food. 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, neighbourhood 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 given day.

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

Sand Castle Building Contest: Teams pay to enter. Award prizes for best in category.

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). The Foodbank can assist with the scheduling.

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

Benefit Concert, Barn Dance/Fashion Show – Entry fee can be Monetary and/or Food.

Karaoke Night/Lip Sync/American Idol Contest – Donate entry fee & admission tickets to the Foodbank. Setup a concession stand.

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.

Fashion Show: Price of admission is a can or two, or a monetary donation.

Golf Tournament/Corn Hole Tournament/5K Race/walk/Tennis/Dart 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 if late to work. Donate to win a Reserved Parking Spot for a week.

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.

Yoga-Thon: Donate entry fees to Foodbank, have door prizes, grand prize winner.

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



Battle of the Bands: Sign up local bands (adults/kids). Donate entry fees and admission to the Foodbank. Have judges, refreshments to sell, and a grand prize.

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 (Foodbank provides)

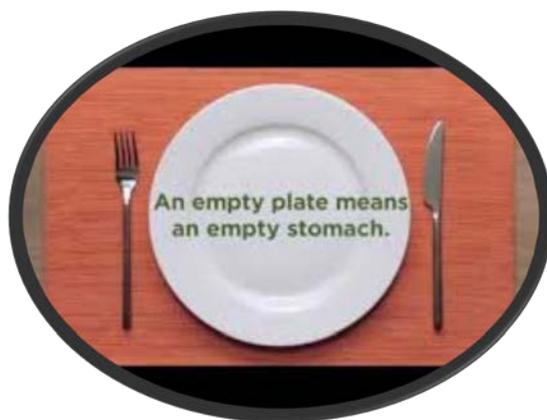


Kids Can Too!

Lemonade Stand
Jump Rope Contest
Penny, Nickels, Dime Drive
Car Wash
Sporting Event
Doggie Wash
Flower Sale

Book, Bake or Rummage Sale
Canvass neighbourhood for food
School Play
Ice Cream Social
Bike Ride
Cookies, Milk & Movie Night
Pumpkin Carving

Hula-Hoop Contest
Cookies for Cans
Birthday Party
Art/Pottery Show
Doughnut Sales
Spelling Bee
Can-structures



Thank you for stepping up to the plate to help feed hungry families!

Social Media Posts

Facebook: VaPenFoodbank

Twitter: hrfoodbank

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

Setup a Fundraising event at www.facebook.com/VAPenFoodbank. If you do not have Facebook, research www.crowdrise.com, www.gofundme.com

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 we serve is a child.
- 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
- Follow us on Tweeter: @hrfoodbank

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

Donna Tighe, Community Relations Manager
Virginia Peninsula Foodbank
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dtighe@hrfoodbank.org
www.hrfoodbank.org
757.596.7188

Press Release Template

replace with
LOGO

Contact ABC Pvt
Telephone [Company Phone]
Cell [Cell Phone]
Email [Company E-mail]
Website [Website]

FOR IMMEDIATE RELEASE
[Date]

[MAIN TITLE OF PRESS RELEASE IN ALL CAPS]

[Subtitle of Press Release]

[City], [ST], [Date]– [Insert your announcement here and then briefly describe the benefits.]

[Insert a quote from a company executive about what the announcement means.]

[Add additional paragraph(s) as necessary to describe your announcement and the benefits it provides.]

[Insert a customer quote or news about partnering with another company, if appropriate.]

[Insert your company's boilerplate message.]

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If you would like more information about this topic, please contact ABC Pvt at [Company Phone] or email at [Company E-mail].

Example of the Foodbank's Boilerplate: About the Virginia Peninsula Foodbank (as of 7/1/2017)

Since 1986, the Virginia Peninsula Foodbank has been providing hunger relief to the cities of Hampton, Newport News, Poquoson, and Williamsburg, and the counties of James City, Gloucester, Mathews, Surry and York. With the support of over 160 member agencies and programs, the organization has provided over 147 million meals in 31 years. The Foodbank is a proud member of Feeding America, the Federation of Virginia Food Banks, and the United Way of the Virginia Peninsula. Our vision is to inspire hope by leading the effort for a hunger free and properly nourished community. For more information, visit us online at www.hrfoodbank.org, on [Facebook](#) and on [Twitter](#).

Email Template to Kick off Food/Fund Drive

Subject: Food and Fund Drive for the Virginia Peninsula Foodbank

Hello Team,

I'm excited to announce that (company name) will be collecting food and monetary donations for the Virginia Peninsula Foodbank (timeframe). Over 75,000 individuals in our community struggle with hunger, not knowing where their next meal is coming from, and I think we can make a difference and help these families out. Hunger is personal and painful for thousands of children, seniors, hardworking individuals and veterans across the greater Peninsula. We can make a significant impact by collecting non-perishable food items and or making a monetary donation. For every dollar donated, the Foodbank can provide four meals.

There is no more basic need than nutritious food to live a strong healthy life. We live in a wonderful community, but too many of our neighbors are struggling for the basics...food.

- The Foodbank's service area has one of the highest percentages of food insecure individuals in Virginia at 14% vs. the state average of 11.2%
- 1 in 7 Virginian's struggle with hunger
- 1 in 4 people that the Foodbank serves is a child
- 19% of the people they serve are seniors; 18% are veterans
- The Foodbank serves an average of 152,000 individuals annually.

Let's do our part to make sure no one goes to bed hungry. Your generosity will turn struggles into hope. So, let's get started on filling their plates and bringing hope to the table.

Thank you for your support and for truly making a difference. Together, we can solve hunger!

Gratefully yours,

Name
Title

We make a living by what we get, we make a life by what we give
– Winston Churchill

PLEASE DONATE

HELP THE FIGHT AGAINST HUNGER!

Let's do our part and step up to the plate to help solve **HUNGER** in **OUR** community.



MEMBER OF
**FEEDING
AMERICA**

Foods We Encourage:

- Hearty meaty soups, beef stew
- Canned ham, tuna and chicken
- Canned vegetables and fruits
- Pasta meals
- Family Size Rice Box, Instant Potatoes
- Whole grain cereals, oatmeal
- Peanut butter/jelly
- Monetary Donations to strengthen feeding programs: \$1 = 4 Meals

Insert Your
LOGO
(optional)

Thank you for sharing
what you **CAN!**

www.hrfoodbank.org

