

# Food & Fund Drive Tool Kit



*Every \$1 provides 3 meals, and every 1.2 pounds of food equals one meal.  
Help bring everyone to the table.*

*hrfoodbank.org | (757) 596-7188*

# Every person receiving food has a story...

“I was reluctant to come to the food pantry - I am so used to doing things on my own. It didn't feel right to be asking for help. But it is a huge blessing. The food pantry has good, nutritious food, and they make me feel welcome here. It is such a relief to know that I will have something to eat.”



“I was working part-time, and my husband got injured on the job. While we waited for disability payments to kick in, we had to use up our savings to pay bills. I heard about the Foodbank, and I went to one of your mobile pantries for a few months to get groceries for my family. I am grateful the Foodbank could help my family until we got back to better times.”



“I don't mind hard work, but for a while, things were out of my control. Without those pantries, I'm not sure what I would have done. I was on a good road, but I'm glad you were there when I got thrown a curveball.”



“I really appreciate the mobile pantry every month. The fruits and vegetables especially help me a lot because I have to be on a special diet for my diabetes. I actually make salads and add vegetables to my sandwiches, and I would never be able to do that unless I got them here.”



## NO ONE SHOULD GO HUNGRY

*Your food and fund drive helps ensure neighbors across our community have access to nutritious food and compassionate support.*



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**Visit us online at**  
<https://hrfoodbank.org/get-involved/ways-to-give/>

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*It's easy to get started.*

# How will you fight hunger?



## Food Drive

- Share the need
- Collect our most needed food items and deliver to us
- See the difference

1.2 lbs = 1 meal  
 120 lbs = 100 meals  
**How many pounds will you collect?**



## Fund Drive

- Share the need
- Collect funds from family, friends, and coworkers
- See the difference

\$1 = 3 meals  
 \$100 = 300 meals  
**How much money will you raise?**

## Think you can do more? Try both!

Combination of food and fund drives are successful and fun!

*Note: We have an influx in donations around the holidays. Hunger isn't seasonal, so consider supporting us from February to August, when donations are typically at their lowest.*



## IDEAS FOR HOSTING A DRIVE

You can easily incorporate a food & fund drive into any party, wedding, birthday, work event, or function. Here are some other ideas that we have seen over the years:

- 50/50 raffle (1/2 of the pot gets donated & 1/2 goes to the winner of the raffle)
- Bake sale or lemonade stand
- Benefit concert
- BINGO
- Bring your pet to work (give a donation to bring your pet)
- Brown bag lunch (donate \$ spent on buying lunch & bring your own)
- Canstructure (build structures with the food & donate when done)
- Canvas your neighborhood
- Collect outside of a grocery store
- Theme days (dress up or down for a donation)
- Drive-thru food/money collection
- Facebook fundraiser
- Fashion show
- Happy hour (request a cover charge & donate it)
- Matching (have a sponsor or employer match the donations made)
- Office fun (donate \$1 for every time someone's phone goes off at work)
- Percent of sales/tips
- Potluck / cookout / chili cook off
- Pump gas for tips (donate tips)
- Round up
- Sand castle contest
- Scavenger hunts
- Shredding events (shred documents in exchange for donations)
- Silent auctions
- Spare change changes lives
- Sports tournaments

## HOW DO WE SUPPORT YOU?

- We can help you brainstorm.
- Share what you're doing on social media.
- Send you information and our logos.
- Pick up the food if it is OVER 300 items.
- Encourage you.



## TIPS FOR A SUCCESSFUL FOOD/FUND DRIVE

- **Choose a lead or team.**  
Identify a point person or small group to set goals, timeline, and type of drive.
- **Set a clear goal.**  
Goals help motivate participation and track progress.
- **Make it personal.**  
Share why this cause matters to you to inspire others.
- **Share the impact.**  
Use local stats to help others understand the need in your community.
- **Promote your drive.**  
Use email, social media, flyers, and announcements to spread the word.
- **Keep participants engaged.**  
Share updates so people can see the progress they're helping make.
- **Show the impact in real time.**  
Every \$1 = 3 meals  
Every 1.2 pounds = 1 meal
- **Offer ways to get involved.**  
Participants can tour or volunteer. Contact us to schedule.
- **Make it inclusive.**  
Anyone can participate, including individuals, families, teams, and kids.
- **Say thank you.**  
Recognize supporters and celebrate your results.
- **Stay connected.**  
Facebook: @VaPenFoodbank  
Instagram: @hrfoodbank  
LinkedIn: @hrfoodbank



## WHY A FUND DRIVE?

- **Simple and flexible.**  
Invite friends, family, and colleagues from anywhere to participate. There are no geographic limits.
- **Easy to get started.**  
Use our online giving platform designed for fund drives:  
<https://www.justgiving.com/virginiapeninsulafoodbank>
- **Helps provide fresh, nutritious, and culturally relevant foods.**  
Financial donations help us supply fresh produce, meat, dairy, and culturally relevant foods for our community.
- **Supports transportation, storage, and distribution efforts.**  
Financial donations also help support the transportation, storage, and distribution needed to get food to neighbors across our community.
- **Maximizes your impact.**  
We purchase food in bulk and work directly with distributors, allowing us to stretch every dollar further.
- **Helps meet growing demand.**  
Support allows us to respond as more neighbors turn to us for food while costs continue to rise.
- **No collection or transportation needed.**  
There is no need to store or deliver food donations.
- **Flexible donation options.**  
If you collect cash or checks, please drop them off. We are happy to coordinate a check presentation and photo to celebrate your impact.

# JustGiving™

## CREATE AN ONLINE GIVING PAGE

**JustGiving is an online platform that makes it easy to create and personalize a fundraising page, share it with others, and track donations. It's a simple way to launch your fundraising campaign.**

### Step 1: Get Started

- Go to: <https://www.justgiving.com/virginiapeninsulafoodbank>
- Click “Start Fundraising.”
- If you don't already have an account, you will be prompted to create one.

### Step 2: Set Up Your Fundraiser

- When asked if you're taking part in an activity, select the option that best reflects your food drive. If you're unsure, select “Just Fundraising”
- If you are not fundraising for a specific occasion, click “Skip this question”
- Enter your fundraising goal. If you don't have a goal, select “No target”

### Step 3: Personalize Your Page

- Name your event
- Explain why you're raising money
- Customize your fundraising link/URL
- Once complete, click “Next: Page cover”

### Step 4: Add Photos or Videos

- Upload any flyers, logos, or images you'd like to feature on your page
- If you don't have an image, feel free to use the suggested photo provided
- Once complete, click “Next: Finalize”

### Step 5: Launch Your Page

- Review and confirm all page information
- Click “Launch my page”

### Step 6: Share Your Fundraiser

- Share your page with friends, family, coworkers, and your community
- Email it, post it on social media, or send it through text messages
- The more you share your story and why this cause matters to you, the more likely others will be inspired to donate and share your fundraiser.

# HOSTING A FOOD DRIVE



- **Engage your network.**  
Share the need with friends, family, and coworkers and invite them to participate.
- **Collect most needed items.**  
Focus on gathering high-need, nonperishable foods to support your community.
- **See your impact.**  
Every 1.2 pounds of food donated helps provide one meal.
- **Plan your donation drop-off.**  
Small donations (under 20 items) can be dropped off at one of our community locations: <https://hrfoodbank.org/get-involved/ways-to-give/>
- **Bring larger donations to our facility.**  
For medium donations (20-299 items), please deliver them directly to the Foodbank to help us process items efficiently.
- **Schedule a pickup for large donations.**  
Large donations (300+ items or about four large boxes) are eligible for pickup. Call (757) 596-7188 ext. 138 to schedule. Please allow 1-2 weeks for scheduling.
- **Pack donations securely.**  
Please tape the bottom of boxes to prevent items from falling out.

# FOOD DRIVE CHECKLIST

## SUPPLIES



- **Food containers**
  - Small box - 19.5" x 10" x 13" (holds 40 items)
  - Large box - 18.625" x 18.625" x 24.875" (holds 100 items)
- **Money containers**
- **Posters**
  - Small - 11" x 17"
  - Large - 18" x 24"
- **We can email you digital copies of the following:**
  - Logo
  - Hunger Facts
  - Most Needed Items

## MOST NEEDED FOOD ITEMS

- Canned meats (*tuna, salmon, chicken, corned beef, Spam*)
- Canned vegetables (*string beans, butter beans, carrots, potatoes*)
- Canned fruits (*light syrup, less sugar, all natural, or in own juice*)
- Canned or dry beans (*baked, pinto, kidney*)
- Hearty meaty soups
- Spaghetti/pasta
- Hot and cold cereal
- Peanut butter & jelly
- Herbs/spices
- Instant potatoes
- Brown and white rice
- 100% fruit/vegetable juices
- Healthy snacks (*granola bars*)
- Condiments (*soy sauce, ketchup, mustard, mayonnaise, etc.*)
- Kitchen essentials (*cooking oil, flour, sugar, etc.*)
- Baby food & formula



### OTHER NEEDED ITEMS:

- Paper products
- Hygiene items

*\*We ask that you avoid glass containers as they break easily, get cans with pop tops, and look for low sodium / low sugar / high fiber options.*

*\*\*Please limit donations of black or garbanzo beans, dried lentils, and dried peas.*

*\*\*\*Standard-size containers are encouraged.*

# USE THIS TEMPLATE TO SHARE WITH FRIENDS

*[Insert Your Logo Here]*

Hello Team,

I'm excited to share that [group or organization name] will be hosting a food and fund drive to support the Virginia Peninsula Foodbank from [timeframe or date of event].

Across our community, more than 70,000 individuals, including 24,000 children, are experiencing food insecurity. Together, we have an opportunity to make a meaningful impact and help ensure our neighbors have access to the food they need to thrive.

Food is a basic human right and essential to a healthy, strong community. Many families are balancing competing expenses, and your support can help make nutritious food more accessible.

Here's a snapshot of need in our community:

- 1 in 8 individuals on the greater Virginia Peninsula experience food insecurity.
- 1 in 5 children on the greater Virginia Peninsula face hunger.
- The Foodbank supported more than 300,000 visits in FY 2025.

You can participate by donating food. Together, we can help ensure our neighbors have access to nutritious food and hope during difficult times.

Thank you for your support and for truly making a difference. Together, we can solve hunger one meal at a time.

Gratefully Yours,  
[name]  
[title]