

# Food & Fund Drive Tool Kit



*Every dollar provides 3 meals,  
and every 1.2 pounds of food equals 1 meal.  
Help bring everyone to the table!  
Every meal brings hope and happiness for a healthier tomorrow.*

# ***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**

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

### Contact us with additional questions:

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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 feel free to help us from February to August when we get the least amount of donations in the year.*



## 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

- **Select a hunger hero or hunger committee** to help spearhead your drive.
  - Together, you will determine your goals, length of drive, type of drive, personalize it, location, etc.
- **Anyone can participate**, even kids.
- **Share why this is important to YOU!**
- **Share statistics.** Knowing how many people face hunger in our service area and if its comparable to the population of a city/county makes it more real for people.
- **Market your event** via email, social media, posters, announcements, etc. The more you publicize it, then more people will participate. Sharing is caring.
- **Anyone participating can come for a tour** and/or volunteer to see the full process of what we do. You can set this up in advance.
- **Keep your participants in the loop** about the progress you're making in meeting your goal. You can let them know how many meals they've provided (multiply dollar amount by three; divide pounds by 1.2).
- **Thank your supporters.**
- **Tag us on social media** whenever you share about your drive.
  - Facebook: VaPenFoodbank
  - X (formerly Twitter): @hrfoodbank
  - Instagram: @hrfoodbank



## WHY A FUND DRIVE?

- **Fund drives are simple.** You can include friends, family, etc. from anywhere in the country or the world. They are no boundaries. Use our online giving platform specifically geared towards fund drives: <https://www.justgiving.com/virginiapeninsulafoodbank>
- **Fund drives allow us to purchase the healthy, and culturally diverse foods our community needs** especially fresh produce, meat, and dairy products. Food banks are feeling the strain of high fuel and food costs. With the demand up, but food donations are down, food banks are having to purchasing 3x more food...all while food and related costs grow even more expensive. Please help us nourish our community by providing these nutritious foods.
- **We can purchase more food!** We are able to buy in bulk (truck loads) and directly from the food distributor, so we are able to stretch a dollar further.
- **You don't have to worry about transporting anything,** unless you have cash or checks. We ask that you drop those off. We can even do a check presentation and take a photo!

Keep reading to learn how to start a virtual fund drive



# JustGiving™

## CREATE A VIRTUAL FUND DRIVE

**JustGiving is an online platform that allows you to easily create a page, personalize it, share it, and keep track of donations. It's the perfect way to start your fund campaign.**

### Here are step-by-step directions:

- Go to: <https://www.justgiving.com/virginiapeninsulafoodbank>
- Click fundraise for us.
- If you don't have an account, it will prompt you to create one.
- If you do, select the category that best fits what you are wanting to do. If you are unsure, select "do your own thing."
- Select event type: an appeal for a charity.
- Type your unique event name. Be creative!
- Include event date only if it's necessary for your records.
- ONLY check the "in memory of someone" box, if you are doing this on behalf of someone who has recently passed.
- Create your fundraising web address that you get to share with your friends. It will be the URL that you share so that people can donate to your specific page.
- You can select opt-in or opt-out of receiving further communications.
- Click create your page!
- Now you get to personalize everything from here on out. You can add photos, goals, description, etc. Have fun making it uniquely yours.
- Share your page with everyone you know. Email it, post it on social media, text it. The more you share about what you're doing and why it's so important will inspire others to share.



# HOSTING A FOOD DRIVE



- **Share the need** of those facing insecurity with your network, including families, friends, and coworkers. You have the opportunity to organize the drive and collect our most needed food items. It's a tangible way for you to see how your donation makes a difference in lives.
- **Every 1.2 pounds equals one meal the Foodbank can provide.**
- **Drop off your donations at locations near you**, which are listed here on our website: <https://hrfoodbank.org/drop-off-locations/>
  - To minimize costs and maximize the value of donations, we encourage food deliveries. This helps us allocate more funds to purchase the foods our community needs. However, if you have a large food donation of 300+ items (four large boxes or more), you can arrange for the Foodbank to pick up your donation by calling 757.596.7188 ext. 138. Please allow one week for scheduling. Deliveries and pickups occur between 8:30 a.m. and 2:30 p.m., Monday through Friday.
- **Please tape the bottom of the boxes** so the food doesn't fall out.

# FOOD DRIVE CHECKLIST

## SUPPLIES



- **Food containers**
  - Small box - 19.5" x 10" x 13" (holds 25 items)
  - Large box - 18.625" x 18.625" x 24.875" (holds 80 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 reduce the amount of black or garbanzo beans, dried lentils, or dried peas donated.*

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

# TAG US IN YOUR SOCIAL MEDIA POSTS!

Facebook: VaPenFoodbank  
Instagram/X: @hrfoodbank



**#FightHunger #EndHunger**  
Hashtags increase your views

Try one of these

- Hunger is real in our community. Please consider donating to fight food insecurity. *[insert details about your drive]*
- It's easy to fight hunger right here at home. For every dollar the Foodbank can provide three meals. *[insert your JustGiving campaign link]*
- 1 in 9 individuals live in food insecure homes. Want to help? Consider donating to Virginia Peninsula Foodbank. *[insert details about your drive]*
- 1 in 5 children on the greater Virginia Peninsula are food insecure. You can nourish the children in our community by participating in *[include details about your drive]*.
- Over 960,000 people in Virginia must choose between buying food and paying bills. Let's save them from making the hard choice by making a donation to Virginia Peninsula Foodbank. *[insert details about your drive]*
- September is Hunger Action Month. Turn Orange! Advocate, volunteer, and donate!
- Summertime is a difficult time for food banks. Donations decrease, yet hunger is year-round. Please consider making a donation.
- Summer should be about having fun and not worrying about where your next meal is coming from. Make a donation to *[insert details about your drive]*.
- Give the gift of a meal. *[insert details about your drive]*
- Your generosity inspires hope. *[insert details about your drive]*
- No one should go to bed hungry! You can help by *[insert details about your drive]*.
- Every cent counts! Change changes lives and helps feed families.

# USE THIS TEMPLATE TO SHARE WITH FRIENDS

*[Insert Your Logo Here]*

Hello Team,

I'm excited to announce that [group or organization name here] will be collecting food and raising funds for the Virginia Peninsula Foodbank [timeframe or date of event]. Close to 61,000 individuals (20,000 children) in our community struggle with hunger every day, not knowing where their next meal is coming from. I think that we can make a difference and help these families out. Hunger is personal and painful for thousands of children, seniors, veterans, and hard workers. We can make a significant impact by collecting donations.

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 to choose -do I pay my bills or put food on the table. No one should have to be making those difficult choices.

- 1 in 9 Virginians struggles with hunger across the greater Peninsula.
- The Foodbank received over 300,000 visits in FY 2023.
- 1 in every 5 children on the Virginia Peninsula experience hunger on a daily basis.
- The Foodbank plays a major role in disaster relief, such as COVID-19 pandemic.

Let's do our part to make sure no one goes to bed hungry. Your generosity will bring hope. Let's get started filling plates and bringing smiles to so many faces.

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]