

# ***Food Drive Coordinator's Manual***



1011 Tuckerton Court • Reading PA 19605 • (610) 926-5802 • Fax (610) 926-7638



## **CONDUCTING A FOOD DRIVE FOR THE GREATER BERKS FOOD BANK**

Thank you for your interest in conducting a food drive for the Greater Berks Food Bank. Review the attached a list of suggested items for collection. You may wish to photocopy or post this list so others are aware of the items in need.

When collecting food items, keep the following requirements in mind.

- Please do not donate out-of-date food or food in rusted, dented, or leaking cans or containers.
- If an outer box is torn, but the inner wrapping is still sealed, we can still use the item.
- All food items must include the product name. No unidentifiable bags or cans can be used.
- Non-perishable food in plastic, cardboard or cans works best. Glass can easily be broken and perishable food might not last the duration of your food drive.
- Please do not collect baby food as special rules apply for distribution.

Please feel free to call us at 610-926-5802 if you need more information.

# Food Drive for the Greater Berks Food Bank

There are over 41,735 people living in poverty in Berks County; 17,865 are children. Your donation will put food on the table for many of those who might otherwise go hungry. The Greater Berks Food Bank collects, stores and distributes over three million pounds of food annually to 193 programs including food pantries, soup kitchens, Kids Cafes, shelters, and senior facilities.



## RECOMMENDED ITEMS FOR COLLECTION

### Non-perishable food items

cereals  
grains (rice, oatmeal, etc.)  
canned goods:  
    tuna fish  
    meats (chili, stew, etc.)  
    fruits  
    fruit juices  
    vegetables  
    soups (preferably chunky soups)  
peanut butter  
dry milk  
pasta  
beans

### Personal hygiene items

shampoo                      bath soap  
toothpaste                  toothbrushes

### Baby items

baby shampoo              diapers  
baby wipes                  body lotion and powder

### Items for our Kids Cafes

pens & pencils              notebooks  
dictionaries                construction paper  
glitter                        glue  
board games                educational  
software children's books (middle and grade school)  
inexpensive calculators

For more information, call \_\_\_\_\_ at extension \_\_\_\_\_.

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## Getting Started

While the way you decide to run your food drive is completely up to you, most coordinators follow these basic steps:

1. Decide on the dates, locations, and supplies needed for your drive.
2. Notify the GBFB of your food drive.
3. Promote your drive to its participants.
4. Start collecting food and money!
5. At the end of your drive, the Food Bank will weigh your donations send you a statement reporting how much was picked up.
6. Celebrate the success of your food drive!

### Planning Your Drive

Some of the most important work done during your food drive actually happens before it even begins. Planning ahead will make your campaign far more successful and can also save you a lot of time and energy.

### Selecting Dates

First, you should decide on dates for your drive. Food drives can run for as little as an hour or for up to two months. Some donors even collect donations year-round. The average drive is usually about 2 to 3 weeks. This is a good time period to begin with if you are unsure.

### Setting a Goal

Setting a goal is a good way to motivate your donors and provide a sense of accomplishment at the end of your drive. Your goal could be a total number of pounds or dollars you'd like to collect or to collect a certain number of pounds per person. You could also set a physical goal, such as filling a certain number of boxes or filling an area, such as an office, with food.

### Choosing Your Locations

Next you should decide where you are going to have your food drive. If you have multiple locations, you may want to recruit someone at each of those sites to help you manage donations at each building. Select high-traffic areas where the containers will be noticeable and convenient for donors to access. If you have facilities staff, ask them about a good location and see if they are willing to help maintain the areas where donations will be collected. Be sure to consider safety and security issues when choosing your locations.



## Making Financial Donations

The most successful food drives have a financial element. It may be easier for an employee to write a check than to purchase a bag of groceries. It may be more fun to participate in a bake sale fundraiser than to go to the supermarket during the holidays.

Cash donations are always welcome and provide an even greater supply of food because for every \$1 donated, the GBFB can receive \$20 worth of food. For example, you could go to the grocery store and buy a box of Kellogg's cereal for about \$3.00, or you could donate the \$3.00 to the GBFB to help pay our transportation cost for donated foods. It costs \$345 dollars to bring in 19,392 boxes of Kellogg's (some 11 oz. and some 6.4 oz.)—that's less than 2 cents per box. So theoretically, *the \$3.00 donation would pay for the shipping of 150 boxes of cereal.*

The Food Bank accepts cash, checks and credit card donations. Donations can be dropped off at the Food Bank, mailed, given to the driver if your food is picked up.

### Virtual Food Drive

We now have our Virtual Food/Fund Drive set up in the Contribution Center of our web site. Simply log on to [www.berksfoodbank.org](http://www.berksfoodbank.org), enter the page called *How You Can Help* and click on the link to the contribution center under *Make A Donation*. On this page, donors can make a secure, online donation with their credit cards. It offers them the option of making a straight donation, choosing to purchase food by the case at our low costs, or to donate to the current special project being held at the time of your food drive.

Credit card donations can also be made by calling us at 610-926-5802. In order to ensure that your food drive receives credit for the donation, please be sure to clearly designate it as part of your organization's food drive when making the donation.

Ordering and distributing our donation envelopes is also an excellent way to encourage financial contributions. Envelopes can either be mailed individually to the Food Bank or collected by your on-site Food Drive Coordinator and delivered all at once.

### Seven Ways to Encourage Financial Contributions:

1. Allow employees to donate the cash value of vacation days.
2. Set up change collection containers in the cafeteria.
3. Hold a raffle with fun prizes like the CEO or Principal as the winner's assistant for the day.
4. Have a party or event and donate the admission to the Food Bank.
5. Hold an auction with creative prizes. At one live auction, the CEO sold the shirt off his back!
6. Sell treats, such as baked goods, sandwiches, or coffee drinks with management as the chefs.

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## Let Us Know About Your Food Drive

Let us know about your food drive by mailing or faxing us this form or by e-mailing the information to [DSLlong@secondharvest.org](mailto:DSLlong@secondharvest.org).

Company/Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Dates of Food Drive: \_\_\_\_\_

- Please send us a copy of your Kids Cafe video.
- Please send us \_\_\_\_\_ copies of your latest newsletter.
- Please send us \_\_\_\_\_ contribution envelopes.

Comments:



## Getting Donations To The GBFB

Food and cash donations can be dropped off at the Greater Berks Food Bank on Mondays through Fridays from 8:30 to noon and 1:00 to 4:00 p.m. If your food drive is more than 1,500 pounds, the GBFB can pick it up from your location.

Directions to the Food Bank can be accessed on our web site at [www.berksfoodbank.org](http://www.berksfoodbank.org) or by calling us at 610-926-5802.

# Place Your Donations Here



**For more information  
about how you can help,  
call 610-926-5802**