



Food Drive Kit

Thank you for your interest in holding a food drive to benefit Second Harvest Food Bank of Orange County! Food drives are critically important as we work to keep our shelves packed with nutritious food for the hungry in Orange County. This kit is designed to provide you with all you need to make your drive as easy as possible.

**Questions? Please contact the Food Drive Coordinator
at (949) 208-3152 or FoodDrive@FeedOC.org**

Food Drive Fact Sheet

- WHAT:** A food drive is a great way to engage your employees, colleagues, friends, and family while helping to eliminate hunger in Orange County. Every donation helps in the fight against hunger – no matter how large or small.
- If you have limited space, consider a **Virtual Food Drive**! The Virtual Food Drive is an internet-based tool that allows members of organizations to participate, regardless of location. (Please see page 5 for more information)
- WHEN:** We recommend that you host a drive **lasting 2 weeks or longer** to allow enough time for peak collection. However, it can be as long or short as works for you.
- WHO:** With the help of **180 community partners**, Second Harvest Food Bank of Orange County feeds more than **200,000 individuals per month** at locations throughout the county. These are the working poor, children, seniors on fixed incomes, single parents, the disabled, the homeless, and individuals experiencing medical emergencies, or recent job layoffs.
- GUIDELINES:** Non-perishable items such as **canned goods, dry food, and personal care items** are most helpful to the agencies which we serve. Please do not donate *food in glass containers, perishable items, expired foods, or items requiring refrigeration.*
- DELIVERY/PICK UP:** We will take care of delivering receptacles to your location and picking up donations collected during your drive.
- WHY:** Food drives are vital for the community we serve. It's as easy as asking your employees to bring in canned food to your office or donating virtually with our fun Virtual Food Drive! Second Harvest makes your food drive seamless by providing you all the resources and support you need to be successful! Best of all, you'll know that you'll be helping to end hunger in Orange County.
- GETTING STARTED:** **For more information and to get started**, please contact us at (949) 208-3152 or at FoodDrive@FeedOC.org.

Food Drives are as Easy as 1-2-3!

Step 1: Logistics

What's an appropriate timeframe to conduct a food drive? *We have found that drives are most successful when they last 2 to 4 weeks.*

Will we be using boxes or barrels? *We provide boxes or barrels for you! If you are holding a food drive for the first time or have multiple locations (5+) we **strongly** recommend our convenient food drive boxes.*

Food Drive Boxes hold 30-50 pounds are easy to manage. They will be delivered and picked up by our third-party transportation partner, Orange Courier. Up to 10 boxes can be delivered per location, and we can swap those boxes out if they become full before your end date.



Barrels will hold 100-200 pounds and will be delivered and picked up by Second Harvest's Transportation Team. Barrels are recommended if you are sure you will be collecting more than 300 pounds of food.

Regardless of what container you will need please request them at least **2 weeks prior to your start date to make sure you they are delivered before your food rive start date**. Please order the receptacle that works **best for your food drive based on these guidelines**. Both boxes and barrels have are branded with Second Harvest's logo and most needed Items listed.

What if my receptacles fill up? *Contact the Food Drive Coordinator, and we will swap out the full receptacles with new ones. Please contact us when your receptacles are about 75% to 80% full. But, if they are getting full towards the end of your food drive please wait for the original scheduled pick-up date (within 5 business days after your end date).*

What is your goal for food donations? *If this is your first food drive, it's difficult to predict how many pounds of donations you will collect. A good formula is to take all the employees in your office and multiply by 5. That may not sound like much, but the average can be roughly 1 pound. If you've previously done a food drive, we recommend taking your donation count from the last time (we have those numbers if you need them) and increasing that number by about 10% to set a new goal. When you're requesting containers, use this number as your goal.*

Step 2: Publicity

Now that you've worked out the logistics, it's time to spread the word! To get started, here are a few ideas.

- **Use some of our customizable marketing materials.** We have Microsoft Publisher files you can customize with your logo and with your information. Please let us know if you are interested in these materials by connecting with our Marketing Department.
- **Know the facts!** Our press kit has information about Second Harvest that you can share with your colleagues. Please go to <http://feedoc.org/news-and-media/> to access our Press Kit.
- **Distribute.** Share "Most Needed Items" flyer throughout office or neighborhood to spread the word about your food drive. It is included on the last page of this food drive kit.
- **Experience what we do firsthand.** Visit Second Harvest's website at FeedOC.org.
 - Our campaign "30 Faces of Hunger and Hope" commemorates our 30th anniversary. It features stories on the people we serve within our community and can be viewed at 30Faces.org.
 - To **volunteer** in our Food Distribution Center, please contact the volunteer department at volunteer@FeedOC.org, by phone 949-653-2900, or sign up online at <http://feedoc.org/get-involved/volunteer/activities/>.

Step 3: Collect

Your containers will be delivered and picked-up between 1-5 business days before your start date and picked up between 1 – 5 business days after your end date. If you like, you can collect informally prior to the official start date. We ask that as soon as the containers come in that you place pre-collected donations into our containers. Here's a few tips about boosting donations:

- **Announce your goal!** *Previous food drive donors have told us that when they announce a goal, employees want to meet the goal and are motivated to beat it! Make a chart and update it daily in a visible area near collection. For your reference, **1.2 lbs = 1 meal and \$1 = 3 meals.***
- **Set up inter-departmental competition!** *Reward the department that brings in the most donations. Examples include a casual jean day, leaving early, potluck party, etc.*
- **Keep Publicizing!** *Take pictures of colleagues donating and post them on social media and in the office. Use our handle @SecondHarvestFoodBankOC on Facebook so we can like your post!*
- **Remember to Engage Employees!** *Food drives can increase morale, teamwork, and camaraderie, even across multiple departments. Having a common goal to end hunger draws people together.*
- **After the Drive...** *Containers will be picked up in 1-5 business days after the drive. We will send you the number of pounds your group donated the month after your food drive on our official letterhead. Use your results as motivation for future drives!*
- **What if I want to make a monetary donation? We welcome check donations and for every \$! You donate we can provide 3 meals to the hungry! To donate send checks to our facility to the address below:**

Please make your check out to: **Second Harvest Food Bank of Orange County**

Mail to:
Second Harvest Food Bank of Orange County
Attention: Food Drives Coordinator
8014 Marine Way
Irvine, CA 92618

You Can Also Hold A Virtual Food Drive!

What if a traditional Food Drive doesn't work out for me? The **Virtual Food Drive** is a fun and engaging interactive program that allows people to participate on their computer! It requires very minimal set-up on your part. All we need from you is your company's logo in JPG format and website and we will create a customized link for you. Additionally, you will have access to reporting tools indicating monetary donations.

Participants "shop" online by clicking on food they want to donate as an animated figure walks down a grocery store aisle. When they are finished shopping, they simply "check out", and enter their credit or debit card.

What are the benefits of participating in a Virtual Food Drive?

- You can actually **feed more people** because **\$1** will enable us to provide the equivalent of **3 meals** for the hungry.
- Everyone can participate regardless of location, link can be sent out to anyone
- If anyone is too busy to shop or forgets to bring cans they have the option to donate online instead
- You can keep track of who and how much people are donating so you can use a **Virtual Food Drive** as a competitive team building experience

Interested in conducting a Virtual Food Drive? Email a jpeg of your logo and your company website to FoodDrive@FeedOC.org





FOOD DRIVE

Most Needed Items

More than 336,000 people in Orange County are at risk of hunger every month. Everyone's health is important. Help us provide nutritious food to those who need it the most. Healthier items that are low in sodium and sugar, high in protein and fiber include:

- Peanut or Other Nut Butters
- Canned Vegetables (low sodium)
- Rice (brown preferred)
- Canned Fruit (packed in water or juice) or Natural Applesauce
- Dried or Canned Beans (low sodium)
- Whole Grain Cereal (low sugar)
- Canned or Boxed Soup (low sodium)
- Whole Grain Pasta
- Canned Meats & Fish (in water)
- Healthy Snacks such as Low Sugar Granola Bars, Raw Nuts or Dried Fruit

Please, no glass containers or expired items.

**We encourage donations of foods that are reduced in sodium, sugar or fat and contain no trans fatty acids.*

Personal care items

- Diapers
- Toothbrushes and Toothpaste
- Toilet Paper

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