



FOOD *for* OTHERS

*Food for Others • 2938 Prosperity Drive • Fairfax, Virginia 22031
Phone 703-207-9173 • Fax 703-207-9204 • Web www.foodforothers.org*

Power Pack Program (P³) Food Drive Planning Kit

Thank you for your interest in holding a food drive to benefit the Food for Others Power Pack Program (P³)!

P³ will provide a weekend pack of food for elementary school age children to bring home and eat over the weekend. Many children in our area have very little or close to nothing to eat between the lunch they receive at school on Friday and the breakfast that is served Monday morning. The pack, which will contain 2 items each for breakfast, lunch, dinner, 2-3 snacks and 1-2 drinks, will help alleviate the children's hunger and allow them to focus more on their school work.

Food drives organized by businesses, associations, churches, schools and other groups are critically important as we work to keep our shelves packed with nutritious food for these hungry kids.

This kit contains information about holding a successful food drive, tips for fun and safety, and materials and forms to make your drive easy and successful. If you have any questions, please contact us at 703-207-9173.

Thank you for your efforts. They are greatly appreciated!

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A Quick FAQ Sheet About Hunger and Food for Others

Northern Virginia is such a wealthy area. Does hunger and poverty really exist?

Yes. Even though Northern Virginia is considered one of the wealthiest jurisdictions in the country, we still face a poverty rate of 5%. This means, based on US Census figures, that 90,183 persons are living in poverty, 30% of whom are children.

What is Food for Others?

Food for Others is Northern Virginia's primary safety net for food when an emergency strikes, and for the growing number of working poor who are unable to make ends meet and need to supplement their inadequate food supplies. Food for Others is a non-profit 501(c)(3) food bank and food rescue operation, working to help those in Northern Virginia who are food insecure.

What is food insecurity?

Food insecurity means that individuals or families are so limited in their resources to buy food that they are running out of food, reducing the quality of their food, cutting out meat, feeding their children unbalanced meals, or skipping meals so that their children can eat.

How does Food for Others help?

Our clients range from new immigrants, to the working poor, to professionals who have lost their jobs. We provide emergency food assistance to a growing number of families each year in four ways: through direct assistance in our warehouse; food distribution at 15 sites; providing packs of food for kids to eat over the weekend; and by supplying another 25 organizations with bulk food for soup kitchens, shelters, church programs, etc.

How many families does Food for Others help?

In FY 2011 we helped 26,412 families in need. Between 2009 and 2011 we have seen an increase of 138% in the number of families requesting emergency food assistance.

How does Food for Others Obtain food?

Food for Others obtains much of its food through food rescue operations and food drives. Staff and volunteers pick up good food that would otherwise be thrown away, due to overstocking or close to sell date on the product, from local grocery stores and other retail food establishments. The food is brought to the warehouse for temporary storage including refrigeration as appropriate. Food drives provide the majority of our non-perishable food.

This sounds like a lot of work. How does Food for Others get it all done?

We get it all done with an enormous amount of help from dedicated volunteers, concerned citizens and a small, but efficient staff. Volunteers are the heart and soul of Food for Others. We simply could not operate without the help of our 1000+ volunteers. Last year these thousands of volunteers donated nearly 24,000 hours of their time at Food for Others.

How can I learn more about Food for Others?

Visit us on the web at www.foodforothers.org or call us at 703-207-9173.

A Quick FAQ Sheet About Food Drives

Why are food drives so important?

Even though we engage in a number of food rescue operations, the bulk of our non-perishable food items come from food drives. In FY 2010 231,870 pounds of our total food collection was from food drives.

What times of year is Food for Others in most critical need of P³ donations?

We always have a need for donations and never turn them away. However, for this program the food would be most needed when school is in session September thru June.

What types of food are you collecting?

The shopping lists at the back of this kit contain needed items for P³, specifically. Some general guidelines:

- √ Only donate items that you would eat.
- √ Check that the items are still within the “use before” date.
- √ Avoid glass items, which can easily break.
- √ It's ok if the external packaging is damaged, so long as the internal packaging is still intact.
- √ Items an elementary school aged child can prepare, without adult assistance, would be best.
- √ We cannot accept home canned goods.

Are you accepting cash donations as well as food donations?

Yes. Financial donations are also greatly needed in order to keep our doors open and keep our warehouse and street site distribution sites functioning. Your contributions also allow us to upgrade our office and warehouse equipment so that we can be more efficient and serve more families. To make a financial gift, fill out a donation form, which is included in this packet.

Can Food for Others pick-up my collected food?

Food for Others has limited staff and vehicles. Most of the time, they are engaged in regular food rescue operations and are not available for extra pick-ups. Your delivery directly to Food for Others helps us maintain efficiency and keep costs down, thereby allowing us to serve an even greater number of families in need. However, please call us if you are unable to deliver yourself.

Where is Food for Others located and when is it open?

We accept donations at our Merrifield warehouse Monday through Friday, during normal operating hours, 9:30 am – 5:00 pm. We are conveniently located at 2938 Prosperity Avenue in the Merrifield section of Fairfax County (in between Rt. 50 and Rt. 29, across from the side, truck entrance to the Merrifield Post Office). Call us at 703-207-9173 if you need directions.

Do you accept other items besides food for donation?

Food for Others focuses its efforts on hunger issues. However, we can recommend programs which accept clothes, toys and household items.

Can I volunteer at Food for Others?

Absolutely! For more information on our volunteer programs, please visit us on the web at foodforothers.org or call us at 703-207-9173.

Organizing Your Food Drive

1. Get approval from the leadership or management of your organization.

You need these folks to help you promote the food drive and make it a success, and you also need to follow any organizational rules about workplace giving and soliciting of items.

2. Select a food drive committee.

Food drives are fun, but they also require a certain amount of planning in order to be successful. Gather a committee that wants to be an integral part of your drive and assign everyone specific tasks. Some of the duties you may want to assign are as follows:

- Chairman of the committee to oversee all details and answer all questions
- Liaison with management
- Coordinator of advertising/promotion
- Photographer
- Outside public relations/media contact
- Coordinator of food collection boxes
- Chief of food storage
- Coordinator of packing and transportation to Food for Others

3. See if your company will do a matching financial gift.

Many companies are happy to make a matching gift of their employee contributions – even when employees are giving food instead of cash. See if your company will donate a dollar for every pound of food raised.

4. Set your goals.

Determine the amount of food you want to raise. You may want to think in terms of raising so many pounds of food per person and then take an educated guess as to how many boxes of food would be the equivalent. If you held an event previously, advertise your past success and set a goal to better the food total by 25% or more. The posters and shopping lists in the back of this packet have spots for you to mark this information.

5. Kick it off!

Bring all your targeted participants together for a kick-off event. Explain the importance of your food drive to the P³ program, educate your participants how area children do not eat or eat very little between the lunch they receive on Friday at school and breakfast Monday and how Food for Others helps to alleviate hunger with the packs, announce goals and any incentives you have for meeting goals, and distribute other details about the food drive. Use our FAQ sheets and other attached forms to help you with promotion.

Also, send out an email to let your targeted participants know the details about child hunger, information about the Food for Others organization and all the details about the P³ food drive. Depending on the length of your food drive, periodically update your coworkers or colleagues on progress toward your goals.

If you are promoting the charitable efforts of your company or organization through internal and/or external media, make sure you invite these folks to your kick-off event. If you need assistance or contact names for external media contacts, please call us at 703-207-9173.

Running the Drive

1. Register your food drive with our volunteer coordinator.

Call us at 703-207-9173 to let us know the details of your food drive. This will enable us to recognize your good work and efforts. It will also enable us to plan appropriately for your delivery of food to our warehouse.

2. Set-up Collection Points

Place your signs, posters, and collection boxes in high traffic areas. Places such as the lobby and lunchrooms work best. Make sure you have an adequate supply of boxes and a place to hold and store food until the drive is over. Posters and box signs are included in the back of this packet.

3. Build Awareness

Give each participant a shopping bag with a shopping list attached to it. You can find shopping lists in the back of this packet.

Call us to arrange a tour and volunteer day for those who are interested.

Provide participants with a progress report toward your goal and a fact about hunger each day via e-mail. For more information, see our website foodforothers.org or secondharvest.org.

Create a paycheck insert with details of the food drive.

4. Involve everyone and make it competitive.

Friendly competitions between departments or groups can also help increase the amount of food donated. Offer a prize for the group that brings in the most donations, such as letting the winning department wear casual attire for a day, asking the company to provide them with lunch, or letting them go home an hour early on a Friday.

Challenge an executive or other person in a leadership position to perform an outrageous activity if your goal is met.

Hold your own "Canstruction" Contest.

Create competitions with lots of categories - largest individual donation, most protein, most unusual food or match your weight with pounds of food.

5. Create some themes for fun.

Make each day of the week a designated food day. For example, have Mac & Cheese Monday, Granola Bar Tuesday, Oatmeal Pack (or other cereal) Wednesday, Tuna Salad Thursday (canned fruit or 100% juice), and Free for All Friday.

Have various departments or groups responsible for collecting different items. For example, have one group bring in noodle soup cups, another cookie/cracker snacks, another fruit cups, etc.

6. The P³ Pack and its assembly.

When putting packs together stick to using 1 gallon size Ziploc bags (this helps to control the weight of the pack for the child to carry), making sure to include items that are kid-friendly.

Each pack must include the following:

- 2 breakfast items
- 2 lunch items
- 2 dinner items
- 2 snacks
- 2 drinks

Suggested foods:

For breakfast:

- Oatmeal packets
- Cereal - individual serving size boxes

For lunch and/or dinner:

- Chili cups
- Mac & Cheese cups
- Tuna salad kits
- Pasta/meat cups (Beefaroni has ravioli, spaghetti & meatballs, etc. in single serving sizes)

For snacks:

- Fruit cups
- Cheese & crackers
- Pretzel packets

For drinks:

- 100% Fruit juice boxes
- Capri Sun juices packets
- Shelf stable milk (Horizon has individual serving sizes in chocolate, strawberry and vanilla along with regular milk)

Here is a picture of a sample P³ pack.



DO NOT USE food list:

- Please try to avoid items with peanuts or peanut butter
- Candy – try to stick with items that have some nutritional value
- No perishable foods!
- Pop Tarts – they can get too crumbly in the pack for the kids to eat
- Potted Meat or Vienna Sausages – the kids don't eat them
- Family sized cans or boxes – too large for a child to eat alone and/or too heavy for them to carry home
- No glass containers, please

7. Food delivery to Food for Others and event coverage.

Please deliver donations during our hours of operation 9:30am to 5pm, Monday thru Friday. However, due to the increase in client traffic during the months of November and December, please call us first for a delivery time 703-207-9173. If you are promoting the charitable efforts of your company or organization through internal and/or external media, make sure an event photographer is on hand at your delivery.

8. Announce your results and celebrate success!

Food for Others will send an acknowledgement of your donation of food. Individual financial donors will also receive acknowledgments. Make sure to thank everyone for their participation. Reiterate that every bit of help, small or large, helps us in fight against hunger in Northern Virginia.

Make sure your event has been covered in your company or organizational newsletter. If you did not contact outside media to cover your charitable efforts, consider sending a press release to local newspapers to advertise your efforts and success.



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Power Pack Program (P³)

Food Collection Box

Help us collect non-perishable food for our child neighbors. All donations will be delivered to Food for Others on _____, and will be put towards the P³ program to feed hungry children in our area.



FOOD *for* OTHERS

Help us collect non-perishable food for our child neighbors. All donations will be delivered to Food for Others on _____, and will be put towards the P³ program to feed hungry children in our area.

Our Goal is _____ P³ packs!

Sample food item list for P³ packs:

For breakfast:

- Oatmeal packets
- Cereal - individual serving size boxes

For lunch and/or dinner:

- Chili cups
- Mac & Cheese cups
- Tuna salad kits
- Pasta/meat cups (Beefaroni has ravioli, spaghetti & meatballs, etc. in single serving sizes)

For snacks:

- Fruit cups
- Cheese & crackers
- Pretzel packets

For drinks:

- 100% Fruit juice boxes
- Capri Sun juices packets
- Shelf stable milk (Horizon has individual serving sizes in chocolate, strawberry and vanilla along with regular milk)

Sample Letter/Email to Targeted Participants

Our organization is holding a food drive on [DATES] to benefit Food for Others, a local non-profit food bank and food rescue operation serving Fairfax and Arlington Counties. This is a great opportunity to help feed the hungry in Northern Virginia and I encourage you to join in our efforts.

All food and funds raised will help Food for Others to supply elementary school children with a pack of food for them to eat on the weekends through their Power Pack Program (P³). Food for Others is working hard to serve our community and help a growing number of families who are food insecure. Food insecure families are so limited in their resources to buy food that they are running out of food, reducing the quality of their food, cutting out meat, fresh fruits and vegetables.

Here are some startling statistics about hunger in Northern Virginia:

- Poverty and hunger exists in Northern Virginia. Even though Northern Virginia is considered one of the wealthiest jurisdictions in the country, we still face a poverty rate of 5%. This means, based on US Census figures, that **90,183 persons are living in poverty, 30% of whom are children.**
- To be above the poverty line in Fairfax County, the average family (two adults and two children) needs an income five times the minimum wage.
- In Fairfax County, 18.6% of the enrolled student body qualifies for free or reduced lunch programs. In Arlington County, the percentage is even greater at 42.7%.

The goal of Food for Others is to provide free food to those in need, while working to eliminate hunger and food insecurity in Northern Virginia.

Here's how you can help:

1. Donate Funds. For an official Financial Donation Form, please e-mail or see [FOOD DRIVE COORDINATOR'S NAME AND EMAIL ADDRESS], or visit www.foodforothers.org. For every dollar raised, 96¢ goes to emergency food programs.
2. Donate non-perishable foods in the marked boxes at collection points in our location during the drive. Food for Others is in serious need of the following items for the P³ packs:

For breakfast:

- Oatmeal packets
- Cereal - individual serving size boxes

For lunch and/or dinner:

- Chili cups
- Mac & Cheese cups
- Tuna salad kits
- Pasta/meat cups (Beefaroni has ravioli, spaghetti & meatballs, etc. in single serving sizes)

For snacks:

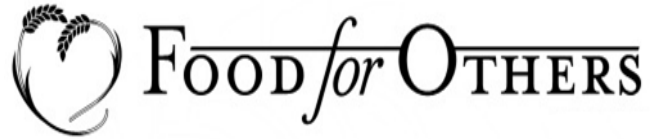
- Fruit cups
- Cheese & crackers
- Pretzel packets

For drinks:

- 100% Fruit juice boxes
- Capri Sun juices packets
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Thank you for your help!

[FOOD DRIVE COORDINATOR, ORGANIZATION LEADER, COMPANY EXECUTIVE NAME]



Financial Donation Form

Yes- I want to partner with Food for Others in the fight against hunger in Northern Virginia. Here is my tax-deductible gift.

Please fill in the form below and fax or send it to:

Food for Others
2938 Prosperity Avenue
Fairfax, VA 22031
Fax: 703-207-9204
Phone-703-207-9173

My Gift: \$25 \$50 \$75 \$100 Other: \$ _____

Contact Information:

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Payment Options:

Enclosed is my check or money order made payable to Food for Others.

I wish to donate by credit card. Below is my credit card information.

Visa MasterCard

Card number (16 digits): _____ Expiration (mm/yy): _____

Cardholder Name: _____

Cardholder signature: _____

My employer has a Matching Gift Program. Enclosed with my donation is my company's form.

The gift is (please check one):

In honor of: _____

In memory of: _____

Please notify:

Name: _____

Address: _____

City/State/Zip: _____

Privacy Policy: Food for Others respects the privacy of our donors and we will not sell or trade a donor's personal information to any other entity without the express permission of the donor.



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**Join the Fight Against Hunger
in Northern Virginia.**

**Don't forget to bring non-perishable food
donations for our Power Pack Program (P³) food drive.**

Our food drive dates are:

Foods needed for the P3 program are:

- Oatmeal packets
- Cereal - individual serving size boxes
- Chili cups
- Mac & Cheese cups
- Tuna salad kits
- Pasta/meat cups (Beefaroni has ravioli, spaghetti & meatballs, etc. in single serving sizes)
- Fruit cups
- Cheese & crackers
- Pretzel packets
- 100% Fruit juice boxes
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No Glass Containers, please!

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