



FOOD *for* OTHERS

Food for Others • 2938 Prosperity Ave. • Fairfax, VA 22031
Phone 703-207-9173 • Fax 703-207-9204 • www.foodforothers.org

Food Drive Planning Kit

Thank you for your interest in holding a food drive to benefit Food for Others!

Every food donation helps in the fight against hunger – no matter how small or large.

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 the hungry. This is especially true during the summer and winter months. All food collected during these drives will help to feed the hungry right here in our area.

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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FAQ About Hunger and Food for Others

Northern Virginia is such a wealthy area. Do 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 about 5%. This means, based on U.S. Census figures, that more than 90,000 people are living in poverty and 30 percent 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 nonprofit 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 free emergency food assistance to a growing number of families each year in three ways: through direct assistance in our warehouse, food distribution at 14 sites in the county and by supplying another 50 organizations with bulk food for soup kitchens, shelters, church programs, etc.

How many families does Food for Others help?

In FY 2005 we helped 14,649 families in need. Between 2001 and 2005 we saw an increase of 116% 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 600+ volunteers. Last year hundreds of volunteers donated nearly 27,000 hours of their time at Food for Others.

Where is Food for Others?

Food for Others is located at 2938 Prosperity Ave., Fairfax VA 22031. For a map and directions, please call us or see the website at <http://www.foodforothers.org/directions.html>

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.

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

We always have a need for donations and never turn them away. However, our shelves tend to be emptier in the summer months, when children are out of school.

What types of food are you collecting?

The shopping lists at the back of this kit contain our most needed items. Some general guidelines:

- √ Only donate items that you would eat.
- √ Check that the items are still within the “use before” date.
- √ Avoid glass items (with the exception of baby food), which can easily break.
- √ We can only accept unopened items in their original packaging. It's ok if the external packaging is damaged, so long as the internal packaging is still intact.
- √ 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. See if your company will do a matching financial gift.

Many companies are happy to making 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.

3. You may wish to set goals.

Determine the amount of food you want to raise. 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.

4. Kick it off!

Bring all your targeted participants together for a kick-off event. Explain the importance of your food drive, educate your participants about hunger and how Food for Others helps to alleviate hunger, 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 hunger, information about the Food for Others organization and all the details about the food drive. Depending on the length of your food drive, periodically update your coworkers or colleagues on progress toward your goals.

Running the Drive

1. 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.

2. Build Awareness

You may wish to:

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

Arrange a tour and volunteer day at the Food for Others Warehouse 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.

3. 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.

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

Have various departments or groups responsible for collecting different items. For example, have one group bring in rice, another peanut butter, another canned proteins, etc.

4. Arrange food delivery to Food for Others and event coverage.

Call us at 703-207-9173 to confirm your delivery date and arrival time. 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.

5. 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.



FOOD *for* OTHERS

Food Collection Box

Help us collect non-perishable food for our neighbors in need. All donations will be delivered to Food for Others on _____, and will be put to good use feeding the hungry in our area.



FOOD *for* OTHERS

Help us collect non-perishable food for our neighbors in need. All donations will be delivered to Food for Others on _____, and will be put to good use immediately in feeding the hungry in our area.

Our Goal is _____ boxes of food!

Food for Others is in need of the following items:

Canned meats – tuna, ham, turkey, chicken, and beef

Peanut butter and jelly

Soups

Cereal

Vegetables and fruit – canned

Beans – dried or canned

Macaroni and Cheese

Boxed Meals

Pasta and Pasta Sauce

Rice

Fruit Juice

Sugar and Flour

Coffee, Tea or Drink Mix

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 Northern Virginia. 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 emergency food to those in need. 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, feeding their children unbalanced meals, or skipping meals so that their children can eat.

Here are some startling statistics about hunger in Northern Virginia:

- Poverty and hunger exist 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.**
- The 2005 poverty level, for a family of four, is just \$19,350.
- 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, 98¢ 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:
 - Canned tuna, ham, chicken, turkey or beef
 - Peanut butter and jelly
 - Cereal
 - Beans – dried or canned
 - Macaroni and cheese
 - Boxed meals
 - Pasta and pasta sauces
 - Rice
 - Fruit juice
 - Soup
 - Fruit and vegetables – canned
 - Sugar and flour
 - Coffee, tea and drink mix

Thank you for your help!

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



FOOD *for* **OTHERS**

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

My Gift:

- \$25
- \$50
- \$75
- \$100
- Other \$ _____

Contact Information:

Name _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Please check this box if you prefer to keep your gift anonymous.

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) _____
 Card holder name _____
 Cardholder Signature _____

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

This gift is designated (check one if applicable)

- In honor of: _____
- In memory of: _____

Please notify:

Name _____

Address _____

City/State/Zip _____



FOOD *for* OTHERS

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

**Don't forget to bring non-perishable food
donations for our food drive.**

Our food drive dates are:

Foods most urgently needed are:

- Canned tuna, ham, chicken, turkey or beef
- Peanut butter and jelly
- Cereal
- Beans – dried or canned
- Macaroni and cheese
- Boxed meals
- Pasta and pasta sauces
- Rice
- Fruit juice
- Coffee, tea and drink mix
- Canned fruit, vegetables and soup
- Sugar and flour

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