



## FOOD *for* OTHERS

2938 Prosperity Avenue  
Fairfax, Virginia 22031  
Phone 703-207-9173 • Fax 703-207-9204  
[www.foodforothers.org](http://www.foodforothers.org)

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### ***Work Place Food Drive Planning Kit***

Thank you for your interest in holding a food drive to benefit the communities we serve!

Food drives organized by businesses 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.

#### **There are many ways to hold a food drive:**

- Collect cans
- Sponsor a box - a \$35-\$40 donation buys a box of food for a family of four for five days
- Provide the food (from the attached list) and pack a box for a family of four
- Sponsor milk and eggs for four families with a \$15 donation
- Hold a virtual food drive through [Amazon.com](http://Amazon.com) (search Food for Others in the Wish List search box and purchase food that will be delivered directly to our warehouse)
- Pack your donations in boxes at Food for Others as a team building exercise
- Think “Inside the Box” to create your own food drive

This kit contains information about holding a successful food drive, including materials and forms to make your drive easy.

If you have any questions, please contact us at 703-207-9173.

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

***Thank you for your efforts. They are greatly appreciated!***

#### **In this Kit:**

- FAQ Sheet about Hunger and Food for Others
- FAQ Sheet about Food Drives
- Organizing Your Food Drive
- Running the Drive
- Forms:
  - Bulletin Board Poster
  - Box Poster
  - Letter/Email to Targeted Participants
  - Shopping Lists
  - Financial Donation Form

## **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 6.6%. This means, based on US Census figures, that 74,210 persons are living in poverty, more than 30% of who 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 pantry 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 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 three ways: through direct assistance in our warehouse; 16 Neighborhood Distribution Sites; and by supplying 17 Community Partners with bulk food, shelters, church programs, etc.

### **How many families does Food for Others help?**

In FY 2016 we helped 21,719 families in need.

### **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 7638 volunteers. Last year these thousands of volunteers donated nearly 27,727 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](http://www.foodforothers.org) or call us at 703-207-9173.

## **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 2016 333,829 pounds of our total food collection was from food drives.

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

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

### **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 can accept items in need of refrigeration or placed in a freezer.
- √ We can accept fresh produce.
- √ We cannot accept home canned goods.
- √ No Sandwiches

### **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 Neighborhood 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. Or use our ‘Donate Now’ button at <http://www.foodforothers.org/action/donate>

### **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 - Friday from 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 [www.foodforothers.org](http://www.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 questions
- Liaison with leadership
- Coordinator of advertising/promotion
- Photographer
- Outside public relations/social 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 donate. 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 with Fanfare!**

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 (we can help with this), 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.

Please keep track of the number of people who volunteer their time and how much time, statistics Food for Others tracks for grants and government reports.

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. 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, not too large that it'll make it harder to carry them when filled with donations, 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**

- Encourage everyone to promote the opportunity to colleagues in the weeks leading up to the event.
- Incorporate the food drive into exciting events, especially company picnics or holiday parties.
- Call us to arrange a tour and/or a 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 [www.foodforothers.org](http://www.foodforothers.org) or [www.feedingamerica.org](http://www.feedingamerica.org)

## **3. Involve everyone and make it competitive.**

At the workplace:

- Friendly competition 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, can-struction creations (creatively building with cans of food) or match your weight with pounds of food.

In the Neighborhood:

- Have the kids do a scavenger hunt in the neighborhood with our list of needed food items and make sure to let the neighbors know in advance that the kids will be coming around. Trick or Treat for Food for Others! Let the neighbors know in advance that your kids will be coming around on Halloween and to have the food items ready for pick up once the kids come knocking.
- Hold a food drive at your neighborhood pool and maybe have a competition between the different age groups on the swim team. Or get a competing team involved during the swim season and at the next meet see which team brings in the most food.

## **4. Create some themes for fun.**

- Make each day of the week a designated food day: Macaroni Monday, Tutti Frutti (canned fruit or 100% juice) Tuesday, Wheaties (or other cereal) Wednesday, Tuna Thursday and Free for All Friday.
- 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
- Offer "Sponsor a Box" a \$35-\$40 donation will buy a box of food to feed a family of four for five days.
- Provide the food (from our list) and pack a box for a family of four.
- Sponsor milk and eggs for four families with a \$15 donation.
- Hold a virtual food drive (use Food for Others "Donate Now" button on [www.foodforothers.org/action/donate](http://www.foodforothers.org/action/donate)). Please let your food drive coordinator know about your donation.
- Select Food for Others at Amazon Smile ([smile.amazon.com](http://smile.amazon.com)) to support us. Donate through our wish list at [www.amazon.com](http://www.amazon.com) by simply entering Food for Others in the wish list search box or choosing individual donations at Emergency Referral Program - <https://goo.gl/q8gTQs>, Power Pack program - <https://goo.gl/Y9KLyv>, Thanksgiving - <https://goo.gl/jOzu7S>
- Pack your donations at Food for Others as a team building exercise.
- Think "Inside the Box" to create your own food drive.

## **5. 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.

## **6. 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 the 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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# 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 immediately in 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 - ham, turkey, chicken, tuna and beef

Peanut butter

Stew and Chili (canned)

Canned Pasta (Chef Boyardee)

Cereal

Fruit - canned in 100% fruit juice

Macaroni and Cheese

Beans - dried and canned

Pasta and Pasta Sauce

Rice (1 lb bag) is the best

100% Fruit Juice

Vegetable Oil



## Sample Letter/Email to Targeted Participants

Our organization is holding a food drive on [DATES] to benefit Food for Others, a local nonprofit food pantry and food rescue operation serving Northern Virginia. This is a great opportunity to help our neighbors in need and I encourage you to join in our efforts.

All food and funds raised will help Food for Others to supply emergency food for our most vulnerable neighbors. 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 6.6%. This means, based on US Census figures, that 74,210 persons are living in poverty, more than 30% of who are children.
- To be above the poverty line in Fairfax County, the average family (two adults and two children) needs an income thrice the minimum wage.
- In Fairfax County, 29.16% of the enrolled student body qualifies for free or reduced lunch programs. In Arlington County, the percentage is even greater at 30.13%.

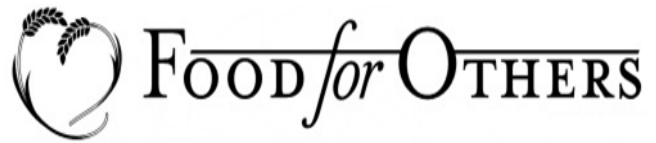
**The goal of Food for Others is to provide free food to those in need, while working to eliminate hunger and food insecurity in Northern Virginia.**

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](http://www.foodforothers.org). For every dollar raised, 94¢ goes directly to 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 meats – ham, turkey, chicken, tuna and beef
  - Peanut butter
  - Stew and Chili (canned)
  - Canned Pasta (Chef Boyardee)
  - Cereal
  - Fruit – canned in 100% fruit juice
  - Macaroni and Cheese
  - Beans – dried and canned
  - Pasta and Pasta Sauce
  - Rice (1 lb bag) is the best
  - 100% Fruit Juice
  - Vegetable Oil

Thank you for your help and support!

[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): \_\_\_\_\_

3 digit security code: \_\_\_\_\_ 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.



**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:**

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Foods most urgently needed are:

- Canned meats – ham, turkey, chicken, tuna and beef
- Peanut butter
- Stew and Chili (canned)
- Canned Pasta (Chef Boyardee)
- Cereal
- Fruit – canned in 100% fruit juice
- Macaroni and Cheese
- Beans – dried and canned
- Pasta and Pasta Sauce
- Rice (1 lb bag) is the best
- 100% Fruit Juice
- Vegetable Oil

**No Glass Containers, please!**

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Web [www.foodforothers.org](http://www.foodforothers.org)



Updated 07/2015

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