

Food & Fund Drive Toolkit





**We're on a mission
to solve hunger in
Northeast Florida,
but we need your help.**

Feeding Northeast Florida helps local children, families, seniors, and active-duty and retired military members who struggle to put food on the table.

By connecting millions of pounds of rescued food to a network of over 325 social service agencies and programs like City Rescue Mission, The Sulzbacher Center, and The Salvation Army, these hunger-relief partners can provide not only food to those in need, but services that can help Northeast Florida families and individuals end the cycle of poverty.

Feeding Northeast Florida's 8-county service area includes: Baker, Bradford, Clay, Duval, Flagler, Nassau, Putnam, and St. Johns.

Want to help our mission?

Sponsor a Food & Fund Drive!



What is a Food & Fund Drive?

Food Drive

A food drive is an effort to collect physical items needed by people who are experiencing food insecurity.

In order for us to safely receive and distribute the items, we cannot receive: home prepared items, expired baby food, expired OTC medicine, food missing labels or expiration dates, food with damaged packaging, items in glass jars, leftovers, or food that is not in its original packaging.

Fund Drive

A fund drive, also known as a virtual food drive, is an effort to collect monetary donations for our operations.

This is an incredibly impactful way to support our mission: it does not require a physical location, can be shared widely; and all donations are tax deductible.

Acceptable Items for Donation

Drinks & Others

Water, Juice, Sparkling water, Sports drinks, Cooking oils

Canned Goods

Vegetables, Fruit, Meats, Soups

Dry Goods

Pasta, Rice, Beans, Peanut Butter, Jelly, Cereals, Boxed Macaroni, Pasta Sauce

Personal Care & Household Goods

Paper towels, Paper plates, Baby diapers and wipes, Adult incontinence products, Period products, Deodorant, Hairbrushes, Toothpaste/Brushes, Body Wash, Shampoo/Conditioner, Razors, OTC medicines

Snacks for Kids

Pudding, Cereal and Granola Bars, Pop Tarts, Fruit cups, Shelf-stable milk boxes, Applesauce, Animal crackers, Dried Fruit

Things to Consider

Transportation

To make the most impact with your physical food drive, please make plans to deliver the collected items at the end of the drive.

It can cost us \$60 to pickup items collected during a drive. While we can do this if necessary, if your group is able to bring the collected items to us. We can save the transportation costs and serve more of your neighbors to make an even greater impact

We Can Make Bulk Purchases

To supplement donated items from food drives and corporate partners, we can make bulk purchases directly from food producers if we need to.

Why does this matter? We can purchase food at much greater discount than the cost of individual items at a grocery store. This means that if people are planning on purchasing food to donate for a drive, we suggest making a monetary donation with the amount planned to purchase items at the store, to have an even greater impact.



Purchasing items for a food drive?

Make the most impact and donate money to Feeding Northeast Florida



What your \$10 gift buys at the store.



What your \$10 gift to Feeding Northeast Florida provides.

Get Started!

Pick a Date

- ☐ How long do you want your drive to run? Typically drives last from one day, to one week, to one month, and beyond!

Set a Goal

- ☐ A goal will help people feel motivated to participate in your drive. Your goal could be for a specific number of meals provided to local families, total pounds donated, or funds raised.

Example Goal:

You want your drive to gather enough food and funds to provide 200 meals to your neighbors experiencing hunger. Your drive would need to gather 240 pounds of food - about one and a half 55 gallon drums or 8 medium boxes -OR- Your drive would need to raise \$34

Keep in Mind

- The longer a drive is, the more you need to engage participants to continue to donate.
- We receive the most interest for food and fund drives during the holidays, but we need help all year long! Think about having summer and spring drives in addition to fall/winter drives.

Helpful Math

Every \$1 donated to Feeding Northeast Florida helps provide 6 meals to families experiencing hunger in our area.

1 meal is equal to 1.2 pounds of food.



Get Going!

Register Your Drive

- ☐ Please fill out this form* to register your drive with us:
[Food and Fund Drive Registration](#)

Virtual Food Drive Set Up

- ☐ If you are having a virtual food drive (fund drive) set up is easy. Simply fill out the registration form above and we will take care of the rest!

Physical Food Drive Set Up

- ☐ Create Your Supply Collection Station

This will be where participants bring their items for donation. We recommend these stations be made using sturdy boxes for easy transportation. Depending on your drive's goal, we have 55-gallon barrel drums, which can hold up to 150 lbs., available for your drive.

Note About Barrels

In order for your drive to make the greatest impact we ask that someone from your organization be assigned to pickup any barrel(s) needed for your food drive. Our barrels will fit in any pickup truck, SUV, or van, and will fit in the trunk of most cars. If someone from your group is unable to pickup a barrel we are able to deliver any barrels to your location. We greatly appreciate any assistance that can be provided to offset our transportation costs.



*registration form can also be found on our website

Get Gathering!

Promote Your Drive

- ☐ Make sure people know about your food & fund drive drive! We have flyer templates available for you to edit with your organization's name/logo and the dates of your drive. These flyers, or flyers you make, can be printed or shared electronically to raise awareness of your drive. Share your goals & how people can help your drive reach those goals.

Sharing your fund drive on social media or through email is easy and effective!

Engage Your Team

- ☐ Throughout your drive, keep your team engaged! Share updates on your goal, encouragements, and any creative incentives for participation.

Note About Making Your Own Flyers

- If you need to use our logo for your flyer you must read our brand guidelines and sign and submit a logo release form.
- When creating a flyer, if you are discussing hunger in our region please use people-first language. This emphasizes our client's humanity, before the needs they are currently experiencing. Example: instead of saying "help us feed the hungry in our area," "help us feed families experiencing hunger in our area" is an easy way to use people-first language.

Incentive Ideas

- Friendly competition between teams
- Participants entered into a raffle
- Pizza party if the drive's goal is met
- "Jeans Day" at the office or school for people who contribute



Get Finished

Closing Your Virtual Drive

- ☐ Closing out a Virtual Food Drive is so easy, you don't have to do anything! Using the end date responded on the Virtual Food Drive form you filled out to set your drive up, a member from our team will reach out and tell you the total your drive raised. Anyone who donated will receive a tax-deductible donation receipt via the mail a few days after they make their donation.

Closing Your Physical Drive

- ☐ To close out your physical food drive, collect all the items gathered during your drive and bring it to our warehouse located at:

1116 Edgewood Ave North, Units D & E
Jacksonville, FL 32254
Monday - Friday 8 a.m. - 4 p.m.

When you bring the gathered items, we will be able to provide you with the total pounds your food drive gathered. If the total collected from your food drive is too great to be transported by anyone in your organization, pickup can be arranged.

Let Your Team Know How You Did

Once you have the totals from your virtual and/or physical food drive, let your team know if you met your goals! Share the impact your drive will have on your community. Encourage them to continue to be involved by following us on social media, volunteering with us, or setting up a recurring donation through our website. Let them know when the next time your organization will partner with us so they can look forward to it!

Thank you for helping serve our community!

**Together We Are Feeding
Northeast Florida!**

Questions? Email
fooddrives@feedingnefl.org

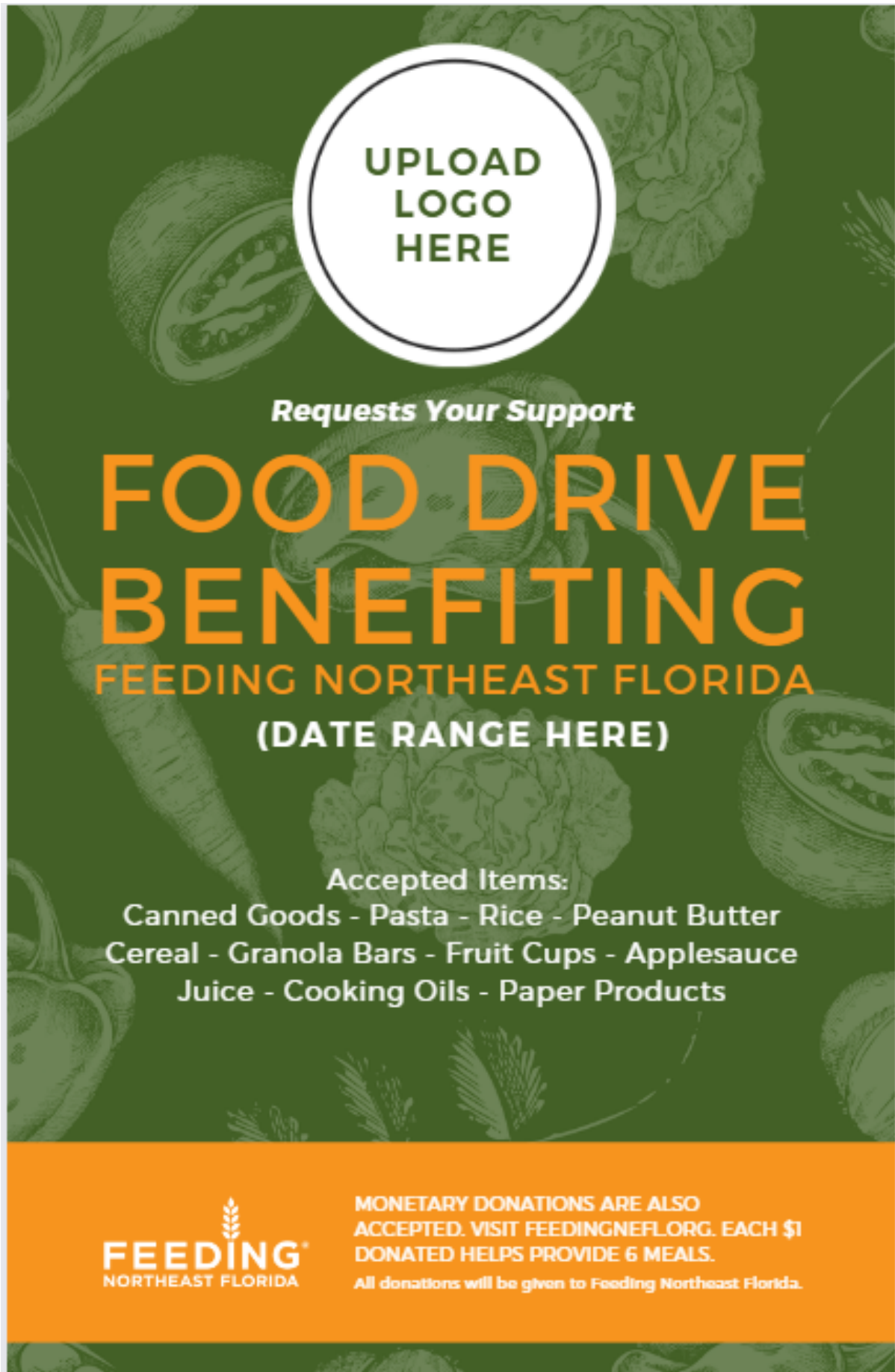


Example Flyer #1



QR Code links to our donation website

Example Flyer #2



Example Flyer #3

UPLOAD
LOGO
HERE

Requests Your Support

FOOD DRIVE BENEFITING FEEDING NORTHEAST FLORIDA

Accepted Items:

Canned Goods - Pasta - Rice - Peanut Butter
Cereal - Granola Bars - Fruit Cups - Applesauce
Juice - Cooking Oils - Paper Products


FEEDING[®]
NORTHEAST FLORIDA

MONETARY DONATIONS ARE ALSO
ACCEPTED. PLEASE SCAN THE QR CODE.
EACH \$1 DONATED HELPS PROVIDE 6 MEALS.

All donations will be given to Feeding Northeast Florida.

