



## **Food and Fund Drive Kit**

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Mail cash contributions to Volunteers of America Western Washington Everett Food Bank, 1230 Broadway, Everett, WA 98201 or send them with the driver when he picks up the food you have collected. Please mark “food drive,” organization name, and your name on the sealed envelope.

Contact: Kathleen Dale  
Community Outreach Specialist  
425-259-3191 ext 13003.  
kdale@voaww.org  
www.voaww.org

# Food and Fund Drives: Where to Start!

Thank you for coordinating a food and fund drive to fight hunger in our community.

Here are the steps to a successful drive:

## 1. Set a goal.

How many potential contributors do you have? How much can you reasonably expect to collect from each donor? Will you collect food, cash -- or both? Count each dollar donated as equaling 6 pounds of food because for **every \$1 donated to Everett Food Bank can collect and distribute 6 pounds of food** worth almost \$8 and fund programs that address the root causes of hunger for each dollar contributed.

For Volunteers of America Everett Food Bank to deliver and pick up food-collection barrels, the goal of the food drive needs to be **at least 300 pounds**. This amount of food will cover the costs associated with running our trucks. Volunteers of America Everett Food Bank needs and encourages food drives of ALL SIZES. For food drives generating less than 300 pounds, we simply suggest that you use your own boxes to collect the food (more information below) and that you deliver your donations to the Everett Food Bank.

## 2. Decide between BOXES and BARRELS.

### When to use your own boxes:

Small to medium-size boxes (copy paper boxes or smaller) work well for food drives. They aren't too heavy when full and can be decorated with festive wrap or Volunteers of America posters. We encourage you to use boxes for any drive generating fewer than 300 pounds of food.

### When to use Volunteers of America Everett Food Bank barrels:

The food bank can provide medium barrels. Barrels display Volunteers of America Everett Food Bank's logo and **hold 50-75 pounds** of food. You are welcome to decorate around the logo, but please be careful not to damage it. Please remove your decorations before returning the barrels.

**Tip:** Barrels hold more food if you remove food from grocery bags before placing the food in the barrel. Everett Food Bank can deliver the barrels to your food drive site and pick them up at the end of the event. To schedule food collection barrel delivery or pickup, call Patricia Leach at (425) 212-3221.

If your group can pick up empty barrels from our warehouse at the start of your drive, that's even better. Saving Everett Food Bank the delivery trip is equivalent to making an additional donation. Please call in advance if you plan to pick up a barrel. Let us know as early as possible (at least two weeks in advance) if you will need food picked up. Please note that during the holiday season, our pickup schedule fills quickly.

# Food and Fund Drive Checklist

## First, the basics

- Decide if there is a small group that can help you organize the drive.
- Decide if you will raise food, money or both.
- Decide what type of drive you want to stage such as a party or a competition. Then, set a goal.
- Agree on the drive length. Will it be for one day? One week? We recommend two to three weeks.
- Choose the drive's location. Will it occur at one place or at several locations?
- Decide on a collection method: boxes or barrels.
- Call Kathleen Dale at the Everett Food Bank at 425-259-3191 ext 13003. Set up delivery and pick up dates well in advance or download and submit the Food and Fund Drive Barrel Request Form.

## Next, get everything ready

- Request Volunteers of America posters.
- Send out memos, phone messages, newsletters and e-mails to promote the drive. Plan special theme days such as Meal Monday, Tuna Tuesday, etc.. Sponsor competitions between teams, classes or departments or plan a special event to encourage giving.
- Consider arranging a Hunger Awareness Day at the start of or during your drive.  
**Request a speaker from the Everett Food Bank.** Encourage participants to look at the Volunteers of America Western Washington Everett Food Bank website
- Acquire and decorate barrels or boxes for food collection.
- Place the barrels or boxes in convenient and visible areas. Arrange to store them during the drive.

## Then, during the drive

- Update participants on the amount of food and funds you've collected through a sign in a high traffic area, announcements in meetings and newsletters, or e-mail.
- Send out creative messages to keep people excited about reaching the goals.
- Plan to bring your group to the Everett Food Bank to volunteer in a food-repackaging project. This kit includes information about volunteering.
- If you are delivering the food to the Everett Food Bank, coordinate volunteers to pack food properly at the end of the drive. Load and transport it to the Volunteers of America Everett Food Bank.

## Finally, when the drive is over

- Send the Food and Fund Drive Report Form with your contact information.
- Deliver your food to the Everett Food Bank's dock (far bay door on left side facing west) between 8:30 a.m. and noon or between 1 and 4:00 p.m. on weekdays. Bring the team down for a tour. Or make arrangements with the Everett Food Bank for pickup. When you deliver the food, please fill out a receipt and indicate that you collected the food through a food drive.
- Share drive results with all participants. Send thank-you letters. Throw a party. Make awards to celebrate efforts.
- Volunteers of America Western Washington will send you a thank you card listing the total amount of food and money raised during your event.
- Write down your good ideas for your next drive!

# How to Add Energy to Your Food and Fund Drives

## **Foster competition**

- Pit department against department, classroom against classroom, team against team. Friendly competition adds energy to a drive and helps people remember to donate.
- Offer rewards to top donors (for example: pizza parties, gift certificates donated by local businesses, a front-row parking space for a month). Let employees wear jeans to work each day they donate a canned good: "Can Suits," "Beans for Jeans."
- Assign specific foods from the "Most-Wanted Foods" list to each team. Or give a prize to the group that donates a well-balanced collection of foods.
- Encourage teams to choose a mascot, motto, team name or cheers. The sillier, the better!
- Encourage cash donations. A dollar goes a long way to bring food to people in need. It's also easier to store, deliver and easier and count. For every \$1 donated, Everett Food Bank can collect and distribute 6 pounds of food. Teams that donate cash get ahead quickly.

## **Give your creative spirit an outlet**

- Make colorful posters noting the specifics of your food drive. Include Everett Food Bank's "most-wanted foods" list and facts and figures about hunger. Display posters in restrooms, hallways, lunchrooms and classrooms.
- Create a giant thermometer or can to measure progress toward your goal. Place the thermometer or can in the front lobby or employee break room.
- Identify your drive with a name such as "Gifts From the Heart," "Feed the Need," "Everett Can," etc.
- Decorate bags for participants to take home, fill with food and return.
- Design a paycheck stuffer with information about the drive.
- Designate theme days. Fill a playpen with infant formula on Monday. Plant a "garden" in the lobby with canned vegetables on Tuesday, etc.
- Via your workplace's e-mail system or public address system, distribute a hunger fact for each day of the drive. Quiz people at random and hand out little prizes to people who remember the facts.

## **Make it an event**

- Kick off your drive with opening day festivities. Be wacky, informational or inspirational.
- How about a silent auction? Nothing drives up cash donations like the enticement of a massage, airline tickets, or home made items.
- Bake sales, pie-throwing contests and car washes are tried and true food and fund-raisers.

Let your imagination run wild. Have fun!

## Fun Ideas for Raising Food and Funds

- Organize pledge drives. Ask family and friends to pledge money if you walk a specific distance.
- Recycle your treasures at a sale: “One person’s junk is another’s treasure.”
- Sponsor bake sales.
- Organize cakewalks.
- Hold taco and chili feeds.
- Organize salad, soup and potato bars.
- Hold pizza parties.
- Sponsor an ice-cream social.
- Hold a potluck.
- Initiate a book sale.
- Sell popcorn.
- Auction your managers at a “walk-an-hour-in-my-shoes” auction.
- Challenge individuals or teams to fill a box with food.
- Create a pop-can collection station.
- Sponsor a craft bazaar.
- Collect food and funds at film festivals.
- Collect food and funds at sports events such as basketball games, mini-marathon runs, etc.
- Place donation jars and food bins near break rooms, copiers and fax machines.
- Bag it. Sponsor a brown-bag lunch. Ask staff to donate the cost of a lunch. Ask staff to donate a lunch sack full of nonperishable foods. Or skip lunch on certain days and donate the cost of lunch.
- Generate pyramid power. Have teams build a pyramid of food. Or ask teams to bring foods representing the nutritional food pyramid.
- Have groups or teams donate a meal (i.e. pasta, spaghetti sauce, canned vegetables)

How do you raise food and funds? Submit ideas that work well for you to [kdale@voaww.org](mailto:kdale@voaww.org)

# Most-Wanted Foods

## **EVERETT FOOD BANK needs these nutritious foods:**

- canned meats (i.e., tuna, chicken and salmon)
- canned and boxed meals (i.e., soup, chili, stew, macaroni and cheese)
- peanut butter
- canned or dried beans and peas (i.e., black, pinto, lentils)
- pasta, rice, cereal
- canned fruits
- fruit juice (canned, plastic or boxed)
- baby food

## **Everett Food Bank can't use:**

To ensure food safety, Everett Food Bank **cannot** use:

- rusty or unlabeled cans
- perishable items
- homemade items
- noncommercial canned or packaged items
- alcoholic beverages, mixes or soda
- open or used items

**PLEASE NOTE: If you donate glass products, please box or bag them separately and label the box or bag “GLASS” on all sides.**

## **Why both food and funds matter**

Food drives provide some of the healthiest and highest-quality food we receive. Food donations also provide a direct connection between donors and people who are hungry.

Cash donations keep our freezers running and our trucks on the road.

**Every dollar you donate enables Everett Food Bank to collect and distribute 6 pounds of food worth almost \$8 and fund programs that address the root causes of hunger.**



# Food & Fund Drive Barrel Request Form Everett Food Bank

Thank you for your interest in coordinating a food and fund drive. Please complete this form and fax it to Kathleen Dale at Everett Food Bank 425-259-3191 ext 13003.

**We will contact you to confirm your delivery and pickup schedule and to settle any remaining details.**

Company/Organization Name:
Mailing Address:
City/State/Zip:
Contact Person:
E-mail address:
Phone:
Delivery Address:
City/State/Zip:
Nearest cross street:
Special instructions for driver:
Supplies requested:
Barrels:
Posters:
Dates of Drive:
<b>REQUESTED DELIVERY WEEK:</b>
<b>REQUESTED PICK UP WEEK:</b>

If you have any questions please call  
Kathleen Dale at Volunteers of America Everett Food Bank at  
425-259-3191 ext 13003.

We will try to meet your requested delivery and pick up dates, however due to the high volume of requests we cannot guarantee them.

*....there are no limits to caring!*

**Volunteers of America Everett Food Bank  
1230 Broadway  
Everett, WA, 98201**

# **Volunteer - Bring your group!**

## **End Your Drive in Style, volunteer at Everett Food Bank**

Finish your food drive by bringing your group to Everett Food Bank. Volunteers help Everett Food Bank throughout the year. They repack bulk food, sort canned food, label packages and work on other projects. This volunteer opportunity will give you an up close look at Everett Food Bank's operation and a better understanding of the flow of food to people who are hungry.

To sign up or for more information, please call:

Kathleen Dale at the Everett Food Bank at 425-259-3191 ext 13003  
or e-mail [kdale@voaww.org](mailto:kdale@voaww.org)

**Thank you and have fun!**







Volunteers of America®  
Western Washington

## Food Bank Facts

**Problem** – The need for food at the Everett Food Bank far exceeds the supply. Over 5,000 seniors, people with disabilities, parents and children request food from the Everett Food Bank each month. But the food bank only has enough resources to provide a 3-day supply of nutritious meals to approximately 1600 people on a monthly basis – less than 1/3 of those who need it.

Traditional funding for the food bank from both public and private resources is flat or declining. This means that the Everett Food Bank needs more private/individual charitable support.

**Impact of Problem** - When people are hungry and they must choose between buying food or dealing with other basic need issues something is compromised, such as paying for rent, utilities child care or medical care.

Hungry children and adults are distracted and cannot perform well in school or at work.

*On a recent busy Thursday afternoon at the Everett food bank, “Karen” was in tears as she came in with her 5 year old son “Henry”. As she was getting food, Karen explained, “You have no idea how bad it is. We have no food.”*

*Henry looked up and said, “It hurts to be hungry.”*

*We gave Henry a breakfast bar to eat while the mother got food from the food bank. Karen explained that she had been going without food so that she could feed Henry for as long as she could.*

**Background** - Monthly, the Everett Food Bank receives over 5,000 requests for food from seniors, people with disabilities, parents and children who are skipping meals or eating less because they don't have enough food. Volunteers of America Everett Food Bank's goal is to provide a three-day supply of nutritional meals to these people in need each month.

The face of need is changing. Most people that visit the food bank are working families, seniors or people with disabilities that live on a fixed income.

It takes over \$300,000 in private contributions on top of existing funding to keep the Everett food bank operating.

**Visit our website** at [www.voaww.org](http://www.voaww.org) to learn more about Volunteers of America Western Washington and the Everett Food Bank.