

Food & Fund Drives

GO-TO GUIDE



COMMUNITY
FOOD BANK
OF SOUTHERN ARIZONA



MEMBER OF
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AMERICA

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SECTION 1

Getting Started

Introduction

HOSTING A FOOD & FUND DRIVE

Thank you for your interest in supporting the **Community Food Bank of Southern Arizona's** efforts to realize *a healthy, hunger-free community*.

This manual was prepared to guide you through the steps of planning, promoting, and holding a food and fund drive. No group or amount of food is too big or too small—we appreciate your efforts to create awareness and participation!

Contact Information

We are always available to answer your questions!

CFB Food & Fund Drive Coordinator

Community Food Bank of Southern Arizona

3003 S. Country Club Road

Tucson, AZ 85713

tel (520) 449-8336

foodandfunddrive@communityfoodbank.org

Food & Fund Drive Guidelines

A food and fund drives are defined as: Collections initiated by an outside party and organized by an individual or group other than permanent Community Food Bank staff where proceeds of the collection are designated to CFB.

If you wish to conduct a food & fund drive for the Community Food Bank, please review these food & fund drive guidelines.

CFB will not approve the following types of events or scenarios:

- Programs that involve a professional fundraiser, telemarketing and/or agreement to raise funds on a commission bonus or percentage basis
- Events that promote a political party, candidate or political campaign
- Events that fail to comply with Municipal, County, State and/or federal law
- CFB will not supply any funding to finance a food and fund drive and will not be responsible for any debts incurred
- CFB reserves the right to deny any food and fund drive that does not appropriately reflect CFB's mission, values, brand, and policies
- CFB does not have the ability to sell or distribute products for partners
- Although CFB can publicly acknowledge corporate partners, it will not advertise, endorse or promote partners' products or services

HOW CFB CAN HELP

Based upon event size, date, hours and needs, CFB can assist with food and fund drive events in the following ways:

- Use of CFB collection materials: food drive boxes, donation jars, donation envelopes
- Use of CFB signage & collateral: printed posters, most needed food items flyer, customizable food drive flyer
- Customizable online fundraising page
- A letter of authenticity from CFB to validate the event or fundraising effort
- Staff, board members, or volunteers may be able attend in a support capacity only
- CFB may assist in promotion on a case-by-case basis

CFB NAME AND BRAND USE

CFB has special requirements regarding the CFB brand identity in the community. Permission to use CFB's name and logo in advertising, promotion or, on-site at the event must be obtained in advance in writing before distribution of press releases, use on website...etc.

Upon approval of CFB logo use, CFB will provide you with a brand guideline document.

Food & Fund Drive Checklist

- Decide who will lead the drive
- Decide when to host the drive
- Decide where the drive will be held
- Set a goal for the amount of food or money you hope to collect
- Promote your food & fund drive with flyers, social media, etc.
- Document your drive by taking pictures to share on social media
- Deliver your donations or schedule a pick-up time
- Share your success!

SELECTING DATES

Food & fund drives can run for any amount of time that works for you. Some donors even collect donations year-round. The average drive is usually about 2 to 3 weeks. This is a good time period to begin with if you aren't sure.

SETTING A GOAL

Setting a goal is a great way to motivate your donors and provide a sense of accomplishment when you complete your drive. You can set your goal to be a total number of pounds or dollars. You could also set a physical goal, such as filling a certain number of boxes, a bus, a van, or office with food. We recommend setting a goal of collecting 100 pounds, which is about one full, large food drive box!

CHOOSING YOUR LOCATIONS

If you have multiple locations, you may want to recruit someone at each of those sites to help you manage donations at each building. Select areas with high-traffic and where the containers will be noticeable and convenient for donors to drop off food.

Donation Guidelines

When collecting food items, keep the following requirements in mind:

SAFETY FIRST!

- Please be sure not to donate food in rusted, dented, or leaking containers.
- All food items must include the product name. No unidentifiable bags or cans can be used.
- If an outer box is torn but the inner wrapping is still sealed, we can still use the item.
- Non-perishable food in plastic, cardboard or cans works best for transporting. Glass can easily be broken.
- Perishable items cannot be accepted due to FDA regulations on temperature control.
- Home-made items such as canned jams and sauces cannot be accepted.

LOOK FOR THESE DEFECTS IN CANS:

- 1 Swollen on top or bottom
- 2 Dent on top or bottom of seam
- 3 Rust or pitting on side or top
- 4 Sharp dent on crease

1



2



3



4



NUTRITION MATTERS!

Donated food must be non-perishable, but it can still be nutritious! When choosing items to donate to a food drive or encouraging others to give, keep nutrition in mind. Think about collecting foods that can contribute to a healthy meal, instead of snacks or desserts.

HIGH PROTEIN ITEMS

- Canned chicken or fish in water
- Dry or canned beans, especially low sodium
- Peanut butter, especially without added sugar or salt

LOW SODIUM OPTIONS

- Canned vegetables without added salt
- Low-sodium soups or stews

WHOLE GRAIN OPTIONS

- Whole grain pasta
- Brown and wild rice
- Oatmeal
- High fiber cereals, especially without added sugar

OTHER

- Canned fruit in water or juice instead of syrup
- Unsalted almonds
- Dried fruit without added sugar
- Natural applesauce
- 100% juice

Look for items labeled low sodium, low fat, no added salt, no added sugar, high fiber, or whole grain.

A good rule of thumb to follow: What would you give your best friend or family member if they were in need?

SECTION 2

Fundraising

Making Financial Donations

To make your food & fund drive as successful as possible, we recommend including a fundraiser. It may be easier for participants to write a check than to purchase a bag of groceries. Cash donations are always welcome and can provide an even greater supply of food. The Community Food Bank of Southern Arizona accepts cash, checks, and credit card donations. Donations can be dropped off at the Community Food Bank, mailed, or donated via our website, www.communityfoodbank.org.

CREATE YOUR OWN FUNDRAISING PAGE

Create your own fundraising page (**see our step-by-step guide on page 11** to get started). The web service provider we use, Classy, is an easy-to-use fundraising tool. It is secure for credit card transactions, automatically generates receipts for your donors, and keeps a running total of your donations. You can even customize your page with a personal description and photo! Classy also connects to social media so you can conveniently get the word out about your food and fund drive.

CREDIT CARD DONATIONS

Credit card donations can be made by calling us at (520) 449-8336. To ensure that your food drive receives credit for the donation, please be sure to clearly designate it as part of your organization's food drive when making the donation.

DONATION ENVELOPES

Ordering and distributing our donation envelopes is an excellent way to encourage financial contributions. Envelopes can either be mailed individually to the Community Food Bank or collected by your food and fund drive coordinator and delivered all at once. Please contact the CFB Food & Fund Drive line at (520) 449-8336 to order donation envelopes.

DONATION JARS

We can provide clear plastic donation jars with our logo for financial contributions. Having a highly-visible place to donate in your office, church, or other group space is a great reminder for people to give! To sign out donation jars for your food drive, please contact the CFB Food & Fund Drive line at (520) 449-8336.

SIX WAYS TO ENCOURAGE FINANCIAL CONTRIBUTIONS

- 1 Set up change collection containers for donations.
- 2 Hold a raffle or auction with fun prizes.
- 3 Have a party or event and donate the admission to the Community Food Bank.
- 4 Allow employees to donate the cash value of vacation days.
- 5 Some companies match monetary donations to a charity of choice on behalf of their employees. Check with your human resources department to see if your company has a program.
- 6 Sell treats, such as baked goods, sandwiches, coffee or hot chocolate, and donate the proceeds.

Setting Up a Donation Page



ONLINE FUNDRAISING

Online fundraising is fast becoming a favorite way to support the work of the Community Food Bank. Getting your own page up and running is easy and fun! Here's how:

- 1 Go to www.communityfoodbank.org/get-started and click "Become a Fundraiser".
- 2 Click "As an Individual".
- 3 Next, you'll have to **create a fundraising account with us**. You can simply use your Facebook account to do this, or you can create a new account with your email address and a password you select. Either way is secure, and the Facebook option won't ever post anything to your wall automatically. It's just there as a convenient login option.
- 4 On the next screen, you can choose the details for your page—the fundraising goal, the timeline, the headline—and you can choose a short URL.
- 5 **That's all it takes!** Use the "Edit Your Story" tab near the top of the page if you'd like to do any further customization, like adding photos or video, changing the text, or providing updates.

FUNDRAISING TIPS

- 1 **Make the first contribution to your campaign** to kick-start your fundraising and show supporters that you are personally committed.
- 2 **Personalize your message.** Your supporters want to hear why you care about ending hunger in southern Arizona, and how they can help.
- 3 **Let your friends, family, neighbors, and co-workers know!** Tell them in person or send an email. Be sure to let them know how much the Community Food Bank will benefit from the donations. Ask them to help spread the word, too!
- 4 **Keep your donors engaged and let them know when you hit milestones!** Keep people updated on your efforts with emails, social media posts, and regular communication.
- 5 **Inspire by sharing the impact of donations.** Tell people how their dollars and your efforts are making a tangible difference to end hunger in southern Arizona.
- 6 **Take the time to express your gratitude in a meaningful way.** For example, send a personal note or email to every donor. Be sure to send a final update post-event with fundraising totals that shares your gratitude.

SECTION 3

Food Drive Transportation & Supplies

Food Drive Boxes & Posters

The Community Food Bank can provide collection boxes or you can provide your own. If you choose to provide your own, great! Providing your own boxes is a great way to increase the impact of your donation.

If you would like to use CFB-branded boxes, you are welcome to come to one of our locations to pick them up.

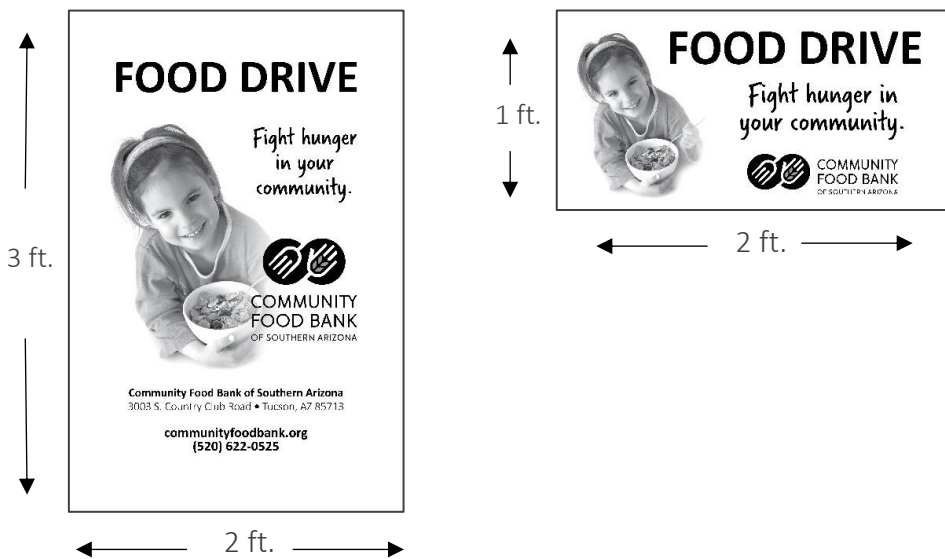
If you require a large number of boxes, we can arrange for one of our delivery trucks to drop off boxes at your location.

If you choose to have the boxes delivered to you, we do request that you give at least 48 hours notice. We will do our best to accommodate your first preference for delivery items; however, we often rely on volunteers to deliver boxes, so our delivery schedule changes from week to week.

We also have printed food drive posters available for you to take along with your boxes.

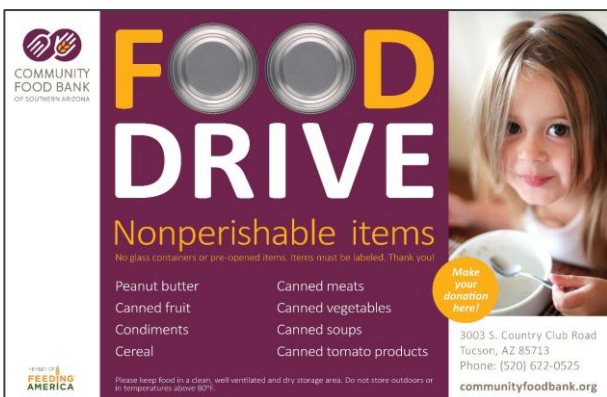
FOOD DRIVE BOXES

Large (2x3ft) box holds **70lbs of food**. Small (2x1ft) box holds **30lbs of food**.



FOOD DRIVE POSTERS

11x17"



Getting Donations to the Community Food Bank

You've collected lots of donations—now what? When you conclude your food drive, food and cash donations can be dropped off at any Community Food Bank location. If you need the CFB to pick up your donations from your location, we ask that you call at least 48 hours before the date needed for pick up. Due to limited transportation resources, we ask that donations less than 100lbs (about one full, large box) be brought directly to either CFB or one of our drop-off locations.

Please contact the CFB Food & Fund Drive Coordinator by calling (520) 449-8336 or by emailing foodandfunddrive@communityfoodbank.org to schedule a pick up.

COMMUNITY FOOD BANK LOCATIONS

AMADO

28720 S. Nogales Hwy.
Amado, AZ 85645
(520) 398-2942

MARANA

11734 W. Grier Rd.
Marana, AZ 85653
(520) 682-3001

TUCSON

3003 S. Country Club Rd.
Tucson, AZ 85713
(520) 622-0525

GREEN VALLEY

250 Continental Rd.
Green Valley, AZ 85614
(520) 625-5252

NOGALES

2636 N. Donna Ave.
Nogales, AZ 85621
(520) 281-2790

DROP-OFF LOCATIONS

The Community Food Bank has several donation drop-off locations in southern Arizona in addition to our five main locations. Donations under 100lbs may be dropped off at one of these locations. To find a drop-off site nearest you, visit www.communityfoodbank.org/where-to-donate.

We recommend calling ahead to confirm time and location, as hours may change often.

SECTION 4

Promote Your Food & Fund Drive

How to Promote Your Food & Fund Drive

WORD OF MOUTH

Let your friends, family, neighbors, and co-workers know! Tell them in person or send an email. Ask them to help spread the word, too. Consider asking community members to help promote through their place of faith, clubs, community groups, etc. Be sure to let them know how much the Community Food Bank will benefit from the donations!

USE SOCIAL MEDIA

Use Facebook, Twitter, and Instagram to create a buzz and increase participation. Create an event page and post pictures and updates. Share the event on your page and ask others to share the event on their asking for support. For more social media tools, see our **“Social Media Toolkit” on page 18**.

DISTRIBUTE FLYERS & POSTERS

Create your own flyer or use our downloadable template. Additional flyers can be requested from the Food & Fund Drive Coordinator (see **“Promotional Items” on page 19**). Food drive posters are also available at CFB and can be received along with the donation boxes. Distribute the flyers in public places including grocery stores, coffee shops, libraries, etc.

REACH THE LARGEST AUDIENCE

You may want to reach people through your local newspapers, magazines, community guides, neighborhood newsletter, community based websites, radio stations and television. Many times, the local media welcomes information about community events. Many news outlets offer online forms of event promotion as well.

SEND AN EMAIL OR LETTER

Send a personalized email or letter to your friends, family members, co-workers—or anyone who you’d like to reach to contribute to your fundraiser. Include why this cause is important to you, your fundraising goal, and any other information you would like them to know.

Get Creative!

FOOD DRIVE IDEAS

- Distribute empty grocery bags to participants with a “wish list” and ask them to fill the bag with food.
- Kick off the event with an opening day festivity such as a presentation or a hunger awareness activity.
- Add a collection to another planned event like a meeting, luncheon, or seminar.
- Encourage a friendly competition among departments/classes/groups.
- Offer rewards and prizes to top donors.
- Hold a raffle, auction, book sale, bake sale, car wash, or chili cook-off to encourage donations.
- Have a "Casual Dress Day" and donate to participate.
- Choose a theme. Here are a few examples:
 - “Back to School”: Collect kid friendly snacks such granola bars and juice boxes.
 - “What’s for Breakfast?": Gather boxed cereal, oatmeal, and other breakfast foods.
 - “Macaroni Mondays” / “Tuna Tuesdays” / “Food Drive Fridays”
- Host a work party at a location that will donate a percentage of the sales to the Community Food Bank.
- Ask your local grocery store if it is ok to do a donation event outside of the store.
- Find someone willing to shave/color their hair or wear a chicken costume if a particular goal is met.
- Sponsor a run, walk, or dog walk to raise money.

Social Media Toolkit

SAMPLE POSTS

FACEBOOK & INSTAGRAM

Tag us! Facebook: @foodbankofsouthernarizona | Instagram: @communityfoodbank

- We're collecting non-perishable food items and monetary donations for the Community Food Bank of Southern Arizona! Your donation goes directly to people in need right here in Tucson **[or your location]**. Come on down to **[food drive location]** and help us meet our goal of **[goal]** pounds of food! We'll be collecting until **[last day of food drive]**.
- We're halfway to our goal of **[goal]** pounds of food collected for the Community Food Bank! Next time you head to the store, pick up something extra for your neighbors in need—maybe a few jars of peanut butter or your favorite whole grain pasta. Bring your donations to **[food drive location]** before **[last day of food drive]** to make a difference! Can't make it to the store? You can still contribute! Make a financial contribute here **[include fundraising URL]**.
- There's still time to do some good! Our food drive runs until **[last day of food drive]**. When you donate, you're helping kids, families, and seniors right here in our community. Bring your favorite non-perishable food goods or cash for the Community Food Bank—and know that you're making our community a better place to live.

TWITTER

Tag us! @FoodBankTucson

- YOU can make a difference! Donate non-perishable food items to our food drive to benefit @FoodBankTucson at **[food drive location]**
- Help us help our community! Donate food items or give money today to support the Community Food Bank of Southern Arizona
- Going grocery shopping? Pick up something extra for @FoodBankTucson! We're collecting donations at **[food drive location]**
- Every \$1 you give provides 4 meals to people in need! Will you help us raise \$**[goal]** for the Community Food Bank of Southern Arizona?

Promotional Items

The following promotional materials can be requested from the CFB Food & Fund Drive Coordinator.

HUNGER FACTS CARD

MOST NEEDED FOOD ITEMS FLYER



CUSTOMIZABLE FOOD DRIVE FLYER



SECTION 5

Frequently Asked Questions

Food Drive FAQs

Q: What is a food drive?

A: A food drive is an organized effort by an individual or group to collect food items for those that face hunger in their community.

Q: Who can host a food drive?

A: ANYONE can host a food drive! Individuals, faith-based groups, schools, clubs, businesses, neighborhoods, and any other groups are welcome to host a food drive.

Q: Can I host a food drive anytime, and how long should it last?

A: Absolutely—people face hunger every day of the year. While many food drives take place during the holiday season, we encourage food drives year-round so that our warehouse shelves stay stocked. Food and fund drives can run for any amount of time that works for you. If you are unsure, 2-3 weeks is usually a good place to start.

Q: Can we collect monetary donations?

A: Yes! Cash donations are always welcome and can provide an even greater supply of food. For every \$1 donated, the Community Food Bank can provide 4 meals. You may request donation jars or envelopes for use along with your food drive way to encourage financial contributions. To start a virtual food drive, see the next question.

Q: How do I set up an online donation page?

A: We have an easy step-by-step guide on how to set up your donation page. Your page will process credit card transactions, automatically generate receipts for your donors, and keep a running total of your donations collected. The donation page also connects to social media so you can conveniently get the word out about your food and fund drive. To set up your page, go to www.communityfoodbank.org/get-started.

Q: Can I use my own boxes to collect donations?

A: Yes! You are welcome to use your own boxes or bags.

Q: When can I pick up supplies for my food drive at the food bank?

A: You can come pick up supplies for your food drive 8am-4pm, Monday-Friday at 3003 S. Country Club Rd. Come to the main entrance and someone at reception will be able to direct you to the food drive supplies. Supplies available include boxes (small or large), posters, donation jars, and donation envelopes.

Q: How big are the boxes?

A: Our large boxes are 2x3 ft and hold up to 70 lbs. of food, and our small boxes are 2x1 ft and can hold up to 30 lbs.

Q: Are drivers available for pick-up and drop-offs on the weekend?

A: Our drivers are available for drop-off and pick-ups from 8am-2pm, Monday-Friday. For larger events, we may be able to submit a special request. Pick up requests must be submitted at least 1-2 weeks in advance, especially during holiday season.

Q: What are the most needed food items?

A: We always take the health of our clients into consideration and suggest selecting healthy options such as whole grain, low-sugar, and low-sodium items. **See page 19** for the most-needed food items flyer. This flyer is available by request.

Q: Can we donate items in glass containers?

A: No glass items, please. It is hard to prevent glass containers from breaking during transportation.

Q: Will you tell us how much food we donated?

A: Yes, we weigh donations and are able to provide a poundage total and receipt. Be sure to let us know if you would like to know your total!

Q: Where can I store my food drive donations?

A: Please keep food in a clean, well ventilated, and dry storage area. Do not store outdoors or in temperatures above 80 degrees.

Q: Do you accept refrigerated/frozen items?

A: In most cases, we are not able to accept individual donations of frozen/refrigerated foods due to food safety regulations on temperature-controlled items such as meat and dairy. We can, however, accept these food items from retail organizations such as restaurants and grocery stores.

Q: When can I drop off my food donations at the food bank?

A: You are welcome to bring your food donations to the Community Food Bank Monday-Friday, 8am-4pm at 3003 S. Country Club Rd. Use the north gate entrance labeled “Agency Market and Public Donations” then follow the signs for “food donation drop off.” The signs will bring you to a ramp with a doorbell at dock 7. Someone from the warehouse will be there to help unload donations and provide a receipt.

Q: Are there other places to drop off my food donations besides the Community Food Bank?

A: Yes! For a full list of our drop off locations all around Tucson, visit www.communityfoodbank.org/where-to-donate.

Q: How do I schedule a pick up?

A: The easiest way to schedule a pick up or to have any other food drive-related questions answered is to email foodandfunddrive@communityfoodbank.org or to call (520) 449-8336.

Q: Can I donate non-food items, such as pet food or hygiene items?

A: Yes. We accept donations of personal care and non-food items commonly found in your home such as pet food, laundry detergent, shampoo, napkins, toilet paper, and other similar items. These donations can be helpful for our local pantries.

If you would like to host a drive specifically for non-food items such as a diaper drive, we do suggest partnering with an organization that is more focused on those items.

Q: Can I donate expired food items?

A: Yes. The Community Food Bank abides by USDA regulations. We inspect all food that gets donated for the health and safety of our community. Items are often good past the best buy date. For example, pasta is good for two years, cans for one year, and rice for six months past the best buy date. One item that we are not able to accept past the expiration date is baby formula.

Q: How do I value the weight of the food in dollars for my taxes?

A: Generally, for tax deductions of food, we recommend keeping the receipts for the donated food. The amount deducted is based on the fair market value of the product(s). Additional information can be found at www.efile.com/tax-deduction/income-deduction/charitable-contributions/. We recommend consulting a tax advisor for specific information and tax advice.

Q: Do you accept single serving items such as ketchup packets, applesauce cups, fruit snacks, and granola bars?

A: It depends, a good rule of thumb is we can accept single serving items if they have an ingredients list and a best buy/expiration date.

Q: I have citrus trees. Can I donate the fruit?

A: We are accepting citrus donations, find out where to donate at www.communityfoodbank.org/citrus. We do not currently offer gleaning services. For gleaning, we encourage you to contact our long-time partner organization, Iskashitaa Refugee Network at (520) 440-0100.

Q: Can I donate perishables?

A: We are able to accept some perishable items. These items include things that can be kept on a shelf, such as bread and fruit. We are unable to accept items that require temperature control such as meat and dairy.

Q: Can I donate baby food or formula?

A: Yes, we do accept baby food under some restrictions. Baby food cannot be accepted if it has been opened, damaged or is within one month of expiring. This is to ensure the health and safety of our clients and their families.

Q: Can I donate tube feeding formula?

A: Yes

Thank you for choosing to support the
Community Food Bank of Southern Arizona
by hosting a Food & Fund Drive!

QUESTIONS / CONTACT

CFB Food & Fund Drive Coordinator
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