

# Food Drive Manual

To benefit the Chattanooga Area Food Bank



Your contact at the  
Chattanooga Area Food Bank is:

Jen Ferking

(423) 622-1800

[jferking@chattfoodbank.org](mailto:jferking@chattfoodbank.org)

# General Information

## Why host a food drive?

Many families in our local communities don't have enough money to buy food. As our economy weakens and gas and food prices continually go up, so do the number of families that need our assistance to provide food.

A food drive is an easy way for you and your organization, business or community to help ease the pain of hunger for your neighbors. Many of your members have spare food in the cupboards or would not mind purchasing an extra can or two on their regular grocery-shopping trip.



# General Information

## Where does the food go?

Food drive donations are used to fill emergency food boxes. These boxes have 50 pounds of non-perishable food items. Families receiving these boxes are living below the poverty level. Many belong to the ranks of the “working poor”. In essence, a full-time job at minimum wage is not sufficient to lift a family of three above the poverty line. When then time comes for these families to pay monthly bills, there is little money left for food.



# General Information

## Where does the food go?

Last year...

The CAFB distributed 8.8 million pounds of food to help feed more than 125,000 families.

700,000 pounds of food were needed to fill the demand for emergency food boxes. As the number of families using this food assistance program grows, so does the need for food.



# General Information

## What is the Chattanooga Area Food Bank?

The Chattanooga Area Food Bank was founded in 1982 as an outgrowth of a task force on hunger issues led by area congregations and civic-minded leaders.

The CAFB has spent these years collecting, warehousing and distributing food for the needy in 20 counties throughout Tennessee and Georgia. The Food Bank has distributed tens of millions of pounds of food to food pantries, shelters, soup kitchens, day care centers and other food assistance programs.



# General Information

## Programs of the Chattanooga Area Food Bank

### Emergency Food Box Assistance

We prepare 50 pound boxes of non-perishable foods to distribute to families in need of emergency assistance.

### Second Helpings

This prepared food program receives more than 92,000 pounds of food from restaurants and cafeterias each year. Using a refrigerated truck, the CAFB delivers the food to various community agencies such as Orange Grove, Chattanooga Rescue Mission, Signal Centers and the Union Gospel Mission.



# General Information

## Programs of the Chattanooga Area Food Bank

### Kids Café

Over 400 hungry children at area after-school programs receive healthy meals weekly. Kids Café sites include Boys & Girls Club in East Lake, Northside Neighborhood House, Inner City Ministry, Carver Recreation Center and the Dayton Housing Authority.

### Sack Pack

Elementary school children who are at-risk for hunger are given a bag of kid-friendly food for the weekend. The CAFB delivers more than 1,300 sack packs to 20 schools each week.



# General Information

## Programs of the Chattanooga Area Food Bank

### Agency Food Shopping

Member agency and church pantries from 20 counties in Tennessee and Georgia are able to purchase food at a rate of \$.18 per pound. The national grocery retail average is over \$1.50 per pound. This allows agencies to save money on their food budget and provide more food to their clients.



# General Information

## Programs of the Chattanooga Area Food Bank

### Community Gardening

Our community garden program is a natural extension of the Food Bank's mission. This self-reliance program uses an intergenerational approach to assist area residents in growing fresh produce. The first garden site was started in 1986 at Gateway Towers on the Westside in Chattanooga and includes a greenhouse. A community garden site is planned for the grounds of the new facility to be built off Amnicola along the Tennessee Riverwalk.



# General Information

## Programs of the Chattanooga Area Food Bank

### Hunger Awareness

As an affiliate of the national Feeding America network, we are an advocate for those who are hungry and food insecure. We promote National Hunger Month and lobby elected officials on hunger initiatives.



# General Information

## List of food items needed

Oatmeal

Cornmeal

Baked Beans

Corn

Peas

Spaghetti

Soup

Dry Beans

Cereal

Grits

Pork n' Beans

Canned Vegetables

Green Beans

Macaroni n' Cheese

Dry Pasta

Rice

Canned Tuna

Peanut Butter



# How to have a successful food drive

## Appointing a chairman

Your food drive will need a leader who can oversee the event and motivate people to donate food and funds. This person will also be the point of contact for the CAFB to call upon with any questions or follow ups.

Depending on the size of your food drive campaign you may want to consider forming a committee of volunteers to help you. Assigning someone to handle publicity can be a real help to the chairman.

Once you have a committee formed, feel free to call the CAFB and request a tour of the facility. It will familiarize you with our operations and help you market your food drive with more specifics.



# How to have a successful food drive

## Selecting a theme

**A theme can set the direction of promotional materials. You can select a theme that is relevant to the interests of your community members and responds to their feelings toward the need in our area. You may also decide to select a fun theme that will help motivate your group or make the event more exciting.**



# How to have a successful food drive

## Selecting dates

There is no right answer to the length of a food drive. You simply want to give your participants enough notice so that they can be prepared to bring in donations. Your food drive can be a one-day-only event, a couple of weeks or longer than a month. It's up to you and your group.

No matter the length of your food drive, you must have a clear start and end date. It is also good practice to set your actual deadline a few days after your publicized deadline. You will get late donations.

With regards to the time of year, food is needed 365 days a year. Successful food drives can be held at anytime of the year.



# How to have a successful food drive

## Setting a goal

**Setting a goal is a good way to motivate your donors and it provides a sense of accomplishment at the end of the drive.**



# How to have a successful food drive

## Choosing your locations

**If you have multiple locations, you may want to recruit someone to help you manage donations at each site. Select high-traffic areas where the barrels will be noticeable and convenient for donors to access. Be sure to consider safety and security issues when choosing your locations. You will need to keep the barrels out of the rain and in a secure area on the weekends and evenings.**



# How to have a successful food drive

## How many barrels?

Determine how many barrels to order from the CAFB. One barrel holds an average of 125 pounds of food. A good way to estimate this is by dividing your goal by 125. This will tell you how many barrels will be needed.

We try to accommodate everyone's barrel order. However, in some cases, we will not be able to bring you all the barrels you desire. In this case, you will simply need to call us to schedule a pick up and switch full barrels for empty ones while your food drive is still continuing.



# How to have a successful food drive

## Schedule delivery & pick ups with CAFB

Once you have planned your drive, sign up with Jen Ferking, Special Events/Food Drive Coordinator for the CAFB.

Jen Ferking

Tel: (423)622-1800

Email: [jferking@chattfoodbank.org](mailto:jferking@chattfoodbank.org)

She will arrange for delivery of barrels, posters and flyers for your drive. At the end of your drive, the CAFB will pick up and weigh your donations.

If your barrel(s) become  $\frac{3}{4}$  full during your drive, please call Jen to schedule a pick up and drop off an empty barrel.



# How to have a successful food drive

## Promote your food drive

Publicity is the key to a successful drive. Spread the word to as many people as possible and don't be shy about reminding them. People like to be informed about ways they can participate. You will want to begin promoting your drive at least 2 weeks before the start date.

- Profile the food drive in your organization's newsletter
- Send everyone an email
- Broadcast over your organization's PA system or make announcements as meeting
- Create mailbox or paycheck stuffers



# How to have a successful food drive

## Promote your food drive

- Notify the media if your drive is open to the public
- Hang posters in high traffic areas
- Talk to the media about doing a story or PSA
- Be sure to let your group know that monetary donations are also welcome



# How to have a successful food drive

## Promote your food drive – important messages

The following messages need to be communicated in order to increase collections. You may decide that others are needed also.

- The real need in the community, using statistics and examples group members can relate to
- Types of food needed
- How easy it is to contribute
- Ending hunger is a worthwhile activity that will require the help of every community member
- All food donations are distributed locally



# Tips for a fruitful event

## Ways to spice up your food drive

**Send a notice to your regular customers about your drive and ask them to donate to the cause.**

**Raffle or auction off exciting prizes such as prime parking spots, vacation days or your manager's favorite tie. This is a great way to get monetary donations.**

**Make a big thermometer showing progress toward your goal.**



# Tips for a fruitful event

## Ways to spice up your food drive

Create special item days such as “Macaroni Monday”, “Tuna Tuesday” or “PJ Day” and have everyone dress in pajamas and donate peanut butter and jelly.

Allow winning departments to have their own casual day or give “dress down” tickets to people making large donations.

Have management serve breakfast to the winning department – dress management up in frilly aprons.



# Tips for a fruitful event

## Ways to spice up your food drive

**Host a kick-off party.**

**Sponsor a "Thank You" party. Give prizes to the department that raises the most food. Add fun categories such as the most enthusiastic collectors, the most beans or rice. Recognize participants with gift certificates, plaques or an "early out" day.**



**Have a building competition using only non-perishable food.**

# Tips for a fruitful event

## Ways to spice up your food drive

**Challenge your vendors or other organizations to host a food drive.**

**Encourage people to donate in memory of a loved one.**

**Ask your organization to make a matching gift. For example, an organization could donate \$1 for every pound of food donated.**



# Tips for a fruitful event

## Ways to spice up your food drive

**Set up competition between departments or groups. Keep the momentum going by posting daily updates.**

**Make it a part of a larger event. For example, include a food drive during a holiday party. The CAFB can send a speaker to come out and share information about our programs and hunger issues in our community.**



**Ask colleagues to skip lunch and donate the money they would have spent on food. This will also give them perspective on how hunger impacts daily activities.**

# How to have a successful food drive

## Quick and easy food drives

### Mass Emails

Send a company-wide email out asking everyone to bring their lunch the following day and donate the money they would have spent eating lunch out. Provide a donation container at the entrance of your business, in the break room and at the receptionist desk. A few dollars per person from a company with a good handful of employees can really add up. The only work for you...an email and placing/ picking up the donation containers!



# How to have a successful food drive

## Quick and easy food drives

### Stuff Our Truck

The food bank will bring a truck on-site for the morning hours of business. Ask employees and patrons to bring food in and put it directly in the truck as they go into work. The only work for you...getting the message out and calling the food bank with a date, there is no need for barrel delivery and/ or coordinating a pick up schedule.



# How to have a successful food drive

## Quick and easy food drives

### Just Bag It

Have participants bring in grocery bags. Make a list of grocery items needed for the Food Bank and attach the list to the bags. Send the bags home with each participant for them to distribute in their neighborhood. On the grocery list attached to the bag include a pick-up date and ask neighbors to leave their full bag by the front door for pick-up on that date. This has been a very successful way to drive for food in the past!



# How to have a successful food drive

## Quick and easy food drives

### Sack Packs Drive

The Food Bank's 'Sack Pack' program provides school age children that are identified as needing food with a backpack full of non-perishable foods for the weekend. Simply make a list of what a typical pack would hold and ask each person in your organization to bring in each item on the list: 1 milk and cereal bar or granola bar, 1-package toaster pastries, 1 can pop-top Beans 'n Franks, 1 heat and serve pasta meal (canned or boxed), 1 individual fruit cup with pop-top or peel off top, 1 box raisins or 1 apple, 2 packages crackers 'n cheese or crackers 'n peanut butter, 2 boxed juice drinks.



# Stories of Hunger

**Doug and his wife were doing alright. Both worked. They own their mobile home (paying rent on the lot), and have access to a working phone and reliable transportation. When we interviewed Doug, it was the first time he had ever visited a food pantry, and you could tell that as someone accustomed to providing for himself and his family, it was not an easy experience for him. While Doug and his wife have considerably more than many food pantry clients, neither has insurance. When his wife underwent an emergency hysterectomy, their financial situation quickly spiraled downward. With considerable hospital bills to pay, one earning member of the family put on bed rest for 8 weeks and the other left to care for her, Doug's reduced hourly income was not enough to support them. Fortunately, one of the Chattanooga Area Food Bank's participating agencies was accessible to him. Provided with a generous food box and knowing that at least their meals are covered for a couple of weeks, Doug can focus his attention on other pressing concerns.**



# Stories of Hunger

Marian is an attractive, divorced mother of two. Her husband left, and though on her own, she saved and bought a home for her family. Two years after the purchase of her home, Marian suffered a heart attack which left her unable to work. Her job was her income; she receives no alimony, no child support, and because she is a homeowner, cannot apply for food stamps. Her family subsists on her \$650-a-month disability check. She has often had to choose between paying for medicine, mortgage, utilities or food. Her boys participate in the school lunch program, but at home, rely on government USDA commodities (cheese, canned fruits, peanut butter, etc.) and their local CAFB affiliate Food Pantry.



# Thank You

## Referrals

**Thank you for your interest in helping the Chattanooga Area Food Bank. Your generosity is greatly appreciated by us and your neighbors in need.**

**If you know of other organizations or companies that may be interested in helping to fight hunger, please let us know.**

