



Mission Statement

Our mission is to lead a network of partners in eliminating hunger and promoting better nutrition in our region.

Dear Community Supporter,

Thank you for your interest in hosting a Food Drive to benefit the Chattanooga Area Food Bank! Every food donation helps in the fight against hunger – no matter how small or large. All food collected during these drives will help feed the hungry right here in our area.

There are 144,330 people in our region who are at risk of hunger. Your participation in organizing a Food Drive will bring us one step closer to providing much needed food to the growing number of families in need.

Enclosed in this toolkit is everything you need to hit the ground running:

- Getting Started
- Fund Drives
- Tips for Success
- Promotional Tips
- Frequently Asked Questions
- Multiple Location Guidelines

We could not fulfill our mission to help people in need without the support of community members like you. Thank you for leading the charge within your community – and best of luck!!

Sincerely,

Ashley, Jordan and Zach

The Food Drive Team
fooddrives@chattfoodbank.org



Getting Started

Register your Food Drive with Food Bank. A registration form can be found at <http://www.chattfoodbank.org/host>.

By registering your Food Drive, we can ensure that we will be able to provide the necessary support to make your Food Drive successful. Once we receive your registration, we will contact you within 3-5 business days to confirm your drive.

Take a tour of the Chattanooga Area Food Bank. We ask that you and anyone helping coordinate your Food Drive efforts consider taking a tour of the food bank before starting your Food Drive, if you have not already. During the course of your Food Drive, you act as a Chattanooga Area Food Bank ambassador and collaborative partner and we want to make sure you're armed with all of the information you need to make your Food Drive a successful and meaningful experience.

Select your dates for the Food Drive. Food Drives can be one specific day or you might choose to hold your drive over a period of time, such as a week or a month. We've found that the most successful Food Drives are held between one and four weeks.

Location, location, location! Location is key for a successful Food Drive. Think about whether you want to hold the Food Drive in one location or in many locations. High-traffic locations will allow for more visibility. Be sure to consider safety and security issues when selecting a location. If you are coordinating a Food Drive with more than one location, you will need an additional form for multiple location Food Drives.

Set a goal. Set a goal for how much food you want to raise and give participants something to work toward or beyond! Setting a goal is a great motivational tool for participants and can create a feeling of accomplishment at the end of the drive. You can set interdepartmental and overall goals so everyone is challenged to contribute in some way. The Chattanooga Area Food Bank measures food in pounds.



Getting Started

Decide how to collect food. You may choose to use your own boxes, or depending on availability, the Chattanooga Area Food Bank may be able to provide you with Food Drive barrels.

Small to medium-sized boxes work well for Food Drives. Copy paper boxes work especially well because they are a manageable size and are easy to decorate.

Barrels are distributed on a first come, first serve basis. Due to the high volume of Food Drives during our busy season (late August – December) we cannot guarantee we will have barrels available for your Food Drive and encourage you to plan ahead in the instance that none are available.

Arrange pick up and/or delivery of the food collected during the Food Drive. You can arrange to deliver the food collected to the Chattanooga Area Food Bank directly, or you can request to have your donation picked up.

If your Food Drive goal was less than 300 pounds, we kindly ask you to consider delivering your donations, and at that time, take a tour to see how your support impacts the community.

In order to maximize our limited resources, the Food Bank schedules barrel deliveries, pickups and swaps by zip code, Monday through Thursday.

**Please note that during the holiday season, our pick-up schedule fills up quickly.*

If you are not utilizing Food Drive barrels or there is overflow, please package the donations neatly in boxes or bags and clearly label them with the name of your organization so that they can be tracked accurately, once they arrive back at our warehouse. A label has been provided at the end of the packet.

Once all food arrives back at the Chattanooga Area Food Bank, it will be weighed and you will be notified of the total poundage collected.



Fund Drives

Consider collecting monetary donations in addition to food donations. If you want to increase the impact of your Food Drive, consider supplementing your drive with a fund drive. With our access to the wholesale distribution market, we can stretch the dollars you donate. And when you combine our purchased food with our donated food, we can provide **FOUR MEALS** for **ONE DOLLAR!**

Cash donations keep our freezers running and our trucks on the road. They also support our innovative programs to address the root causes of hunger through advocacy and education. Monetary donations also allow the Chattanooga Area Food Bank to purchase bulk food to be repacked by volunteers. Because we make large, bulk purchases, our cost per pound of food is far lower than that of food bought at retail prices by individuals.

Monetary donations provide the greatest benefit; **for every \$1 donated, Chattanooga Area Food Bank can provide 4 meals.** We encourage fund drives for individuals and organizations who want to know the best way they can help the Chattanooga Area Food Bank.

Financial contributions can be made in the form of cash, credit or check, and all donations made to the Chattanooga Area Food Bank are tax-deductible.

Even if you are committed to holding a Food Drive, please consider the option of adding a fund drive.



Tips for Success

Plan ahead of time. Food Drives can involve a lot of coordination. Get others involved with the drive, such as members of your group/organization, family, friends, neighbors, etc.

Create a theme around your Food Drive. Get creative with your Food Drive and give each day or week a theme. Examples include:

- Child Friendly Drive
- Peanut Butter and Jelly Drive
- MEAT the Need (canned meat)
- Make every Bean Count
- Macaroni Monday
- Tuna Tuesday
- Wheaties Wednesday
- Thirsty Thursday (100% fruit juice)

Pick a collection location that is central and accessible. Make sure you have your collection boxes and other promotional items visible. If you'd like to use the Chattanooga Area Food Bank logo to create signage or flyers, please email fooddrives@chattfoodbank.org a proof of the document and allow 3-5 business days for approval.

Make it fun. Host a kick-off prior to your drive to get participants excited. Educate your group about the issue of hunger and the mission behind the Chattanooga Area Food Bank. Please let fooddrives@chattfoodbank.org know if you would like to have a Chattanooga Area Food Bank representative speak to your group, or bring your group in for a tour.

Encourage friendly competition among Food Drive participants. A little healthy competition never hurt anyone! Give your Food Drive a competitive edge to encourage participation.

Recognition. Food Drives are not only integral in helping the Chattanooga Area Food Bank provide food, but they also help us spread awareness about hunger issues in our community. Don't forget to let your participants know how much their participation and donations make a difference in our community!



Promotional Tips

Promote your Food Drive. Announce your Food Drive at meetings, send an email to your colleagues, and place posters or flyers at your office and on community bulletin boards, such as at your church or grocery store.

Get connected. We encourage you to begin your social media promotion efforts by directly connecting with the Chattanooga Area Food Bank **@chattfoodbank**. You should also get your employees, members, friends and other Food Drive supporters involved by asking them to like and share your organizations social media activity.

Promote Food Drive activities. Provide information about your Food Drive and fundraising efforts. Announce your goals and encourage people to help support you. Make sure to let people know when and where they can donate.

Example: We're organizing a Food Drive to support the Chattanooga Area Food Bank. We're proud to be supporting the Food Bank and challenge other (your field/industry) to participate too!! Please help us reach our goal of collecting enough to serve (X number of meals). Donations can be dropped off at (collection location) between (dates).

Explain why you're hosting a Food Drive. Make an announcement about why fighting hunger is important to your organization.

Example: Hunger is closer than you think.....we are proud to be part of the solution by supporting the Chattanooga Area Food Bank by hosting a Food Drive. (Organization name) is hosting a Food Drive benefiting the Food Bank because 1 out of every 7 Chattanoogaans is food insecure, not knowing when or where their next meal will be.

Announce your success. Tell the community about the impact of your drive by sharing the results of your efforts.

Example 1: Thanks to everyone who came out to support (event description). We collected a total of (X pounds) and (X dollars). Our donation will help the Chattanooga Area Food Bank serve a total of (X number of meals)!

Example 2: Thank you to all of our friends (employees/members/etc.) for supporting (organization's name) Food Drive. We raised (X pounds/dollars) to benefit the Food Bank. (Organizations name) had so much fun organizing (event description) to support the Chattanooga Area Food Bank. We can't wait to do it again next year! Save the date (future event date).



Frequently Asked Questions

Where is the Chattanooga Area Food Bank located?

Main Branch: 2009 Curtain Pole Road, Chattanooga, TN 37406

Northwest Georgia Branch: 1111 South Hamilton Street, Dalton, GA 30720

Chattanooga

Monday – Thursday 8AM until 3PM

Friday 8AM until Noon

Dalton

Monday – Wednesday 9AM until 3PM

Thursday 9AM until 1 PM

Friday Closed

Does the Chattanooga Area Food Bank provide boxes/containers for collection? Yes! We have Food Drive barrels that come in three sizes:

You are welcome to come pick one up at your earliest convenience once you've registered your drive. Barrels are available for pick up, Monday through Thursday, from 9AM-Noon and 1PM-3PM. Appointments must be made to pick up Food Drive barrels.

Tip: Barrels hold more food if you remove food from grocery bags before placing the food in the barrel.

Can the Chattanooga Area Food Bank pick up my donation? Yes. We encourage you to deliver your donation if possible, particularly if you have less than 300 pounds of food (enough to fill the trunk of an SUV). Bringing your donation to our warehouse is very helpful and saves us in fuel and labor costs, which then allows us to serve more people in need.

Can I have multiple pick-ups throughout the course of my Food Drive? Yes. If you are holding a Food Drive over an extended period of time, you may schedule more than one pick up. Please give us a 48 hour notice. If you pre-schedule your pick-ups, but find that you do not have a lot of food or product to pick up, please consider rescheduling your pick up until you have more than 300 pounds of donations.

Multiple Location Food Drive Guidelines

Organizing a Food Drive over several locations? Use this short guide to help you manage all of the locations you will be coordinating.

Designate someone within your organization to serve as the main point of contact for the Chattanooga Area Food Bank. The responsibilities of this person include:

- Completing and submitting the Food Drive registration **and** multiple location registration forms. It's important to make sure all of this information is updated and correct as we use this information for barrel delivery and donation pick-up requests.
- Serving as the point person between the Chattanooga Area Food Bank and all participating locations.
- Sharing the Food Drive kit, wish list, and other Food Drive materials with participating locations.
- Keeping participating locations updated on barrel delivery and donation pick-up dates.
- Submitting any marketing material that uses the Chattanooga Area Food Bank logo for approval.
- Designate one person at each location who will serve as your point of contact, as well as serve as the point of contact for Chattanooga Area Food Bank drivers when barrels are delivered and donations picked up.

In addition to the Food Drive registration form, a multiple location Food Drive form will need to be completed in full and submitted.

Plan ahead. Barrels may not always be available. Plan in advance and consider other options for collecting food (boxes, plastic tubs, etc.)



Scheduling Your Barrel by Zip Code

In order to maximize our limited resources, the Food Bank schedules deliveries, pick-ups and swaps by zip code, Monday – Thursday. Someone MUST be at your location to meet our driver.

A few helpful tips:

- At times, your pre-scheduled barrel appointment may roll over to the next business day.
- If your barrel becomes 2/3 full, please contact us for a swap.
- If your barrel is overflowing, please let us know prior to pick up.

Questions? Need a swap? Email fooddrives@chattfoodbank.org

HAMILTON COUNTY

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY |
|--|--|---|---|
| Apison Collegedale Ooltewah Harrison East Brainerd | Signal Mountain Red Bank Lupton City Hixson Middle Valley Soddy Daisy | Chattanooga Downtown Ridgeside | Lookout Mountain East Ridge |
| 37302, 37315, 37341, 37363, 37416, 37421 | 37343, 37351, 37377, 37379, 37415 | 37402, 37403, 37404, 37405, 37406, 37408, 37411 | 37350, 37407, 37409, 37410, 37412, 37419 |

Please note: If you would like to host a Food Drive in another zip code, we would be happy to connect you with one of our partner agencies for a direct donation. The Chattanooga Area Food Bank partners with community organizations across Southeast Tennessee and Northwest Georgia to distribute food to those who need it.



Donation Labels

Using the donation label below, please write your organization name clearly and attach to each collection container. Labeling each container allows the Chattanooga Area Food Bank to group and weigh your donation when it arrives back at our warehouse. Drivers often have multiple pickups before returning to the warehouse, and it's easy to mix up donations if they are not labeled clearly.

Food Drive Donations

Food Drive Name _____

Organization Name _____

Team (if applicable) _____

Coordinator Name _____

Coordinator Phone _____

Container # _____ **of** _____