



2011 Food & Fund Drive Tool Kit

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www.feedingsouthdakota.org

Hunger in South Dakota

A statewide snapshot...

Thank you for your interest in supporting Feeding South Dakota's efforts to fight hunger in our community! Feeding South Dakota is a vital link between food donations and the people who need it. We serve thousands of individuals throughout South Dakota through two primary channels: our Food Bank and by partnering with over 500 local social services agencies throughout the entire state. Food insecurity is a stark reality in South Dakota with 1 out of 8 people living below the poverty level.

More staggering statistics:

- South Dakota has the number one poorest county in the US, Zeibach county.
- 74% of the households we serve have incomes below the federal poverty level during the previous months.
- 20% of those people living below the poverty level are children and many of them are age 5 or younger.
- Nearly 10% of the members of households in our state who receive food assistance are the elderly.
- 32% of the clients we serve report having to choose between paying for food and paying for utilities or heating fuel.
- Through the Feeding South Dakota network, we provide emergency food assistance to approximately 80,000 unduplicated persons annually.



What is a Food and Fund Drive?

A food and fund drive is an excellent opportunity for practically any segment of your community to become direct partners with Feeding South Dakota in our fight to end hunger. A food and fund drive can be conducted by churches, neighborhoods, businesses, unions, service clubs, schools, military units, scouts, sports teams, or any group of dedicated people who realize it takes local initiative to solve a local problem. Food and fund drives are critical to the ongoing mission of collecting and redistributing millions of pounds of food to poor and hungry individuals and families in South Dakota.

Cash donations are equally as important and are used to leverage Feeding South Dakota's bulk buying power. \$1 donated provides 8 lbs of food for needy families. Costs to operate Feeding South Dakota's warehouse, to pay for utilities to run our huge freezers and coolers and to cover fuel and maintenance for our refrigerated trucks are also important but these overhead costs run below 2%. Rest assured, the food and monetary donations you raise during your drive will be quickly reinvested into the thousands of clients that call upon Feeding South Dakota for assistance.

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A successful drive

in 6 easy steps

1. Set your goals.

Having a goal for the amount of food and financial contributions helps you determine strategies for collecting food and funds and gives your group something to work toward. Base your goal on the amount raised last year or base it on the number of participants in your group. A few key considerations:

- Food Drive, Fund Drive or both? The most successful drives have a financial component included. Some individuals would prefer to simply write a check versus making a trip to the grocery store. Feeding South Dakota relies on financial donations for basic operating costs such as food procurement, storage, building and truck maintenance, staff salaries and other distribution expenses.
- Make your goal realistic and easy to understand. For example: your goal could be for everyone to donate 5 pounds of food. If you have 100 participants in your group, you could collect 500 pounds of food! **If a participant writes a check for \$50, that's equivalent to 400 pounds of food!**
- Keep track of your progress. For example, create a thermometer and post it in a high traffic area.
- Post updates and send out emails to encourage everyone and to update them on the status of your drive.

2. Pick a date.

The length of your drive is entirely up to you and your group. It can be a one day event, month long event or even longer if you choose. The key is to give your participants enough notice so that they can be prepared to bring in donations.

3. Register your food drive.

Once you have set your goals and determined your date and time-line, you need to register your food and fund drive by completing the enclosed Registration Form and return it to Feeding South

Dakota. Our Food and Fund Drive Coordinator will contact you to help plan further details of your drive or event.

4. Get food boxes and containers and choose your location(s).

Printing paper boxes work well for Food Drives. They are sturdy and manageable when filled with food, plus you can have fun and decorate them. Go to your local copy/print shop and ask for the boxes. Feeding South Dakota can provide collection barrels for larger drives where more than one barrel is necessary. Place your collection bins, boxes or barrels in high-traffic areas where they will be visible and convenient for donors. Be sure to label them so that everyone knows what the containers are for.

5. Promote your drive.

Share information throughout your organization and community to raise involvement early in the process. Make posters, flyers and signs to promote your drive, or you can use the pre-made fliers and posters provided in this kit. See page 4 for more creative ideas to help advertise your food and fund drive.

6. Schedule barrel delivery / pick ups or food drop offs.

Contact the Feeding South Dakota Food Drive Coordinator to swap barrels during the drive or pick up barrels after the end of the drive. Please call at least 48 hours in advance. Please note that we may not be able to guarantee specific time of barrel drop off or pick up. Transportation requests may be subject to change based on weather / driver availability. If barrels were not used, you can schedule a drop off by calling Feeding South Dakota. Food can be dropped off Monday through Friday, 8am - 4:00pm. Delivering your collected donations helps us keep our overhead costs low **PLUS** you can get a tour of Feeding South Dakota when you schedule your drop off and get a chance to see your donation in action!



Promote.....Promote.....Promote!

The most important thing you can do to end with a successful food drive is to promote it! PSA's, press releases, emails, flyers, payroll inserts and posters are just some ways to get the word out. Please call us if you need more ideas, we are **ALWAYS** here to help!

Creative ideas

proven to work

We rely on people like YOU everyday. People who take the time to think of others who are living day by day, never knowing where their next meal is coming from. People who decide to take a stand and help by coordinating food and fund drives to help their local food banks and pantries. To make the “drive idea” easier for you, we’ve compiled a list of other successful and innovative ways to solicit both food and funds from your friends, neighbors and co-workers.

Kick it off!

Host a kick-off party and consider charging an admission fee to begin to collect monetary donations or inviting a member of Feeding South Dakota to come and give a presentation.

Competitions

PENNY WARS ~ Find large glass containers, place in rooms or departments and have a race to see who can fill up their jars with pennies. Adding silver coins and dollar bills to an opposing team’s jar requires them to subtract money from their total amount (if you put in a \$5 bill, the other team takes \$5 off their total).

CONTESTS ~ Organize a contest that fosters friendly competition between departments, teams or groups with awards for the group that raises the most food and/or financial contributions. Give away prizes like a pizza lunch, an extra “Jeans or Casual Day”, more PTO time to “Sleep in Late” or “Sneak Out Early” to the winners. Or, better yet, the winner gets to shave the boss’ or group leader’s head or beard! Get everyone involved!

Themes

DESIGNATE THEME DAYS ~ “Macaroni Monday”, “Tuna Tuesday”, “Wheaties Wednesday”, “Thirsty Thursday”, “First Aid Friday”, you get the idea.

IS DINNER READY? ~ Collect combinations of nonperishable foods that can be used to prepare a complete meal. Have an Italian theme and collect spaghetti noodles and sauce. Ask for refried beans, taco shells, salsa and seasonings to create a Mexican Fiesta!

FLAMINGO ~ “Flamingo” an office or house with 6 pink flamingos for \$5. Recipient must pay to have flamingos removed, or pay extra to transfer them to someone else’s office or house. “Flamingo insurance” is another way to add to the contributions.

Brown bag it!

Ask friends and colleagues to bring a bag lunch and donate the money that they would have spent eating at a restaurant that day.

Auctions & Raffles

THEMED GIFT BASKET RAFFLE ~ Have each department/classroom/group create a gift basket with a theme. A raffle or auction is held to determine the winner of the basket, and the department/classroom/group that gets the most votes wins a prize!

VACATION / PTO ~ Raffle a half or full day of vacation. Sell tickets or give tickets for food items donated. Hold the drawing at the end of the drive.

CANstruction

Build simple or elaborate sculptures using canned goods to be donated to Feeding South Dakota. Visit www.canstruction.org or you can “Google” (images) for some fantastic sculptures!

Dress Down Day

For a \$5 donation to Feeding South Dakota, employees are allowed to “dress down” for the day!

Donate money

the power of your dollar

The most successful food drives have a financial element. It may be easier for a person to write a check than to purchase a bag of groceries. Cash donations are always welcome and provide an even greater supply of food because for every \$1 donated, Feeding South Dakota can procure and transport 8 pounds of food. A \$50 donation can provide 400 pounds of food or 308 meals to hungry men, women and children in South Dakota.



Financial donations made to Feeding South Dakota are just as critical as food and better yet, they are tax-deductible!

Ways to contribute:

1. **Online** ~ The fastest and easiest way to donate is online at www.feedingsouthdakota.org. Remember to give us the name of your office/group to credit the contribution to your Drive.
2. **Money box** ~ Have one person be in charge of collecting cash and checks. For tax and record keeping purposes, encourage check donations rather than cash. Checks can be made out to “Feeding South Dakota” and remind your donors to include the name of your organization in the “memo” line of their check. For cash donations, you will find receipts in this kit that you can give to individuals who choose to donate cash instead of checks or food. Be sure to keep a record of all money collected for security reasons. If you wish, you can convert dollars donated into pounds and add the pounds to your “thermometer”. For every \$1 collected, you can add 8 pounds to your goal.
3. **Matching gifts** ~ Many organizations offer a “Matching Gift” incentive. Be sure to check with your human resources department for the necessary paperwork.
4. **Envelopes** ~ Ordering and distributing our donation envelopes is also an excellent way to encourage financial contribution. Envelopes can either be mailed individually to Feeding South Dakota or collected by your onsite Food Drive Coordinator and delivered all at once. Please contact Feeding South Dakota to receive the envelopes.

How to encourage financial donations:

- Allow participants to donate the cash value of vacation days.
- Set up change collection containers in the cafeteria.
- Raffles for fun prizes or parking spots. Or maybe the winner gets to shave your boss’s head!
- Sell treats or baked goods, sandwiches, or coffee drinks with management as the chefs.



For organizational efficiency, Feeding South Dakota received the highest rating, ***FOUR STARS***, from Charity Navigator, America’s premier independent charity evaluator. 98.8% of Feeding South Dakota’s resources go directly towards feeding the hungry in South Dakota.

Register

let's plan the details

This form is used by Feeding South Dakota to collect the information we need to help you run a successful drive. If you have any questions or need help enrolling, please contact one of our food banks/pantries listed on the cover page. You can either mail, fax or email the completed form to the specific site you are doing the food/fund drive for. A Feeding South Dakota representative will contact you once your registration is received to answer any questions you may still have or to gather additional information if necessary. We thank you in advance!

Organization & Drive Coordinator Information

Organization Name: _____ Est. # of Participants: _____

Organization Type: Corporation (under 150 employees) Church Civic / Community Group
 Corporation (over 150 employees) School

Address: _____ City: _____ State: _____ Zip: _____

Drive Coordinator: _____ Email: _____

Phone: _____ Cell: _____ Fax: _____

Food/Fund Drive Location Address: _____

About Your Event

Start Date: _____ End Date: _____ Time of event (if only one day): _____

Briefly describe your event:

Briefly describe the marketing plan for your event:

What is your anticipated goal? _____ # of pounds \$ _____ dollars

Would you like a speaker to come to your event? _____ yes _____ no

Supplies Needed (please give quantity)

Brochures (Feeding South Dakota) _____ Donation Envelopes _____ Bags (plastic) _____

Brochures (BackPack - RC & SF only) _____ Posters _____ Barrels _____

Brochures (Food Pantry - RC & SF only) _____ (Please choose from one included in this tool kit. We can customize it for you!) (1 barrel = approx. 200 pounds)

Delivery / Pick Up

When your food drive is finished, we kindly ask that you arrange a volunteer or group of volunteers to bring your food donation to the Food Pantry/Food Bank. This keeps our transportation costs down and is another way you can help Feeding South Dakota. Saving us a pickup trip is equivalent to your making an additional donation! Please refer to the cover page on this Took Kit to reach a Pantry/Food Bank representative to schedule a day and time to deliver your donation. If you are unable to deliver the donated food, please check the box below.

We cannot deliver, please call us to schedule a pickup time for the collected food.

What we need

food and non-food



PROTEINS (non-perishable)

Canned Dinners (soups, chili's, stews, etc.)
 Peanut Butter
 Canned meat (tuna, chicken, salmon)
 Canned or dried beans and peas
 Nuts

Fruits and Vegetables (non-perishable)

Canned fruits and vegetables
 Juice (100% fruit and vegetable)

Healthy Kids Snacks

Applesauce and fruit cups
 Cereal and fruit bars
 Granola bars
 Snack crackers / pretzels
 Juice boxes (100% only please)

Paper and Personal Care Products

Toilet paper & paper towels
 Bath soap (bars), shampoo & conditioner
 Toothpaste & toothbrushes
 Feminine items
 Shaving cream & razors
 Deodorant (men & women)
 Laundry detergent & cleaning supplies

For Baby

Diapers & wipes
 Formula
 Baby food (sealed cases only!)

Grains

Oatmeal & Cream of Wheat
 Cereal (low-sugar please)
 Whole grain crackers
 Pasta (spaghetti, macaroni noodles, etc.)
 Rice (whole grain and white)

Dairy

Dry milk
 Evaporated milk

TO ENSURE FOOD SAFETY, WE CANNOT USE:

- Rusty, badly dented, or unlabeled cans
- NO GLASS JARS PLEASE!
- Homemade and non-commercially canned or packaged items
- Alcoholic beverages or mix

Other Non-Perishable Food Items

Boxed meal kits
 Pancake mix
 Instant mashed potatoes
 Jelly (no glass jars please)
 Cakes mixes and frosting
 Coffee, sugar & cream

By supplementing the fresh produce, dairy and bread Feeding South Dakota procures from our local vendors, the non-perishable foods you donate can provide nutritious meals for the thousands of children, adults and elderly who suffer from hunger in our communities.

Place Your Donations Here



www.feedingsouthdakota.org



FOOD DRIVE



DATE

Donations can be dropped off at

Non-perishable foods only. No glass jars please.

Will also accept personal hygiene items.

Sponsored by



ENTER TEXT HERE

DONATE FOOD.



THE _____ FOOD DRIVE IS HERE.
(This space is used for special instructions.....)

WHERE: _____

WHEN: _____

CONTACT: _____

For more information or to donate, please visit:

www.feedingsouthdakota.org



DON'T MISS...
OUR ORGANIZATION'S
FOOD DRIVE!

DATES:

TIMES:

LOCATION:

CONTACT:

FOR **EVERY \$5** RAISED, WE CAN DISTRIBUTE **30 MEALS** TO HUNGRY MEN, WOMEN AND CHILDREN IN OUR COMMUNITY! AND FOR EVERY **25 POUNDS** OF FOOD DONATED, WE CAN PROVIDE NEARLY **20 MEALS** TO THOSE WHO NEVER KNOW WHERE THEIR NEXT MEAL WILL COME FROM.

TOGETHER WE CAN END HUNGER...

GIVE TODAY AND MAKE A DIFFERENCE!



DONATION RECEIPT

Amount Donated: \$ _____ Name of Donor: _____

Date of Donation: _____ Received by: _____



Feeding South Dakota is a 501(c) (3) organization dedicated to the fight against hunger. As South Dakota's largest charitable hunger relief organization we provide food to both families and non-profit organizations. Financial donations to Feeding South Dakota are tax-deductible. In accordance with Internal Revenue Service Regulations, this is to acknowledge receipt of your contribution and to state that there were no good or services furnished in return for this contribution. EIN# 36-3293534

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