

  
**FEEDING**<sup>®</sup>  
**SOUTH DAKOTA**



**FOOD & FUND DRIVE  
TOOLKIT**

# HUNGER IN SOUTH DAKOTA



Food insecurity, often referred to as "hunger", is defined by the USDA as a lack of consistent access to enough food for every person in a household to live an active, healthy life. This can be a temporary situation for a family or can last a long time. A missed paycheck, car repair, or medical emergency could place someone in a situation that causes them to make trade-offs between important basic needs, such as housing or medical bills, and purchasing nutritionally adequate foods.

Hunger exists in every county in South Dakota and can have a wide impact depending on someone's circumstances. Parents skip meals so their kids can eat; seniors choose medications over food. Others work full-time yet can't stretch their paycheck to cover all their household expenses, or qualify for food assistance benefits.

When people don't have enough food or have to choose inexpensive foods with low nutritional value, it can lead to chronic diseases and impact a child's ability to learn. And once the cycle of poor diet and poor health begins, it can be hard to break.

With your help, we can make sure everyone in South Dakota has access to nutritious food. Food and fund drives are a critical piece to Feeding South Dakota's mission.

LEARN MORE >

Find the latest statistics on hunger at [map.feedingamerica.org](http://map.feedingamerica.org) or by scanning the QR Code.



## What is a Food and Fund Drive?

A food and fund drive is an opportunity to become direct partners with Feeding South Dakota in the fight to end hunger.

A drive can be conducted by individuals, churches, neighborhoods, businesses, service clubs, schools, military units, scouts, sports teams, or any group of dedicated people who realize it takes a local initiative to solve a local problem. Drives are critical to the ongoing mission of collecting and redistributing millions of pounds of food to individuals and families who face hunger in South Dakota.

Cash donations are equally, if not more, important and are used to leverage Feeding South Dakota's purchasing power. For every \$1 donated, we can provide groceries for up to three meals through our programs.

### Most Needed Food Items:

- Peanut butter & jelly
- Canned chicken & tuna
- Canned fruits & vegetables
- Taco shells, tortillas, seasoning, etc.
- Canned pasta meals
- Boxed pasta meals & easy mac
- Microwave meals
- Baking mixes
- Pancake mixes & syrup
- Rice, pasta, pasta sauce
- Cereal and oatmeal
- Kid-friendly snacks
- Granola bars



### FOR SAFETY REASONS:

- No opened product or food with packaging concerns.
- No glass containers.
- No baked goods, home-canned, or self-processed items.
- No baby food.
- No items needing refrigeration.

LEARN MORE >

Wild Game provides a nutritious source of protein and is accepted when managed through South Dakota Sportsmen Against Hunger. Visit [feedtheneedsd.com](http://feedtheneedsd.com) or scan the QR Code.



# GUIDE TO HOSTING A DRIVE

## 6 Steps for a Successful Food and Fund Drive

### 1. Set your goal

Setting a goal for your drive will help you determine strategies and give your group something to work toward. Consider setting individual goals. For example, if each person in your group collected 5 pounds of food and you have 100 group members, your total collection of 500 pounds of food will provide 415 meals! (1.2 pounds of food = 1 meal) Consider adding a financial goal to your drive as well!

### 2. Register your drive

Fill out [our form](#) before your event. Our food drive coordinator can reach out to walk you through the logistics of your drive, answering any questions you might have to guide you to a successful finish!

*Scan to register!*



### 3. Promote your drive

Share information throughout your network to raise involvement early in the process. Post on social media sites and community event pages, if applicable. See the next page for creative ideas to incorporate into your drive to increase donations.

### 4. Printed materials

Print the "Feeding South Dakota Food Drive" signs included in this toolkit to advertise your collection site. Cardboard boxes and plastic totes work great!

### 5. Wrap it up

When your drive is finished, deliver the food items to one of our distribution centers near you:

Sioux Falls	Pierre	Rapid City
4701 N Westport Ave. Sioux Falls, SD 57107-0123	20562 Grace Ave. Pierre, SD 57501-5660	1111 N Creek Dr. Rapid City, SD 57703-2219
Donation drop off door is located on the south side of the building.	Donation drop off door is located on the south side of the building.	Donation drop off door is located on the north side of the building.
Drop Off Questions: 605.335.0364	Drop Off Questions: 605.494.3663	Drop Off Questions: 605.348.2689

### 6. Share Your Results

Because of your generosity and that of so many others, we find it difficult to promote food drives equally on our social media platforms. Instead, we'd love to focus on your results! Please share photos and results of your food and fund drive on your social media channels and tag @FeedingSD on Facebook, LinkedIn, and Instagram; we would be happy to engage with you in your network.

# CREATIVE IDEAS

## Competitions

### **SOUPer Bowl Drive**

In the weeks leading up to the Super Bowl, set up collection containers, branded with the competing teams and invite participants to bring a non-perishable food item to their favorite team's collection container.

### **Penny Wars**

Using large glass jars, teams race to fill their jar with pennies. Teams can add silver coins or dollars to an opposing jar to subtract from their total amount. For example, if Team "A" puts a \$5 bill in the Team "B" jar, Team "B" must subtract \$5 from their total. We kindly ask you to cash in the coins and send a money order or cashier's check made payable to Feeding South Dakota.

### **Create a Giant Thermometer**

Watch teams race to the top! A FREE thermometer template can be downloaded at [causevox.com/fundraising-thermometer](http://causevox.com/fundraising-thermometer) to help track progress to your goal.



## Food Drive Themes

### **Back To School**

In September, kids across the state are gearing up to go back to school. September also happens to be Hunger Action Month. This is the perfect time to host a back-to-school drive in which you only collect peanut butter and jelly.

### **Food-themed days**

Macaroni Monday, Taco Tuesday, Whole Wheat Wednesday, Tuna Thursday, canned Fruit Friday....the list goes on!

### **"Is dinner ready?"**

Request non-perishable foods that can be used to prepare a meal like spaghetti noodles and sauce for an Italian dinner or canned chicken, refried beans, taco shells, salsa, and seasonings to create a Mexican Fiesta.

### **#BrownBagIt**

Ask your group to bring their lunch and donate what they would have spent eating at a restaurant that day. The average cost of a fast food lunch can be anywhere from \$5 to \$10!

### **Jeans Day**

Let employees wear jeans for a day for a donation. We have stickers that employees can wear showing support of Feeding South Dakota.

# FINANCIAL DONATIONS

Every \$1 donated, adds 3 meals to a food and fund drive!

## Online

A monetary donation is an efficient way to support our mission and enable us to purchase more items that are in high demand and cannot be collected during a traditional food drive. Our online giving platform makes it easy to virtually gather your group to contribute to a larger goal. Start your online fundraiser at [feedingsouthdakota.org/ways-to-give/food-fund-drive](https://feedingsouthdakota.org/ways-to-give/food-fund-drive)

*Scan to create  
a fundraising  
page!*



## Check

Checks can be made out to Feeding South Dakota and mailed to a location listed on page 4 of this toolkit. **Please do not mail cash.** Remind your donors to include the name of your organization in the memo line of their check if associated with a food or fund drive. Remember, for every \$1 collected, you can add 3 meals to your food and fund drive goal.

## Matching Gifts

Many businesses offer a matching gift incentive. Be sure to check with your Human Resources Department for the necessary paperwork to submit with your donation.

## About Feeding South Dakota

Feeding South Dakota is the state's largest hunger-relief organization, with a mission to end hunger in South Dakota. Through our programs and agency partners we are providing food in all 66 counties of our state and fighting hunger in rural communities, metro areas and Native American Reservations.

Our vision is a state where no one person's health, well-being, or potential is hindered by the availability of nutritious food. Together, with the support of our incredible volunteers and South Dakota communities, we are impacting food insecurity rates by filling the tables of our neighbors facing hunger.

LEARN MORE



Find information on our impact, programs, and more ways to give at [feedingsouthdakota.org](https://feedingsouthdakota.org) or scan the QR code.



**FOOD DRIVE**

**BENEFITING:**



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# FOOD DRIVE

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# THANK YOU for Supporting



Together we can  
end hunger.

