

FEEDING[®] SOUTH DAKOTA



FOOD & FUND DRIVE TOOLKIT



HUNGER IN SOUTH DAKOTA

In South Dakota today, there are individuals and families who find themselves without enough money to make ends meet, let alone purchase food. At the same time, there are also families, organizations, and businesses that have extra time and treasures to share. Feeding South Dakota exists to transfer that abundance to those in need.

In 2019, the U.S. Census Bureau reports South Dakota is home to 884,659 residents. Feeding America's [Map the Meal Gap](#) reports that 91,510 of our South Dakota residents are food insecure, meaning they lack consistent access to enough food for every person in a household to live an active, healthy life. Even more startling is that one in every six kids is at risk of going hungry. Food insecurity can be temporary or chronic depending on each situation.

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. The food received from food drives is distributed through our Mobile Food Pantry Program. The money raised is used to procure both donated and purchased food through its network of food resources, both locally and nationally.

We cannot do our work without your help. Thank you for hosting a food and/or fund drive. Your support will ensure that a child does not have to go to bed with a hungry tummy, a senior does not have to make an impossible choice between their medication and a meal that day, and that a single parent will be able to provide nourishment for the entire family.

GUIDE TO HOSTING A DRIVE

What is a Food and Fund Drive?

A food and fund drive is an opportunity for you and your group 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 feed 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 three meals to individuals and families in need. 96% of all donations received, including cash as well as donated food and services, help support feeding people who face hunger in our state. Rest assured, the food and monetary donations you raise during your drive will be quickly reinvested into the thousands of guests that look to Feeding South Dakota for food assistance.



Feeding South Dakota continues to earn a 4-star rating from Charity Navigator for organizational efficiency.

Most Needed Food Items:

- Peanut Butter & Jelly
- Whole Grain Cereals (hot & cold)
- Boxed Meals (i.e. hamburger, chicken & tuna helpers)
- Canned Chicken & Tuna in Water
- Low Sodium and/or Low Sugar Canned Pasta and Sauces
- Whole Wheat Dry Pasta and Whole Grain Rice
- Low Sodium Canned Vegetables
- Canned Fruits in Lite Syrup
- Low Sodium/Lite Soups and Stews

FOR SAFETY REASONS:

- No opened product
- No glass containers
- No homemade items
- No baby food

GUIDE TO HOSTING A DRIVE

4 Steps for a Successful Food and Fund Drive

Hosting a drive is easy! Here are a few steps to get you started.

1. Set your goal

Setting a goal for your drive will help you determine strategies and give your group something to work toward. Consider establishing individual goals as well. For example, if each person in your group collected 5 pounds (one can or box = one pound) of food and you have 100 group members, your total collection could be 500 pounds of food which will provide 415 meals! (1.2 pounds of food = 1 meal) If group members would rather contribute a cash donation, we can stretch a dollar further. \$1 will provide 3 meals!

2. Register your drive

Contact us before your event. Our food drive coordinator will walk you through the logistics of your drive, answering any questions you might have to guide you to a successful finish!

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 adhere to your food collection receptacles. Cardboard boxes and rubbermaid totes work great!

5. Wrap it up

When your drive is finished, we kindly ask that you arrange a volunteer, or group of volunteers, to deliver your drive to one of our distribution centers in Sioux Falls, Pierre, or Rapid City. This keeps our operation costs low and is another way you can donate to Feeding South Dakota! If you are not able to deliver the food, please call us to schedule a time for our staff to collect the food during normal business hours, Monday - Friday.

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
Donations to be dropped off on the southside of the building	Donations to be dropped off on the southside of the building	Donations to be dropped off on the southside of the building
Contact: Jennifer Stensaas jennifer.stensaas@feedingsouthdakota.org 605.335.0364	Contact: Josh Hansen josh.hansen@feedingsouthdakota.org 605.494.3663	Contact: Kimberly Wallace kimberly.wallace@feedingsouthdakota.org 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, Twitter and Instagram; we would be happy to engage with you in your network.

CREATIVE IDEAS FOR YOUR DRIVE

We rely on people like YOU every day to help us end hunger in South Dakota. People who take the time to think of those who may not know where their next meal will come from. People who decide to take a stand against hunger and coordinate a drive to support their local hunger-relief organization. To make your food and fund drive easier and successful, here are a few fun and creative ways to ask for donations and encourage participation.

Competitions

Everyone enjoys a friendly challenge! Organize a competition between groups, departments, or teams to see who can collect the most food and fund donations.

Penny wars

Using large glass jars, teams will 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 to help track progress to your goal.

Win a prize

The team that collects the most food or funds could win a day of paid time off, a gift card or a jeans day.

Food Drive Themes

Here are some theme ideas to make your food drive more engaging and fun!

Back-to-school drive

In September, kids across the country 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-theme days

Macaroni Monday, Taco Tuesday, Whole Wheat Wednesday, Tuna Thursday, canned Fruit Friday.

"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.



Fund Drive Themes

There are so many ways to make fundraising FUN!

#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.

Guess the baby

We all have at least one embarrassing baby picture buried in our photo albums. Display baby pictures of each participant and have a contest to see who can guess who the babies are! Sell guess sheets for \$5.

Bake sale

Ask your participants to put on their baking caps and try out a new recipe. Cookies, candies, cakes, pastries - anything sweet will do. You can charge by the plate or per item. Leftovers? Have a 1/2 price sale at the end of the day.



MAKE YOUR DONATION

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 through our website at feedingsouthdakota.org/donatefood.

Check

Checks can be made out to Feeding South Dakota and mailed to a location listed on page 4 or the last page 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 resource department for the necessary paperwork to submit with your donation.



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FOOD DRIVE



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Thank You

Without YOU, many in our community would not have access to nutritious food. If you have any questions during your the planning process of your drive, please contact us at one of our locations in Pierre, Rapid City, or Sioux Falls. If you are outside of these three communities, we would be happy to connect you with one of our agency partners. Thank you!



Feeding South Dakota is the only statewide non-profit hunger-relief organization with locations in Pierre, Rapid City, and Sioux Falls. Our mission is to end hunger in South Dakota. For more information, visit www.feedingsouthdakota.org.

Pierre

20562 Grace Avenue
Pierre, SD 57501
605.494.3663

Rapid City

1111 N Creek Drive
Rapid City, SD 57703
605.348.2689

Sioux Falls

4701 N Westport Avenue
Sioux Falls, SD 57107
605.335.0364

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