

## HELPING YOUR COMMUNITY – HOW TO RUN A FOOD DRIVE

Thank you for considering running a food drive in your organization in support of your local community!

In 2010 over 870,000 individuals visited a food bank each month for assistance, 38% of whom were children. Your support will make a difference in the lives of Canadians in need.

Food Banks Canada is the national organization representing the food bank community to provide short term and long term solutions to hunger in Canada, including large-scale food and fundraising. However, our organization is not equipped to provide hands-on logistical support to organizations running food drives. Local food banks are often stretched for resources and, in many instances, may also not be able to provide hands-on support for these types of events.

This document is intended to provide you with information regarding how to organize a corporate food drive at multiple office locations and will provide tools and areas of consideration for planning purposes. Before you begin organizing a food drive, we encourage you to consider if you have the capacity to provide food collection receptacles, and the capacity to drop-off the food collected at the local food bank after your drive.

### KEY STEPS TO RUN A SUCCESSFUL FOOD DRIVE IN YOUR ORGANIZATION

#### 1. GET ORGANIZED:

- Determine the dates, locations and length of your food drive
- Contact local food banks at each location to inform them of your initiative. Find local food banks online at: [www.foodbankscanada.ca](http://www.foodbankscanada.ca) and click on 'About Our Members'. Scroll down to the map of Canada and select your province to view a list of food banks. If your city isn't listed, please call 1-877-535-0958 for assistance.
- Decide if you want to set a goal for the amount of food raised during your food drive. Goals help motivate participants to give more!
- Appoint food drive coordinators for each office location or branch so that there is a food drive leader at each location.
- Create materials to spread the word about your corporate food drive, such as posters, content for your intranet/internal newsletter, email blasts, etc.

#### 2. GET COMMUNICATING:

- Inform managers and employees involved about the food drive.
- Put up posters, send emails, and spread the word about your initiative!

### 3. GET RAISING:

- Collect food during your food drive.
  - For the most part, food banks are not able to provide food collection bins so consider other ways to store the food collected. Food banks face many challenges: many are volunteer driven organizations with limited human and financial resources and are not able to provide resources for corporate events.
- Ways to motivate participation:
  - Competitions work well to motivate individuals. Consider setting up employee teams to challenge each other.
  - Provide incentive for individuals to give: allow them to “dress down” if they donate, or have events where admission fees are waived in lieu of food.
  - To promote the most needed food items, have theme days or weeks- Tuna Tuesdays, Fruit Fridays, etc

### 4. GET RAISING:

- Once your food drive is complete, coordinate a drop-off with your local food bank.
- Announce the amount of food collected for those in need.
- Thank everyone for participating in this successful initiative.

For more information, contact Food Banks Canada at [info@foodbankscanada.ca](mailto:info@foodbankscanada.ca) or contact your local food bank.