

FOOD AND FUNDS DRIVE

Foodbank®
St. Louis Area Foodbank

Welcome!

Thank you for your interest in hosting a food and funds drive for the St. Louis Area Foodbank!

Over the years, we've grown to become the bi-state region's largest non-profit 501(c)(3) food distribution community impact organization dedicated to feeding those in need. We are an organization that relies on the generosity of others to make a difference in the lives of those in need of food assistance. The St. Louis Area Foodbank's services and programs assist our most vulnerable neighbors, and what we do isn't possible without help from the community.

Our mission: Building a stronger bi-state region by nourishing people, empowering communities, and transforming systems.

This packet contains resources to help you plan your food drive, as well as information about the St. Louis Area Foodbank and statistics about hunger in the area.

We appreciate your partnership in this critical work!

You CAN do it!



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MEMBER OF
**FEEDING
AMERICA**

Food Drive Setup

1. Pick the start and end of your food drive.

- Make sure you're giving everyone time to bring food from home or purchase it to bring for the drive.
- Announce the beginning of the drive at a meeting or at a separate event; set a high energy tone for the event.

2. Contact the St. Louis Area Foodbank through our food drive contact form.

- You'll be asked what days you'd like food collection bins dropped off and collected.
- You will also be asked for the number of bins you'd like.
- Each bin holds 100-150 non-perishable items.

3. Decide where the bins will be placed to collect the food.

- Try and select a central location that is easy to access.
- The more visible the bins the better, as they will serve as a visual reminder of the drive.
- Make sure the food collection bins won't get in anyone's way.

4. Market your food drive.

- Publicity is the key to a successful drive.
- Be sure to state the start and end dates of the drive.
- Include your collection location.
- Flyers and regular announcements are a great way to keep your drive top of mind.

If you would like to collect monetary donations along with food donations, see page 5 of this packet on *Virtual Food Drives*.

Getting your food drive going only takes four simple steps.

Boston and Bennett Spears, ages 7 and 5, donated 160 pounds of food they purchased with money they earned shoveling snow last winter. Their efforts provided 131 meals to our neighbors in need.



Tips for Success

1. Set a goal.

- Make it attainable and realistic.
- Make it challenging enough to keep your organization engaged.
- Evaluate your former food drives to help determine an appropriate goal.
- If you reach your initial goal, raise the stakes and challenge your team to collect even more!

2. Spread the word.

- Send an email to your team with details about the food drive, and share on social media.
- Create and distribute flyers or posters for your drive. Get creative!
- The St. Louis Area Foodbank has several educational flyers and materials that we are happy to share.
- Reach out to us about the possibility of scheduling a Foodbank staff member to come and talk to your organization about the work we do and the impact a food drive can have in your community.

3. Make it fun.

- Have theme days, and encourage your organization to collect a specific item like peanut butter, tuna, or any of the other products on our list of Best Items to Donate.

4. Offer incentives for donating.

- Allow casual attire in exchange for a donation.
- Have a pizza party for donors.
- Give time off for top donor.

5. Make it a competition.

- Group your organization by departments, classes, teams, etc.
- Keep track and update the different groups on their standings throughout the drive.
- Have a prize for the winning team.

6. Thank everyone after the drive is over!

- Take pictures of the food donated and send out an email or post an announcement. Make sure everyone knows they should be proud of their contributions.
- Once your drive has concluded and your donations have been collected, we will report back how many meals you helped to provide.

Don't forget to pass these results on to your team!

Make your drive a success! These steps can help make your drive successful and more engaging to members of your organization.



Virtual Food Drives

A Virtual Food Drive is an online charitable event to collect funds to purchase food for those in need. Traditional food drives are a great way to get a variety of nutritious food to those in need. However, if your office doesn't have the space or desire to collect food, then a virtual food drive is the way to go!

Holding a Virtual Food Drive lets you or your group get involved with fighting hunger in an immediate and highly effective way.

Benefits:

- Eco-friendly and cost effective
- Great team-building tool
- Accessing and tracking your Drive 24/7
- Customizable page to include organization name, photos, and messaging.

Creating a Virtual Food Drive:

1. Visit <https://stlfoodbank.blackbaud-sites.com/>
2. Select **"Start a Fundraiser"**
3. Select **"Virtual Food Drive"**
4. Once on the virtual food drive, select **"Start Fundraising"**
5. Create an account
6. When asked **"Are you fundraising for a registered charity?"** Select **"Yes, continue"**
7. Search for the St. Louis Area Foodbank. We are usually #2 or #3 on the list that comes up after the search.
8. Select **"Doing Your Own Thing"** or **"Fundraising for a Charity"** when asked what kind of event you are doing. (To eliminate confusion, this fundraising platform is extremely popular for events such as walkathons, etc. that is why they ask what you are doing. The Foodbank uses this platform for virtual food drives and the occasional event.)
9. Choose your web address, this is the link you'll be sharing with friends and family when asking them to donate.
10. Click **"Create your page"**
11. *Your fundraising page is now set up and ready to accept donations!*
Before sharing with family and friends, you can customize it to your liking by adding your own text and photos if you wish. If not, you are welcome to use the default text and photos.

*Learn more and
get started at
www.stlfoodbank.org/virtual.*



*[https://stlfoodbank.
blackbaud-sites.com/](https://stlfoodbank.blackbaud-sites.com/)*

FAQ

Q: Can I drop the food off at the Foodbank?

A: Absolutely! We accept donations at the St. Louis Area Foodbank, and we will also pick up food drive donations.

Q: Should I have multiple pickups or just one?

A: That's up to you. While some organizations like to see all of the food collected throughout the drive, others need to make space for additional donations. Whatever your situation may be, we are happy to help schedule the number of pickups your drive needs.

Q: Our barrels overflowed – what should I do?

A: You can contact Jordan at jcasey@stlfoodbank.org to exchange your full barrels for new, empty ones.

Q: Are there volunteer opportunities at the Foodbank?

A: Yes! You can sign up through our site.

Q: Can I donate money?

A: Absolutely! The St. Louis Area Foodbank can turn every dollar donated into meals for neighbors in our region facing food insecurity. You can accept cash or checks made out to the St. Louis Area Foodbank. (For more information on this, please see page 5 of this packet for information on how to create a Virtual Food Drive.)

Q: What happens to the food after it's donated?

A: After food is collected and brought back to our warehouse, it is sorted, packaged, and sent out to partner agencies in the bi-state region. Our community partners work directly with families in need and ensure that the food you give finds its way to a hungry neighbor's dinner table.

Q: Can we use the St. Louis Area Foodbank logo?

A: Yes. Our logos are available. Contact Jordan at jcasey@stlfoodbank.org.

The St. Louis Area Foodbank can turn every dollar donated into meals for neighbors in our region facing food insecurity.



<https://stlfoodbank.org/volunteer-opportunities/>

Your donations go a long way to helping those in need.



Make it Fun!

Theme, Contest and Incentive Ideas

Give your drive a theme, make it a friendly competition, and incentivize participants.

Beat the "Can-petition"!

Everyone becomes a team player when you challenge others in your office or organization to help feed people. Different departments can compete to see who can raise the most food and/or funds. Host an event where the price of admission or participation is a donation for the St. Louis Area Foodbank. Executive chair races, water balloon and egg tosses are sure to draw a crowd. You can also just have a 'friendly competition' between floors in an office building, alumni groups, rival high schools or other various groups to help the cause!

Dress Down or Up

Give employees the option to either dress down in jeans or dress up in a themed costume (Hawaiian shirt day, ugly sweater day, etc.) for a minimum donation of food and/or funds for the Foodbank.

Barrel/Box Decoration Contest

Involve your most creative employees in a barrel or box decorating competition. The rest of the employees can "vote" for their favorite by placing food in that barrel/box. The St. Louis Area Foodbank can provide you with barrels. Please refer to the barrel and transportation guidelines on page three.

Construct a theme around timeframe:

Season change ("Spring Into Giving," "Falling for Food," etc.), Back to School, a company anniversary, are all good themes to build food and funds drives around.

CANstruct a structure!

Form teams to "CANstruct" structures made entirely of food to display at your office, school or organization. Once the structures are taken down, donate the items to the Foodbank. Implement a People's Choice Award, where participants can donate \$1 to cast a vote for their favorite sculpture.

Prizes and Incentives:

Everyone loves to be recognized for their efforts. Reward food and funds drive organizers or top performers with items like:

- Gift certificates, tickets or movie passes
- Prime parking spots
- "Sleep in Late" or "Time Off" coupons
- Awards or plaques

Additional ways to get your company involved:

- Request a tour of the Foodbank
- Host a food and funds drive in conjunction with a company event such as a picnic or staff dinner
- Collect loose change around the office

Best Items to Donate

- Canned Meat and Fish
- Mac and Cheese
- Instant Mashed Potatoes
- Canned Fruits & Veggies
- Peanut Butter
- Jelly
- Juice
- Canned Chili
- Beans
- Canned Soup
- Rice and Pasta Products
- Cereal and Oatmeal
- Powdered Milk
- Crackers
- Fruit Snacks
- Granola Bars
- Applesauce
- Personal Care Items
- Feminine Care Products
- Baby Care Products
- Household Essentials

We accept and encourage donations that support special diets and/or the specific health conditions of our neighbors. **Food donations that are high in protein, 100% whole grain, low or reduced sodium, and low sugar will make the most nutritious impact.**

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1 The amount of money that people who are food insecure would require to cover their food needs has hit a record high of \$298 million, **up nearly 48% from the previous year**. This translates to \$25.09 a week per person, on average.

2 **GO CARDS!**

X9 Equivalent to filling **Busch Stadium 9 times**.

3 In the 12 **Illinois** counties we serve – **104,340 people** are food insecure.

104,340
ILLINOIS

287,650
MISSOURI

4 In the 14 **Missouri** counties we serve – **287,650 people** are food insecure.

4 

5 More people than the **COMBINED** population of **16 out of the 26 counties** we serve.

391,900 PEOPLE
1 in 7
IN THE REGION
ARE FOOD INSECURE.

6 

117,120 CHILDREN (1 IN 6) ARE FOOD INSECURE

That is equivalent to the total number of students in the following districts: St. Louis Public Schools, Rockwood, Wentzville, Francis Howell, Fort Zumwalt, Parkway, Edwardsville, and Collinsville, combined.

7 
[?] **BREAKFAST**
[?] **LUNCH**
[?] **DINNER**

Almost every day, people with food insecurities are forced to **miss at least one meal**.

8 The average cost per meal is \$4.05, **an increase of 10% from the previous year**.

\$4.05
PER MEAL 

CASH DONATION RECEIPT

Please send me a tax-deductible receipt for my donation:

Business Name: _____

Foods & Funds Drive Name: _____

Donation \$: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

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St. Louis Area Foodbank

70 Corporate Woods Drive
Bridgeton, MO 63044

(314) 227-3726
STLfoodbank.org

The St. Louis Area Foodbank can provide 4 meals with every \$1 donated. Ninety-seven cents of every dollar donated goes directly back into the community. We can only afford the cost of ending hunger with the help of people like you!

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Opportunity Provider