



You can make a difference!

**Food & Fund Drive
Coordinator Kit**

This Kit includes:

- About EFN page 2
- Running Your Food & Fund Drive page 3
- Creative Ideas and Helpful Tips page 6
- Other Ways You Can Help page 7
- Registration Form & other materials page 8

Questions?

Contact Joanna Rasmussen at
253-584-1040, or email Joanna@efoodnet.org

For questions about financial donations,
contact Jeff Klein at 253-584-1040 or email Jeff@efoodnet.org

About EFN

About Us

The Emergency Food Network (EFN) has been working since 1982 "to see that no person in Pierce County goes hungry." Each month in Pierce County, more than 140,000 people seek emergency food assistance. EFN provides food and other essentials at no cost to more than 70 food banks, hot meal sites and shelters for distribution to low-income families and individuals.

The Emergency Food Network is comprised of the Distribution Center in Lakewood, the Cannery Project in Kent, and the 8-acre organic Mother Earth Farm in Orting. Through these operations, EFN distributed more than 13.7 million pounds of food valued at over \$18.9 million in 2009. Mother Earth Farm harvests more than 148,000 pounds of fresh fruits and vegetables annually.

These innovative efforts combine to make the Emergency Food Network the only non-profit emergency food distribution center in the country able to take food straight from the ground to the tables of those in need.

Emergency Food Network operates with a staff of ten full-time and two part-time employees. It is joined in its work by a dedicated corps 1,700 volunteers who gave more than 17,000 hours to the organization last year.

Due to a low administrative and fundraising overhead of just 3.7% EFN is able to distribute over \$12 dollars worth of food to local feeding programs for every \$1 donated.

Please join us in the fight against hunger.

Thank You

By sponsoring a **Food & Fund Drive** to benefit the Emergency Food Network, you will help feed thousands of your friends and neighbors. This Kit contains information and suggestions for running your **Food & Fund Drive**. We want to do everything possible to help make your drive a success. If you have any questions please contact:

Joanna Rasmussen
253-584-1040
Joanna@efoodnet.org

Running Your Food & Fund Drive

Getting Started

Please read through the following information to help you plan your food and fund drive.

- **Establish a Food & Fund Drive Committee:** Recruit committee members who are natural leaders in your organization and who are interested in motivating teammates and building a sense of community. Letting your team get involved with organizing the drive will motivate them to make it successful.
- **Select Specific Dates:** Determine if a two-week food and fund drive or a one-day collection event would be the most effective in maximizing participation. Or you can combine a month-long drive with specific special events, for example.
- **Set A Goal:** Set a goal for the amount of food and financial contributions to be raised. Setting a target allows you to build momentum for the drive. The goal can be based on the amount raised from last time, or you can set a goal based on the number of participants.
- **Register your Food & Fund Drive:** Fax or e-mail your FUND DRIVE REGISTRATION FORM (page 9) to 253-984-9368 or *Joanna@efoodnet.org*. You will be contacted to help plan details of your drive or event.
- **Promote Your Food & Fund Drive:** Share information throughout your community and/or organization to raise involvement early in the process. EFN will provide up to 20 posters to aid in your publicity efforts (See the Creative Ideas and Helpful Tips and the Materials & Forms sections on page 6).

Calculate Your Food Drive Goal:

Poundage Goal (LBS.) = Number of Participants x Pounds per Person

Financial Goal (\$) = Number of Participants x Dollars per Person

Meal Goal (\$) = Number of Participants x Meals per Person

Items Most Needed

Our most requested food products are listed below. As EFN is able to provide \$12 worth of food for every \$1 donated, we also want to encourage you to include monetary donations as part of your food and fund drive.

- **Food Items:** Canned Fruits, Meats, Stews, Tuna, and Vegetables, Diapers, Baby Formula, Peanut Butter, Personal Care Products, Single Serving Pop-Top Canned Foods. (See the Materials and Forms Section for EFN's "Most Wanted" List, page 10)

The Health Department requires that all cans have labels, all packages are factory sealed and that no severely dented or rusted cans be distributed to our partner agencies. Additionally, EFN cannot distribute any home-canned or home-packaged foods. Baby and adult formulas must be within code date for distribution.

- **Monetary Donations:** For every **\$1** donated, EFN can provide **\$12 worth of food to local feeding programs**. As you can see, we can certainly make a dollar go a long way to help feed the hungry in our community!

Collecting Donations

Having visible locations and well-marked areas for food & fund donation barrels or bins is important to the success of your drive.

- **Donation Barrels:** EFN can provide you with a large bin to collect food for your drive. Call EFN at 253-584-1040 or e-mail Joanna@efoodnet.org to arrange to have a bin delivered or picked up. You may also use your own collection boxes or bins.
- **Monetary Donations:** A secure container should be used to collect financial donations. Be sure to note on your promotional material that monetary donations will be accepted and are tax-deductible. Donation receipts are available. (See Materials & Forms section). Keep a record of your donations by using the Donor Record on page 12).

Please note:

- All financial donations to EFN are tax-deductible ID #94-3131776.
- Make all **checks** payable to the Emergency Food Network.
- EFN can accept **Credit Card Donations**. (*American Express, Visa, MasterCard, and Discover Card*).
- Use the Donor Record on page 12 to keep track of the cash/check/charge donations you receive. EFN will mail individual receipts to each donor.

Food & Fund Drive Has Ended

It's a success! Your food & fund drive is finished and it is time to tally up the numbers and send the donations to EFN.

- **Call for Pickup or Bring Your Donation to EFN:** Call EFN at 253-584-1040 or e-mail ken@efoodnet.org, to arrange for pick up of your donation, or bring your donations down to EFN and deliver them in person! We will weigh your food and provide you with a receipt for your records. If you would like to bring your winning team with you and take a guided tour of EFN, give us a call in advance and let us know you are coming.
- **Financial Donations:** You can bring financial donations and the Donor Record (page 12) in person to EFN or mail to: Emergency Food Network, 3318 92nd Street South, Lakewood, WA 98499-9328.

Be sure to list the name of the organization providing the donation for the Food & Fund Drive. Please contact us if you would like to make a special presentation.

- **Thank You and Kudos:** A special note of thanks will be sent to your organization. We would love to have an opportunity to thank you in person at a company or organizational meeting when available. Contact Jeff at 253-584-1040 or Jeff@efoodnet.org. EFN will also send out a press release to the media which will include your group's name and the pounds of food collected. (Please let us know if you do not wish to be included in media press releases.)

Creative Ideas and Helpful Tips

- **Involve Your Leaders To Challenge Participants:** Ask your organization to make a matching gift or challenge grant. For example, an organization could donate \$1 for every pound of food donated by the participants.
- **Friendly Competition:** Set up a competition between departments or groups to encourage friendly competition OR incorporate the food drive as part of an event. Our experience has shown that these are the most successful types of drives.
- **Promote Your Food & Fund Drive:** You can begin promoting your drive now! Dress the office with posters or flyers; use office e-mail; send out a memo; submit notice to your internal newsletter; announce it at department meetings! You can also promote your food and fund drive in community and church bulletins, through local TV, radio and newspaper media outlets, at neighborhood grocery stores and many other locales.
- **Have Fun:** Your food & fund drive can be more fun and successful if you decide upon some creative approaches together. Use cans as entry into your organization-sponsored event in lieu of tickets; hold contest among teams or groups of people; organize golf and softball tournaments or silent auctions; let your creativity flow!
- **Make It Educational:** Participating in a food & fund drive is an excellent opportunity to educate your neighbors, friends and family about the meaning of community sharing, hunger and nutrition, economics and volunteerism. EFN has speakers available to come out and share information about our programs and hunger issues upon request. Contact EFN at 584-1040 or Jeff@efoodnet.org to arrange a speaker.
- **Make Participation Easy:** Collection sites should be visible and easy to find. Central locations that usually work best are break rooms, common meeting rooms and reception areas. Be sure that boxes or barrels are easily accessible.
- **Celebrate Your Success:** At the completion of your food & fund drive, announce the individuals or groups that made the highest contributions, publish the results on your website or in a newsletter.

Creative Events From Other Organizations

Check out these event ideas that other groups have used to energize their drives:

- **Skip a meal:** Ask colleagues to skip a meal and donate the money that they would have spent on food. This will also give participants perspective on how hunger impacts their daily activities.
- **Competition or Challenge:** Organize a contest between departments, teams or groups with awards for the group that raises the most food or financial contributions, like a pizza lunch, a free party, or breakfast with an executive.
- **Food Drive Event:** Hold a party or lunch as part of the drive with the price of admission set at 2 cans of food or a \$5 donation.
- **Food Drive Drawing:** Get coworkers or businesses to donate prizes. Sell tickets or give one for each bag of groceries donated. Hold the drawing at the party.
- **Round Up:** For retailers or restaurants, encourage customers or employees to round up purchases to the nearest dollar or other round number. The difference is donated to EFN on their behalf.
- **Online Events:** If your organization has an Intranet or active website, consider hosting an online promotion, like an online auction. Proceeds benefit EFN.

Other Ways You Can Help

- **Make a Financial Contribution:** EFN continues to rely heavily on private local support to operate. Donations are received from local businesses, churches, foundations, corporations, civic groups and individuals. You can mail a check made out to EFN to 3318 92nd Street South, Lakewood, WA 98499-9328. You can donate by phone at 253-584-1040, (*Visa, MasterCard, American Express, and Discover Card accepted*)
- **Double Your Monetary Donations:** Thanks to the generosity of many businesses; you can multiply your monetary gifts to EFN through corporate matching programs.

Contact your Human Resources Department to find out if your company provides gift matching for charitable contributions. If there is no formal matching program, contact company management about the possibility of a special corporate match to inspire and show support of their employees' efforts to help feed hundreds of thousands of our friends and neighbors here in Pierce County.

Materials & Forms

The following pages contain materials and forms to help run your food drive.

- **Food & Fund Drive Registration Form:** Fax or mail the form to register your drive.
- **"Most Wanted" Items List:** Distribute these flyers with most needed items to food drive participants.
- **Hunger Fact Sheet:** Use this information to educate participants on the issues of hunger.
- **Donor Record:** Use this form to keep track of financial donations and to ensure that each donor receives their tax-deduction receipt.

Food & Fund Drive Registration Form



Fax this form to:
253-984-9368

Email this information to:
Joanna@efoodnet.org

Mail this form to:
EFN – Food Drive
3318 92nd Street South
Lakewood, WA 98499-9328

Food & Fund Drive Dates - Start: _____ End: _____

Organization Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Would you like your food drive listed on our website as a public drop-off site? No, Yes

Would you like the results of your food drive to be listed in a press release to the media? No Yes

Do you need a Food Drive Collection Bin? No Yes

Do you need Food Drive Posters? No Yes, How many? _____

Please check one:

Please deliver the bin/posters on this date and time: _____

We will pick up the bin/posters from EFN on this date and time: _____

Please check one:

Please pick up our collected food on this date and time: _____

We will bring our collected food to EFN on this date and time: _____

****EFN USE ONLY****

Deliver Bins – Date: _____ *Time:* _____

Pick-up Bins – Date: _____ *Time:* _____

Total Pounds of Food: _____ *Total Amount of \$:* _____



Food Drive “Most Wanted” List

Canned Goods

Peanut Butter
Chili
Beef Stew
Ravioli
Cannelloni
Canned Tuna

Yams
Canned Chicken
Canned Beef
Assorted Canned Fruits
Assorted Canned
Vegetables

Packaged Items

Hot Cereal (Oatmeal, Malt-O-Meal, Cream of Wheat, Grits, etc.)
Mashed Potatoes
Stuffing Mix
Powdered Eggs
Macaroni & Cheese

Drinks

Coffee
Juices
Ensure (or other Supplemental drinks)

Infant Items

Infant formula
Diapers

Personal Products

Bar and Liquid
Soap
Toothbrushes
and Toothpaste
Laundry Detergent

Shaving Supplies
Feminine Hygiene Products
Deodorant and Perfume
Toilet and/or Facial Tissue
Assorted Cosmetics

DONATE MONEY

With every \$1 donated EFN can provide *\$12* worth of food.

Hunger Facts

The Emergency Food Network (EFN) is a non-profit food distributor serving over 70 food banks, hot meal sites and shelters in Pierce County. It was begun in 1982 with a mission "to see that no person in Pierce County goes hungry." Today it provides more than half of the food being distributed to those in need by feeding programs in the county.

National and Statewide Hunger Facts

- 12.7% of Americans live in hungry or food-insecure households.
- Households with children have double the rate of food insecurity compared to those without (16% vs. 8%).
- Washington has had one of the top five highest hunger rates in the country for the past ten years.

Each month in Pierce County more than 140,000 children, seniors and adults seek help finding food in Pierce County. Of these individuals:

- 53% are children and seniors (39% children under 18, 14% individuals over 65)
- 99% fall below the national poverty line
- Over half are families with *at least* one adult working

During 2009, 445,765 individuals (unduplicated) received over 11.5 million meals at Pierce County food banks.

Every dollar makes a difference to hungry families in our community. For every dollar donated, EFN is able to distribute over \$12 worth of food to the 63 feeding programs it serves. Here's a sample of what your dollars can do:

- \$1,000 provides over one year's worth of food for a family of four
- \$500 provides 2,500 meals for children during the summer when school lunches are unavailable
- \$250 provides thirteen cases of Ensure for seniors, those with long-term illnesses, and those with special dietary needs
- \$100 allows for an infant in need to have two months of baby formula
- \$50 provides three weeks worth of food for a family of four
- \$25 provides 125 meals for children during the summer when school lunches are unavailable

