



SHELBOURNE COMMUNITY KITCHEN  
PRESENTS

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**THE FOOD  
DRIVE STARTER  
PACK**

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2019



• TIPS AND TRICKS •

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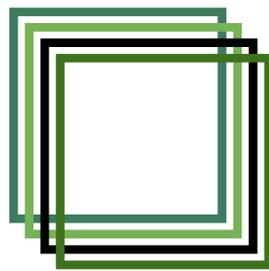
# HAVING A SUCCESSFUL FOOD DRIVE

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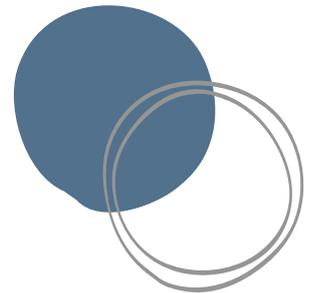
## MAKE IT A GROUP EVENT

This helps to build momentum and bring your donors together to celebrate their achievement.



## PICK A THEME

This gives your donors a fun way to connect to your event and can amp up the team spirit.



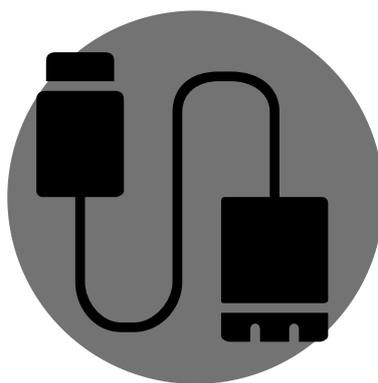
## SIMPLE SELECTION

Choose 1-3 food items that your team loves eating rather than a whole list.



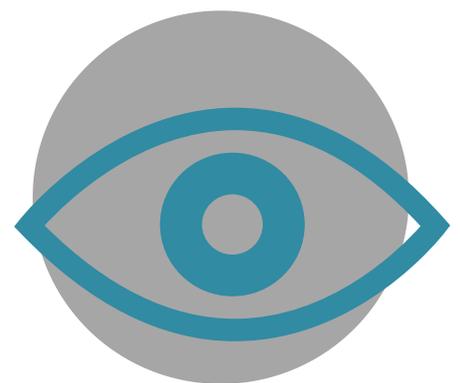
## SET GOALS, TRACK PROGRESS

Set a goal on the number of items or a specific weight of donations. Track and share this information with your group to help motivate them and reach your goal.



## FACILITATE CONNECTION

Plan plenty of time to advertise and introduce the Shelbourne Community Kitchen to your group before the food drive begins.



## INCREASE VISIBILITY

Find an a location that allows your event increased visibility within the community.

# FOOD DONATION GUIDELINES

## Some food for thought...

1. Consider choosing foods that are low in sugar and sodium.
2. Consider choosing whole grain alternatives that can help contribute to a healthy diet.
3. Please check best before dates before donating.

## WE ACCEPT...

- Canned fruits and vegetables
- Canned beans, meats and fish
- Dry goods such as pasta, rice, grains and cereals
- Sauces, baking ingredients and condiments
- Soups, stews and instant dinners
- Coffee, teas, juices
- Toiletries and personal hygiene supplies

## UNFORTUNATELY, WE DO NOT ACCEPT...

- Home canned goods of any kind
- Items that have been opened or partially used
- Items that are not in their original packages
- Cans/packages with severe damage or without labels
- Fresh/Frozen meats including uninspected wild game
- Dairy products or eggs

# COORDINATION CONSIDERATIONS

Keeping these insights in mind will help you run your food drive more efficiently.

## 1 HOW SHOULD I STORE AND TRANSPORT FOOD?

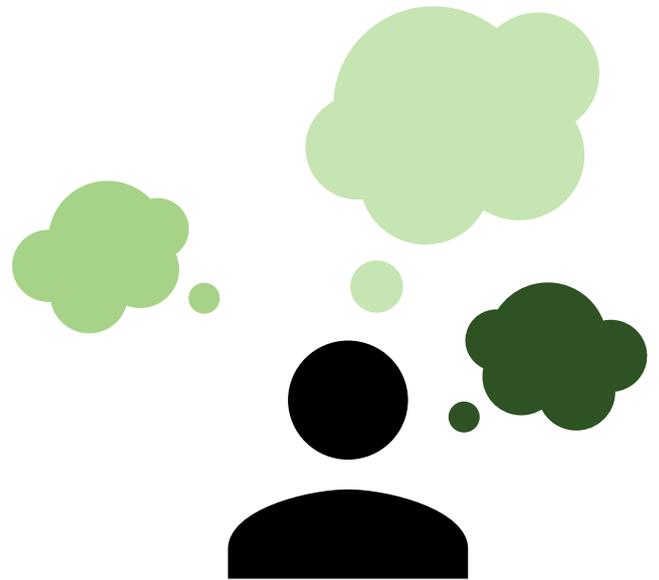
Have a supply of bins and cardboard boxes to make storage and transport easy. This also ensures your donations stay organized!

## 2 FOR SMALLER GROUPS...

For smaller groups, or food drives from the general public, you can coordinate a volunteer or staff member to deliver donations to the kitchen.

## 3 WHERE CAN I GET BOXES?

Grocery and liquor stores often have extra boxes if you ask!



## 4 FOR BIGGER GROUPS...

For bigger groups, schedule a kitchen representative to come receive the donations. They can offer a 3-5 minute speech on the positive impact your food drive can have, and take donations back to the kitchen.

## 5 FOR FOOD DRIVES LONGER THAN 3 WEEKS...

With a bigger group, if the food drive is 3 weeks or longer, sometimes multiple pick-ups are helpful as their can be limited storage.

# HOW TO: INCREASING FOOD DRIVE ENAGAMENT

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## MAKING YOUR FOOD DRIVE A SUCCESS

1

**SUPPORT** those participating in your food drive. Give volunteers a clear understanding of food drive guidelines, coordination considerations, and tips for success to allow your food drive to run smoothly!

2

**REWARD** your volunteers. One way to do this is through a little friendly competition – provide a prize for the volunteer who brings in the most donations!

3

**RECOGNIZE** your volunteers, and the people that helped you make the food drive happen. Connect this with the positive impact this will have on your cause.

4

**EVALUATION AND FEEDBACK** are a good way to allow those involved to see the progress and impact your food drive has made in the community. An info-graphic is a great way to do this.

5

**GET SOCIAL WITH IT!** Make your food drive into an opportunity for participants to mingle and connect with the cause and others who care about the cause.

# KITCHEN CONSIDERATIONS

## ENDORSEMENT



The use of the name and the logo of the Kitchen are welcomed in printed or online material that will advertise your food drive! We kindly ask you to please make sure that it is clear to the general public that the food drive will be organized by your community “in support of” the Kitchen (so people know they should contact your organization, and not the Kitchen, in case of any questions).

## KITCHEN MISSION

Please use the following statement to describe what the Kitchen is and what we do:

The Shelbourne Community Kitchen's mission is to create opportunities with people living on low income to cook, grow, share and connect for improved health and wellbeng by offering a unique neighbourhood food center model. We provide opportunities for people to:

- Prepare and share healthy meals together;
- Access nutritious food;
- Work together to grow food and build gardening skills;
- Connect with other community resources and become resources for one another.

## SOCIAL MEDIA

The Kitchen would love to help promote your food drive and celebrate your support through our social media. We can share your social media posts and thank you and your group on our social media pages. We do not co-host or collaborate on third party fundraisers.

## LOGO & LANGUAGE

### **Logo:**

We ask you to only use the Kitchen's logo in material that is related to the food drive. Please do not edit or adjust the proportions and colors of the file you recieve from us.

### **Language:**

We often refer to the Kitchen main objective as help to improve food security for people living in a low income. Individuals who engage in the Kitchen's many activities and programs are referred to as a “participant” or member”.