



## **Food Drive Toolkit**

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## Planning a Successful Food Drive

The Blue Ridge Area Food Bank provides emergency food assistance to more than 104,000 people each month throughout Western and Central Virginia. Last year, the community donated more than 700,000 pounds of food through food drives, providing more than half-a-million meals to our hungry neighbors! Your donations are more vital than ever, and hosting a food drive is a fun and simple way to help. Here are a few tips to make your drive a success.

### Ready...

- Establish a team or a committee to organize the food drive. Create a food or hunger theme, set goals, plan logistics and develop a timeline.
- See our wish list (below) to develop your food drive theme for a particular period of time. For example:
  - **Meat the Need:** canned meats and canned beans
  - **Back to School:** kid-friendly, healthy snacks
  - **Supper Sides:** boxed pastas, rice, soups and macaroni and cheese
  - **Five a Day:** canned fruits and vegetables

### Set...

- Obtain sturdy collection bins and establish drop-off locations. Copy paper boxes work well, or ask us for a collection barrel. Label boxes with food drive information.
- Promote the event through a company newsletter, emails to staff, flyers, and posters. Be sure to share the Food Bank Web site – [www.brafb.org](http://www.brafb.org).
- Optional: Offer participation incentives such as a prize drawing entry for those who give. To encourage participation, send a bag home for employees to fill with food.
- Organize a group of staff to tour the Food Bank and volunteer prior to the event.

### Go!

- Happy shopping! Let us know if we can help throughout the drive.

### Whew...

- Contact the Food Bank before the food drive ends to discuss delivery options.
- We will send you a receipt for the total pounds collected.
- Share/publicize your results among staff and in local media (see press release template below).
- Review the event and set the date for next year!

## **Our Wish List**

- All donations should be non-perishable. NO GLASS PLEASE.
- Most desirable items include proteins such as canned tuna, salmon or chicken, peanut butter, beans, and canned nuts.
- Dairy items such as canned, evaporated, or powdered milk are in high demand.
- Fruits and vegetables including 100% juice in boxes and cans, canned vegetables and fruits in light syrup or fruit juice.
- Boxed pasta, rice, cereal, canned soups and stews, and macaroni and cheese are some other items that are always appreciated.

## **How Else Can You Help?**

- If you don't want to shop for a food donation, let us buy it for you. We take financial donations; in fact, just \$1 provides four meals! Give online at [www.brafb.org](http://www.brafb.org). Or shop in our virtual food drive on our Web site.
- Help us with transportation. Deliveries are welcome at our warehouse between 8:30 a.m. and 4:30 p.m., Monday through Friday.

## **Thank You!**

Your generous support enables us to fight hunger daily in our community.

# MOST NEEDED FOODS

- Cereal
- Peanut Butter
- Canned Soups & Stews
- Canned Fruits
- Canned Meats  
*(Tuna, Chicken, Salmon, etc...)*
- 100% Juice
- Boxed Macaroni & Cheese
- Spaghetti Sauce
- Pasta
- Rice
- Paper Products  
*(Diapers, toilet paper, etc ...)*
- Personal Care Items  
*(Shampoo, Soap, Laundry detergent, etc...)*

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**BLUE RIDGE AREA  
FOOD BANK**

a member of  
**FEEDING  
AMERICA**

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**FOR IMMEDIATE RELEASE**

**[YOUR ORGANIZATION'S LOGO]**

**Contact:** [NAME]  
[PHONE]  
[E-MAIL]  
[WEB ADDRESS]

**[HEADLINE]**

**[SUBHEAD]**

**[(CITY, STATE - DATE)] –**

1. Begin with a paragraph about exactly what is going on, including time, date and location (in that order).
2. Second paragraph should detail the attractions of the event.
3. Third paragraph should explain why it's important for the community to become involved.
4. Final paragraph should include additional ways to get more information: (Web site/e-mail/phone, etc...)
5. A good press release does not exceed one page. It is straightforward, easy to read and relatively brief.

**[YOUR ORGANIZATION'S BOILERPLATE – OPTIONAL] (See below for Food Bank's boilerplate as an example)**

#### **About Blue Ridge Area Food Bank**

Founded in 1981, the Blue Ridge Area Food Bank is the largest organization alleviating hunger in western and central Virginia. Headquartered in Verona, VA, the Food Bank serves 25 counties and nine cities through distribution centers in Charlottesville, Lynchburg, Winchester and Verona. The Blue Ridge Area Food Bank distributes more than 20 million pounds of food annually to 104,000 people each month through a network of more than 300 community partners – food pantries, soup kitchens, shelters, schools, churches and other non-profit groups. The Food Bank is a member of Feeding America, a national food bank association that supports 200 food banks across the United States. For more information, visit [www.brafb.org](http://www.brafb.org).

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