Gleaners Community Food Bank of Southeastern Michigan

Food and Fund Drive Manual
For Businesses and Community Organizations

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**Feeding Hungry People and Nourishing our Communities**

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**Founding Member of**
Thank you for your interest in holding a food or fund drive to benefit Gleaners Community Food Bank. Gleaners relies on generous volunteers like you to help feed those in need. Each year, more than 1,500 student groups, businesses, civic and religious organizations sponsor food drives, collecting over 2.5 million pounds of food for our hungry neighbors.

Each drive can be custom-made to fit your organization. You can concentrate on collecting non-perishable items, funds, or a combination of both. You set the goal and the duration of your drive. You provide the location and imagination. Gleaners is here to help!

About Hunger

- More than 720,000 people in southeast Michigan live in poverty.
- One in six people in Michigan will need emergency food this year.
- 34% of households served by Michigan food banks have at least one employed adult.
- 62% of people served by food banks live in suburban or rural areas.
- 38% of the people Gleaners serves are children and 7% are seniors.
- Child poverty has more than doubled in the past decade; one in four children are now at risk of hunger.

About Gleaners

Gleaners collects and distributes over 34 million pounds of food annually, providing more than 28 million emergency meals to our neighbors in need.

How it works: Food is donated by major food processors and retail chains, collected through food drives, or is purchased by Gleaners at deep discounts. The food is then brought to a Gleaners Distribution Center to be inspected and sorted by the 48,000 volunteers that we rely on each year. Gleaners distributes the food to more than 510 partner agencies throughout southeast Michigan that provide pantry supplies or prepared meals directly to hungry people. Those partners include pantries, schools, shelters, senior citizen centers, and soup kitchens.
GETTING STARTED, SETTING A GOAL

Organizing a food drive is fun, but it can take some work. Below are some steps to help make your food drive a success.

❖ Contact Gleaners and Work With a Food and Fund Drive Coordinator
   We have lots of great resources for you! Give us a call at 866-GLEANER or complete our online food drive registration form at http://www.gcfb.org/food_drives_events_calendar and we will contact you to help you plan your food drive! Please forward all inquiries to the same Coordinator.

❖ Recruit Your Team
   Get others involved to build excitement, or split into teams and see who can collect the most food or raise the most funds. Be sure to include management and leadership!

❖ Pick Your Dates
   Depending on the size of your organization, 2-3 weeks is best. You want to give people enough time to bring in a donation without losing a sense of urgency and excitement.

❖ Set Your Goal
   It is very important to set a goal of how much food and funds your organization will work to collect. This will give people something to strive toward and will allow you to gauge your progress during the drive. We recommend setting a minimum goal of 5 pounds or $5 a person.

Here are some formulas that will help you set your goal and determine what your efforts provide:

- 1 Dollar = 3 Meals
- 1 Dollar = 3.6 Pounds
- 1 Pound = .83 Meals
- 1 Pounds Meats = 1.2 Pounds

❖ Inquire about a Corporate Match
   Challenge your company to match employee donations with a corporate food or monetary donation. For example, your organization could match employee donations dollar per pound or dollar per dollar. Many organizations already have a
program in place to match financial donations or volunteer hours, so be sure to check with your Human Resource Department.

☒ Get Food Drive Supplies from Gleaners

Talk to your Food Drive Coordinator about what supplies you will need. Gleaners can provide food drive collection boxes, posters, donation canisters and “I Fed Someone Today” stickers. **Whenever possible, we ask that you pick up your supplies at one of our five warehouses to save us the expense of delivering them.** Please call your Food Drive Coordinator so we can have the supplies ready.

☒ Determine Where You Will Store the Food

Boxes of food can be heavy! Be sure to store your donations in a location where they won’t have to be moved frequently, or use smaller boxes that are easy to lift (copy paper boxes work well). Collecting donations in a public space where employees can see how much food has been donated is also a great motivator!
Consider a Virtual Food Drive

A virtual food drive is a way for you to collect donations online. Our secure website allows you to “Shop With Us” and provide the foods Gleaners needs most.

- **Neat** - no boxes of cans in your lobby!
- **Convenient** - no need to grocery shop or carry items in to the office.
- **Green** - no costs for supplies, transportation or fuel.
- **Effective** - Gleaners can use our buying power and relationship with food distributors to purchase food well below retail price.
- **Fast and Easy** - Donors may use any major credit card for payment on a secure site and receive an e-receipt confirming their tax deductible donation immediately.

An example of a virtual drive can be found at [http://fooddrive.gcfb.org/campaign_general_vfd](http://fooddrive.gcfb.org/campaign_general_vfd)

We can add your company name to a drop down list at the checkout so donations can be made on your company’s behalf. Personalized Virtual Drives can be created for companies committed to raising $500 or greater!

**PROMOTING YOUR DRIVE**

Get the Word Out

- Post fliers or posters in high traffic areas. Use Gleaners’, or create your own!
- Send memos, e-mails, tweets, and post on Facebook to get the word out within your organization and to local businesses, schools, churches, and social organizations that you would like to involve.
- Begin your Food Drive with a Kick-Off Rally to get participants excited. Remind everyone of your goal, the need for emergency food, and offer incentives for participation.
- Track your progress by posting a thermometer or chart to show movement towards your goal.
Local newspapers often look for human interest stories, so consider contacting them about your drive. **Be sure to let your Food Drive Coordinator know if you contact the media.**

**Raise Hunger Awareness to Increase Participation**

A food or fund drive is a great way to educate others about the issue of hunger in southeastern Michigan. Informative videos and detailed information is available on our website. Gleaners representatives are also available to speak to your group. Contact your Food Drive Coordinator for additional information or resources.

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**Be a Food Drive Cheerleader!**

Keep participants informed of your progress and the food drive end date, and encourage everyone to get involved!

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**Determine How You Will Deliver the Food**

We ask that whenever possible, you deliver your donation to one of our five Distribution Centers or one of our Partner Agencies. By saving Gleaners the expense of trucks, drivers, and gas, you enable us to devote more dollars towards feeding hungry people.

*We can pick up donations of 250 pounds or greater. Please contact your Gleaners Food Drive Coordinator to discuss your options.*
Need Additional Information?
Visit our website to see our Frequently Asked Questions list.

After Your Drive......Celebrate Your Success!
Your Food Drive Coordinator will let you know how many pounds of food and dollars were collected, as well as how many meals your donation will provide. Be sure to share this information with participants. They will want to know they were part of something great!

Food Drive Follow-Ups
• Send thank you letters to key participants.
• Take the time to evaluate and record what worked and what changes you would enact to make your next drive even better.
• Share your experiences and photos with your Food Drive Coordinator

Stay Involved!
• Check out Gleaners website at www.GCFB.org for more information, videos and to sign up for our newsletter.
• “Like us” on Facebook at facebook.com/Gleanersfan and follow us on Twitter at twitter.com/Gleaners to keep up to date on our upcoming events and campaigns!
• Volunteer at a Gleaners warehouse or as a special event volunteer. Go to http://www.gcfb.org/volunteer_opportunities for more information.
• Support businesses that support Gleaners. Check the Gleaners website for businesses that are holding events for Gleaners or have special offers that support the food bank.
• Be sure to let us know about your future food drives or hunger relief initiatives. Remember hunger exists and we need donations year round.

Can you pick up my donations today?
In order to make the best, most efficient use of our funds, we pre-schedule our pick-ups. We ask that you schedule a pick-up at least a week in advance. Please allow for more time between October and December, as this is our busiest time of year.
THANK YOU FOR SUPPORTING GLEANERS!

FUN FOOD DRIVE IDEAS FOR YOUR ORGANIZATION

Create Friendly Competition
A little friendly competition can make a big difference in the amount of donations you collect! Hold a contest between departments, office locations, or floors. Create teams like “Men vs. Women” or “Spartans vs. Wolverines.” You could even challenge another business to get in on the competition. The “loser” could have to suffer a consequence, such as having to provide lunch or car washes for the winners.

Have an Incentive for Reaching the Goal
Incentives really help motivate employees to donate. Here are some ideas:

- Offer to buy lunch for the winning team or if your company goal is met, or give a prime parking spot to the individual who donates the most!
- Enter the names of employees who donate food or funds into a drawing for prizes.
- Consider offering Casual Fridays for a month to increase participation and donations. Employees who donate get a pass on the suit and tie!
- Have management agree to perform a silly act, give an afternoon off for reaching your goal, or allow the employee who donates the most to be “boss for the day.”

Piggy Back
Add a collection to another planned event like a meeting, luncheon, or seminar. Be sure to publicize the drive before the event so people will remember to bring donations. Plan a food drive around a team building event like a Chili Cook Off or Pancake Breakfast!
**Lock up Hunger**
Create a “jail cell” area within your building, complete with a volunteer sheriff. For a small donation, employees could have an “arrest warrant” issued for an alleged wrongdoer. Once rounded up by the sheriff, the accused could do their time, or prove their innocence through a charitable gift to the food and fund drive.

**Get Specific**
Ask participants to focus on collecting just one type of food. This makes it easy to remember donations and gives you an eye catching display (a wall of cereal boxes is an impressive sight) and supplies Gleaners with the items we use the most. High demand items are canned fruit and vegetables, canned tuna, peanut butter, cereal, canned soups/stews and mac & cheese.

**Develop or Adopt a Theme or Slogan**
Perhaps you want to use a general theme (Drive Out Hunger), or generate your own theme that ties in with your organization. Plan your drive around an event (Soup for the Super Bowl) or holiday (Thanksgiving Fixings). Another possibility is to focus your food drive on a specific food item each day: Macaroni Monday, Tuna Tuesday, Fruity Friday, etc. Hold a “Back to School Drive” and collect items to fill a lunch box like peanut butter, granola bars, etc. Try a “Winter Wonderland Drive” with foods for a warm meal like soup, hot cocoa, and oatmeal.

**Lose the Latte or Brown Bag It**
Skip that run to the coffee shop and buy a meal for a hungry neighbor. Ask participants to bring their lunch instead of eating out and donate what they would have spent to the drive.

**Build a Can-structure**
Design a sculpture out of cans, and have your group bring in donations to complete it! Or, design a sculpture using your donations! You can even hold a competition to see who can design the best structure.
SUGGESTED ITEMS TO DONATE

Below are some suggestions of nutritious canned and dry goods that Gleaners uses the most. Please no opened containers, homemade food or expired products, and avoid items in glass as they often break in transit.

TOP 5 NEEDED ITEMS

Canned Fruit (no heavy syrup)
Canned Vegetables
Tuna Fish
Peanut Butter (in plastic jars)
Healthy Cereal/Oatmeal

Hearty Soups, Stews
Canned Spaghetti or Pasta
Beans (black, kidney, pinto, or refried)
Canned Meats (chicken, salmon)
Pasta, Macaroni and Cheese, Rice
Pancake or Baking Mixes
Baby Food or Formula

THese ITEMS MUST TO BE IN A SEPARATE CONTAINER FROM FOOD GOODS

Personal Care Items
Diapers
Toothpaste and Toothbrushes
Soap and Shampoo
Disposable Razors