

# Food and Fund Drives

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

Food & Fund Drives  
Virtual Food Drive  
Join the G3 Club - Give Three  
Best Foods to Donate Guide  
Tips for a Successful Food Drive  
Sample Letter to Participants  
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Food Drive Registration Form

Los Angeles Regional Food Bank  
1734 East 41<sup>st</sup> Street  
Los Angeles, CA 90058  
[www.lafoodbank.org](http://www.lafoodbank.org)

# HOW YOU CAN HELP

Choose 1, 2 or all 3!

## 1 Organize a Food and Fund Drive

The Los Angeles Regional Food Bank relies heavily on local support to continue to provide millions of meals to those in need. A company-sponsored Food and Fund Drive is a great way to build team spirit and community good will within companies, schools and other organizations.

Food and Fund Drives are easy! As a Food Drive Coordinator, you may plan, promote and manage your campaign any way you like!

First, complete the food drive form attached and fax it to 323-234-0943. We will then call you to schedule the delivery of your food drive boxes which will most likely be delivered to you via UPS.

Food drive boxes are 3' high and 2' wide, and will hold about 200 pounds of food. When your boxes are  $\frac{3}{4}$  full, just contact **Xochitl Enriquez at 323-234 3030, ext. 194 or [xenriquez@lafoodbank.org](mailto:xenriquez@lafoodbank.org)**. We will pick up your boxes, deliver empty ones, and provide you with a report of how much we collected.

We'll also have PDF files of posters and flyers that you can download from our website ([www.lafoodbank.org](http://www.lafoodbank.org)). This will make it easier for you to get the word out about your drive.



## 2 Donate Funds

In addition to food and grocery products, every dollar raised through your drive enables the Food Bank to distribute 5 pounds of food. That means we can provide more than 400 meals for every \$100 raised. Again, the Food Bank can provide you with necessary supplies, such as donation envelopes for participants who might be interested in making a financial contribution.

For every \$1 donated, the Food Bank is able to acquire and distribute food for 4 meals. Donations can be made in cash, by check, Visa, Mastercard or American Express.

Donations can also be made online at [www.lafoodbank.org](http://www.lafoodbank.org).

\$1 = 4 meals

\$1 = 5 pounds of food

# 3

## Hold a Virtual Food Drive

### Hold your own Food Drive online!

To meet the increasing demand for food assistance, the Food Bank supplements the donated food we receive with purchases of many shelf-stable items. With the touch of a button, the Virtual Food Drive allows you to get food to those who are facing hunger in our community in a more efficient manner.

The Virtual Food Drive is easy and quick using the power of email and the Internet. You can personalize your food drive to fit your needs. This is also great for team competitions! Your Virtual Food Drive Team Page can tally running totals so you can see how much your food drive has raised or how much each team has raised.

Please contact Marie Carpenter, 323.234.3030 ext. 146 or [mcarpenter@lafoodbank.org](mailto:mcarpenter@lafoodbank.org).



#### Why use the Virtual Food Drive?

- It is a great way to motivate and engage all employees or members to help their community – right from the convenience of their own computer
- It enables the Food Bank to purchase the exact items needed
- It gets more meals to hungry people faster and with less expense than through traditional food collection drives

Visit the Virtual Food Drive at [www.lafoodbank.org](http://www.lafoodbank.org).

*Donations accepted through the Los Angeles Regional Food Bank's Virtual Food Drive are restricted for the purchase and distribution costs of food items like canned tuna, peanut butter, canned fruits and vegetables and cereals.*

### Join the G3 Club!

G3 is a donor recognition campaign given only to **corporations** or **organizations** that have met three important components of giving to the Food Bank. You can join this exclusive club by:

- Giving Food - donate a minimum of 500 pounds of food or hold a virtual food drive
- Giving Funds - donate a minimum of \$500 to the Food Bank
- Giving Time - volunteer at least 10 shifts at the Food Bank or off-site event

Your company or organization will be recognized at our annual Appreciation Luncheon and in our G3 display at the Food Bank, as well as online at [www.lafoodbank.org/G3](http://www.lafoodbank.org/G3).

# The Best Foods To Donate To Your Drive

## fruit & vegetable group

choose canned or dry fruits and vegetables in an array of colors to ensure consumption of a variety of vitamins and minerals.

- canned vegetables
- vegetable juice
- tomato sauce
- spaghetti sauce
- canned fruit  
(in its own juice)
- fruit juice (100%)
- shelf-stable fruit cups

## protein group

choose shelf-stable lean meats as a good source of low-fat protein and canned or dry beans as a good source of fiber.

- tuna
- salmon
- chicken
- beans
- chili
- beef stew
- peanut butter
- nuts (unsalted)

## milk group

choose shelf-stable low-fat dairy products fortified with vitamin D.

- dry milk
- boxed shelf-stable milk

## grain group

choose non-perishable whole grains as often as you can for maximum nutritional value.

- hot cereals
- whole grain crackers
- whole wheat pasta
- low sugar/high fiber cereal
- whole grain rice



Foods high in fat, oils and sugar provide calories, but few nutrients. These foods make up a high percentage of many diets because they are inexpensive and easy to obtain. It is therefore important to provide healthful foods for those with limited financial resources to supplement their restricted choices with healthy alternatives.

It's important to realize that, although an overweight person may look well-fed, they may be filling up on calorie-dense food that does not contain the nutrients their body needs. Take a look at the food groups to help guide you in providing healthy choices.

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# Tips for a Successful Food Drive

1. Plan Ahead
  - Select a leadership committee to plan your strategy and theme
  - Determine the length of your food drive
2. Set a goal
  - Determine how many pounds and how much money you want to collect.
3. Arrange food collection barrel delivery and pick-up dates
  - Order collection barrels as soon as possible
4. Get management involved
  - Encourage executives to show their support by sending emails, voicemails or letters.
  - Have your company match employee donations, i.e. \$1 for each pound of food collected
  - Set up a day for executives to volunteer at the Food Bank
  - Challenge an executive to perform an outrageous activity if your goal is met
5. Promote your food drive
  - Organize a kick-off event to build enthusiasm
  - Make food drive posters or printed grocery bags
  - Hand out shopping list of most needed foods
  - Announce weekly or daily totals to staff members
  - Download Food Bank posters and flyers
6. Build awareness and visibility
  - Invite participants to tour and sort food at the Food Bank
  - Use paycheck stuffers to remind people about donating
7. Make it fun and simple to participate
  - Place grocery bags at every employee or student's desk
  - Throw an event and charge a can of food for admission
  - Hold a raffle
8. Encourage financial contributions
  - Set a separate financial goal
  - Order and distribute Food Bank donation envelopes
9. Utilize exciting competitions and creative themes
  - Have Macaroni Mondays, Tuna Tuesdays, or food group themed weeks to encourage specific donations
  - Encourage departments or classes to challenge each other to a competition
10. Celebrate your success!
  - Host a recognition party rewarding winners
  - Celebrate the completion of your food & fund drive

**[Sample Letter to Participants]**

*(Customize the following letter for a personal appeal from an executive or leader in your organization)*

RE: Food Drive to support the Los Angeles Regional Food Bank

It's time for a Food Drive! Our organization will be holding a food and fund drive on **[INSERT DATES]** to help the Los Angeles Regional Food Bank. This is a great chance to make a difference in our community. I encourage you to join us in our efforts to help our less fortunate neighbors.

The food and funds we raise will help the Food Bank supply food to over 600 charitable agencies with more than 1,000 sites that provide food for low-income children, families, senior citizens and individuals in need throughout Los Angeles County. The Food Bank currently provides the equivalent of 800,000 meals every week.

Our help allows the Food Bank secure and distribute nutritious food such as fruits and vegetables as well as staples like tuna, pasta, beans and rice to serve more children and families. ***With every \$1 we raise, the Food Bank can distribute enough food for 4 meals.***

Your help is vitally important.

Here are ways to help:

- Donate by check or online at our Virtual Food Drive page located at <http://www.lafoodbank.org/virtual-food-drive/>. Search for **[INSERT COMPANY NAME]** and make your donation today!
- Donate nonperishable food items in the Food Bank donation boxes located **[INSERT LOCATION]** during the drive.

Much needed food items include:

- canned protein such as tuna, sardines, stew, soups
- peanut butter & jelly
- canned fruits & vegetables
- fruit juices
- staples such as beans, rice, pasta
- personal care items including lotion, deodorant, toothpaste

Thank you for your help!

(signed by company executive, management, food drive coordinator)

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## LOS ANGELES REGIONAL FOOD BANK Donation Form

### Contact Information

Name of Organization or Food Drive \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email Address \_\_\_\_\_

### Payment Options

Enclosed is my check payable to the Los Angeles Regional Food Bank (*please attach check*)

Enclosed is my cash donation in the amount of \$ \_\_\_\_\_

I wish to donate by credit card. Please charge my account as follows:

Please charge my:     VISA             Mastercard     AMEX             Discover

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Amount \$ \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature (required) \_\_\_\_\_

**Send to:** Los Angeles Regional Foodbank / 1734 E. 41<sup>st</sup> Street / Los Angeles / CA / 90058



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# Los Angeles Regional Food Bank Food Drive Form

Thank you for your interest in holding a food drive!

### The 300 Pound Pledge

Food drives are great as it helps us stock empty pantry shelves. With our limited time and funds, we need to maximize our resources as much as we can. It would really help the Food Bank if you can commit to collecting at least 300 pounds of food through your food drive (that's about 2 food donation boxes).

If your office/group is small, you can still help by collecting food in your own containers and delivering it to the Food Bank or donating food at one of our drop-off locations.

### Virtual Food Drive

We encourage food drive participants to help us save money and time by participating in the Virtual Food Drive. Donations from the Virtual Food Drive will be used strictly for the purchase of food items.

Simply log on to: [www.lafoodbank.org/virtual-food-drive](http://www.lafoodbank.org/virtual-food-drive) and sign up.

Name of Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Title \_\_\_\_\_

Email Address \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Fax \_\_\_\_\_

Facebook URL \_\_\_\_\_ Twitter Name \_\_\_\_\_

# of Employees / Participants \_\_\_\_\_

Type of Business \_\_\_\_\_

Food Drive Location (if different from above) \_\_\_\_\_

Food Drive Dates \_\_\_\_\_ Pick-Up Date \_\_\_\_\_

We will schedule food pick-up on the next working day after your food drive ends.

Pick-up times are between 6 AM - 4 PM with a 3-4 hour window.

Alternate Contact \_\_\_\_\_

Alternate Contact Phone \_\_\_\_\_

Alternate Contact Email \_\_\_\_\_

### PLEASE FAX THIS FORM TO Xochitl Enriquez at 323.234.0943

Specific Instructions (Please provide any information for our driver to access product, i.e. instructions for parking, security desk, loading dock and/or freight elevator, etc...)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_