Gleaners Community Food Bank of Southeastern Michigan

Food and Fund Drive Manual

For Middle and High Schools

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<th>Detroit</th>
<th>Warren</th>
<th>Pontiac</th>
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<tr>
<td>2131 Beaufait</td>
<td>24162 Mound Rd.</td>
<td>120 E. Columbia</td>
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<td>Detroit, MI 48207</td>
<td>Warren, MI 48091</td>
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<tr>
<th>Howell</th>
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<th>Contact:</th>
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<tr>
<td>5924 Sterling Dr.</td>
<td>25678 Northline Rd.</td>
<td>866-GLEANER</td>
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<td>Howell, MI 48843</td>
<td>Taylor, MI 48180</td>
<td><a href="http://www.gcfb.org">www.gcfb.org</a></td>
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Table of Contents

About Hunger, About Gleaners.................................................................1

Step-By-Step Guide
  Getting Started, Setting Your Goal.....................................................2
  Gathering Supplies..............................................................................3
  Promoting Your Drive.........................................................................4
  Delivering the Food...........................................................................5
  Celebrating/Staying Involved.............................................................6

Fun Ideas For Your Drive..................................................................7-8

Suggested Items to Donate.................................................................9

Feeding Hungry People and Nourishing our Communities

Founding Member of

Feeding America
Thank you for your interest in holding a food or fund drive to benefit Gleaners Community Food Bank. 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. Southeast Michigan schools not only collect food and funds to help those in need, they educate young people about the issue of hunger and empower students to take an active role in helping their community. Food and fund drives are a great opportunity to have some fun in the classroom!

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 WITH A FOOD DRIVE

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 inquires to the same Coordinator.

❖ Recruit Your Team
   Get other teachers involved to build excitement, or split into teams by grade or classroom and see who can collect the most food. Be sure to include parents, the school principal, and leadership!

❖ Pick Your Food Drive Dates
   Depending on the size of your school, 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 school 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.**

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

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<tr>
<th>Formula</th>
<th>Meals</th>
<th>Pounds</th>
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<tr>
<td>1 Dollar = 3 Meals</td>
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<tr>
<td>1 Dollar = 3.6 Pounds</td>
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<tr>
<td>1 Pound = .83 Meals</td>
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<tr>
<td>1 Meal = 1.2 Pounds</td>
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**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.

Food Collection Box
18x18x30 holds 100-150 pounds

Food Drive Canister
for cash collection

Food Drive Posters.
Ask about customized flyers!

2” Sticker

Donation Bags - Suggested donation item postcards stapled to folded plastic bags. Students can take the bags home, fill them with donations, and return the full bags to school.

**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 students and staff can see how much food has been donated is also a great motivator!
PROMOTING YOUR FOOD DRIVE

❖ Get the Word Out

- Post fliers or posters in high traffic areas. Use Gleaners’, or create your own!
- **Involves parents!** Use memos, e-mails, tweets, and posts on Facebook to get the word out to your school community. Ask school leadership or student council members to reach out to local businesses and organizations to participate in the drive.
- Begin your Food Drive with a Kick-Off Rally to get students 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 drive is a great way to educate students and parents 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 school. Contact your Food Drive Coordinator for additional information or resources.

**Be a Food Drive Cheerleader!**

Keep students, parents, and staff informed of your progress and the food drive end date, and encourage everyone to get involved!
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.*

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**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.

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**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 your school community. They will want to know they were part of something great!

❖ Food Drive Follow-Ups

❖ Stay Involved!

❖ Stay Involved!

 Send thank you letters to classrooms, parents, and community 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.

 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.

THANK YOU FOR SUPPORTING GLEANERS!
FUN FOOD DRIVE IDEAS

Create Friendly Competition
A little friendly competition can be a big incentive for collecting more food. Hold a collection contest between grades, classrooms, or floors. You could even challenge another school to get in on the competition and have the “losing” school’s principal perform a dare like dressing up in a goofy costume or the other school’s spirit gear, or performing a song chosen by the students!

Have an Incentive for Reaching the Goal
Incentives are a great way to encourage participation! Here are some ideas:

- Offer a reward if the students reach the food drive goal. A pizza lunch, free period, movie, technology day, pajama day, extra credit, or a tardy forgiveness are always crowd pleasers!
- Enter the names of students who donate food or funds into a drawing for prizes.
- Have the principal or teacher agree to perform a silly stunt if the goal is reached. Whipped cream pies to the face or dress up in a silly costume?

Piggy Back
Add the food collection to another planned event like a school dance, sporting event, activity day, pep rally, or ice cream social. Be sure to publicize the drive before the event so students and parents know you will be collecting. Gleaners’ donation postcards and bags are a great reminder to bring donations to your event. How about a Tailgate Food Drive before a big sporting event?

Jeans Day or Casual Day
For a specific donation amount, students could wear jeans or skip the school uniform for a day. Consider having Casual Day every Friday for a month to really increase participation and donations. Tacky Tie Day or Worst Holiday Sweater contests are also a fun way to get everyone involved!
**Build a Can-structure**
Design a sculpture out of cans, and have your students bring in donations to complete it! Or, at the end of your drive have the students design a sculpture using the donations! You can even hold a competition to see who can design the best structure.

**Get Specific**
Ask students to focus on collecting just one type of food. This makes it easy to remember to bring in an item, and gives you an eye catching display of donations. Talk to your Food Drive Coordinator about what to collect. High demand items are canned fruit and vegetables, canned tuna, peanut butter, cereal, soups and stews, and mac & cheese. Another idea is to pass out bags and ask that participants return them filled with healthy snacks for kids!

**Hold a “Hunger Awareness Month,” or Adopt a Theme or Slogan**
Tie your food drive into a “Hunger Awareness Month” and include hunger related projects or lessons. Holidays and special events also offer great themes for food drives. Try a “Thanksgiving Fixings” drive or collect “Soup for the Superbowl.” Another possibility is to focus your food drive on a specific food item each day. Macaroni Monday, Tuna Tuesday, Fruity Friday, etc. How about a Back to School Drive with items to fill a lunch box like peanut butter, granola bars, and healthy snacks?

**Hold a Dollar or Penny Drive**
Hold a dollar or penny drive to collect funds. Make it a friendly competition between classrooms, where putting change in a container equals positive points and putting bills in another classroom’s container equals negative points, or cancels out some of their points. The class with the most positive points at the end of the war wins! For each dollar that is donated, a day of food (3 meals) is provided for a hungry neighbor. Gleaners can provide canisters for you to use to collect monetary donations.
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