



FOOD FIGHT!

Spring into Action 2020

TOOLKIT

Gleaners Community Food Bank
of Southeastern Michigan

Contact:

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Spring into Action 2020: FOOD FIGHT!

March 16th, 2020 - March 27th, 2020

Winner Celebration Luncheon: Late April, more details to come.

Gleaners Community Food Bank works every day to help keep food on the tables for families in need throughout southeast Michigan. Spring tends to come with lower emergency food availability due to our decrease in donations after the holidays. This is compounded by the fact that during these chilly months, many families are forced to make the tough decision between heating their homes and eating.

You can help make sure that families in your community will not face this challenge by participating in our 5th annual Spring Into Action – Food Fight. Every dollar donated as part of this campaign will be matched by our generous sponsors, The Harold & Kay Matching Gift Fund. That means every \$1 you give is worth \$2 – enough food for 6 meals.

Your group can sign up for a two-week, friendly competition against other organizations in Southeastern Michigan to raise the most meals (including both food and monetary donations). Participation in this event will be both fun and rewarding. Gleaners is here to help you make it easy! We will provide boxes for non-perishable donations, canisters for monetary donations, a Virtual Food Drive link for online donations, posters, eBlasts you can send out to employees. We will help with facilitating a pick-up or delivery of your donations.

Winners will be invited to a celebration event held in late April and take home the annual traveling trophy.

The best part? All food collected will benefit our food insecure neighbors in the communities where we live and work.

Please complete the form below to register:

<https://www.gcfb.org/forms/food-fight-spring-into-action/>

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Create a Virtual Food Drive

A Virtual Food Drive is a way for your company or organization to collect donations online.

5 Benefits of Hosting a VFD

- **Neat:** No boxes or cans in your lobby!
- **Convenient:** No need to grocery shop or carry items into the office
- **Green:** no cost for supplies, transportation or fuel
- **Effective:** Gleaners can use our buying power and relationships with food distributors to purchase food well below retail price. For every \$1 donated, we can provide 3 meals!
- **Fast & Easy:** Donors may use any major credit card for payment of any amount on a secure site and receive an e-receipt confirming their tax-deductible donations immediately

We have a personalized Spring Into Action Food Fight VFD page. This link can be sent around to employees, family, friends and shared on social media. When you send the link out make sure to tell donors to click the drop-down list and select your company/organization name for the donation to go towards your food fight total.

Ways to Engage Employees

- **Friendly Competition:** Hold a contest between departments, offices, or floors. Create teams and you can even challenge another business to get in on this "Food Fight".
- **Have an Incentive for Reaching the Goal:** Incentives are a great way to increase participation. Offer an incentive to the winning team like a pizza lunch!
- **Protein Drive Competition:** Hold a competition to see which team can collect the most amount of protein (Peanut Butter, Canned Meat, Supplemental Drinks like Boost, etc.)
- **Hold a Penny War:** Make it a friendly competition between departments, where putting change in a container equals positive points and putting bills in another department's container equals negative points. The department with the most positive points wins!

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The Harold & Kay Matching Gift Fund

A Legacy of Ending Hunger in our Community

About Harold and Kay

Harold and Kay grew up with very little. They were born at the start of the Great Depression and saw, firsthand, how hunger adversely affected the lives of their friends and neighbors.

They worked hard their whole lives - and years later - began dedicating themselves to ensuring members of the community could eat healthy meals.

That's when Harold and Kay began partnering with Gleaners: Recognizing Gleaners' ability to get food into the hands of struggling individuals meant the possibility of improving countless lives throughout our community.

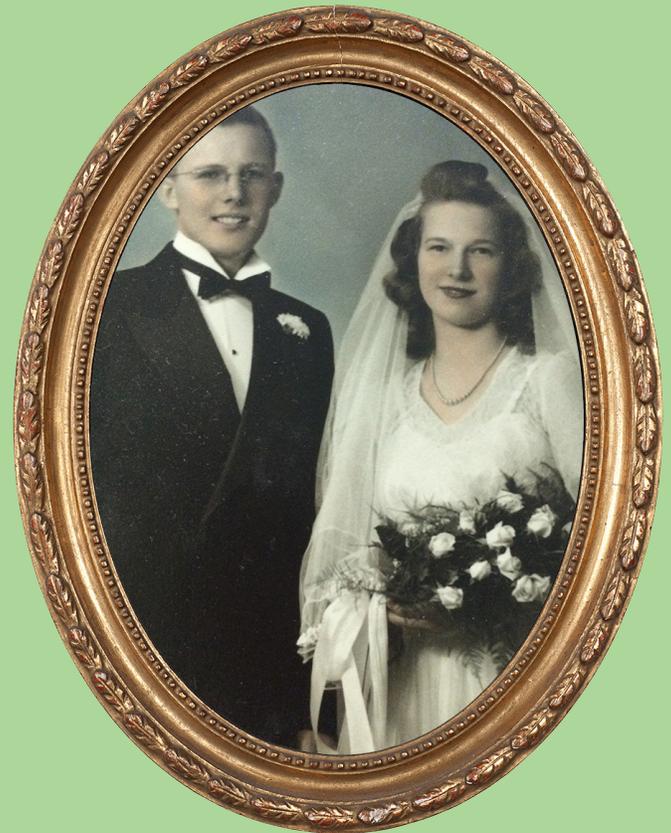
That was six years ago.

Fast forward to today, and though Harold and Kay have both passed, their family continues in their promise to double the impact of all gifts during the month of March, up to \$100,000.

Much like Harold and Kay dedicated their lives to making sure hungry men, women and families in the community had access to healthy meals, we dedicate every day to delivering on that same promise.

That's why we invite you to support Harold and Kay's legacy, by giving a gift, or participating in our 2020 Spring into Action: Food Fight!

Together, we can honor Harold and Kay, and feed hungry families throughout our community.



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