

FOOD & FUND DRIVES HANDBOOK

Engaging and community-centric opportunities to raise support for your hungry neighbors in southeast Michigan.



ABOUT HUNGER



We believe hunger can be solved.

Gleaners Community Food Bank provides households with access to sufficient, nutritious food, and related resources. We accomplish this through collaboration, efficient operations, education, and innovative solutions to achieve a hunger-free community in southeast Michigan.

Headquartered in Detroit, Gleaners' service area includes Wayne, Oakland, Macomb, Livingston, and Monroe counties and provides food to 500 partner soup kitchens, food pantries, shelters, and other agencies throughout southeast Michigan. Each year, Gleaners distributes 45.8 million pounds of food to children, families, seniors and veterans in need!

Gleaners relies on generous Food & Fund Drive partners like you. Each year, more than 2,300 student groups, businesses, civic and religious organizations host Food & Fund Drives, collecting 2.3 million pounds of food for our hungry neighbors.

Hunger in Southeast Michigan



614,000 people struggle with hunger, including 146,000 children.



More than 463,000 mobile visits by households with school-age children.



At least 40% of the people Gleaners serves are children.



OUR STRATEGIC PRIORITIES



Meet People Where They Are

- Actively engage households to drive best programming. Eliminate barriers to food access.

Foster Innovation

- Engage with partners who benefit when food security is achieved.
- Use data to understand opportunities and results.

Partner for Greater Impact

- Connect with partners to understand challenges and maximize impact.
- Invest in collaborations for powerful collective impact.

Scale Up Solutions That Work

- Size our facilities and distribution network to meet the needs of the whole community.
- Encourage large scale investors in health care, government, education and business to make food security a priority.

Optimize Our People Power

- Partner with volunteers to broadly engage the community.
- Foster a team culture that is engaged and empowered.
- Prioritize diversity, equity and inclusion.
- Align with communities we serve.

WHAT IS A FOOD AND FUND DRIVE?



There are three basic elements of a food and fund drive:



Food Drive

Donate nonperishable food items and provide Gleaners' partner agencies with a variety of greatly needed items.



Fund Drive

Help raise monetary donations that allow Gleaners to leverage industry relationships to buy more food per dollar for our partner agencies.



Virtual Food Drive

Take your drive online! Invite your audience to donate food through a secure online shopping experience.

Every \$1 donated
= 3 meals!

Every 4 pounds of
donated food = 3 meals!



ANNUAL MAJOR CAMPAIGNS



Campaign Opportunities:

“Heat or Eat” (January – March)

Help struggling families combat higher utility bills and hunger during harsh winter months.

“Powered By Food” (April – June)

Power bright futures for super kids by providing more than 1 million meals to families in need.

“Hunger Free Summer” (July – September)

Provide a fun-fueled summer for children who are missing school meals.

“Hope for the Holidays” (October - December)

Make it a joyful and festive holiday season for kids, families and seniors in need.

Participation in campaigns is not mandatory. There is a need for food all year long, and we encourage your participation at a time that works best for you.

Match Opportunities:

Several campaigns include a match opportunity—where every dollar donated is matched by our sponsors. Align your drive with a match and make twice the impact!



HELP AND MARKETING SUPPORT



A Gleaners' Food Drive Coordinator will help every step of the way. Gleaners' offers support in helping promote your drive.

Collateral

Pick up supplies and drop off your donations at our Detroit Distribution Center: 2131 Beaufait Street, Detroit, MI 48207. Or in Livingston County at our Livingston Distribution Center: 5924 Sterling Dr., Howell, MI 48843.

Supplies include:

- Collection Boxes
- Posters & Flyers, including information on Gleaners' most needed items
- Stickers

Promotional Messaging

Gleaners provides sample messaging to inspire your audience to get involved. Feel free to add your imagination!

- [Gleaners' Logo](#)
- [Virtual Food Drive Flyer](#)
- [Social Media Asset](#)
- [Food Drive Sign](#)

Additional Support

For organizations raising \$5,000 or more, Gleaners can offer additional support such as:

- In-person Speaking Engagements
- Press Release
- GFBC.org News Story



HOW TO HOST A SUCCESSFUL FOOD DRIVE



Step #1: Pick a Date & Set a Goal

Two to three weeks is a good starting point for any drive. Set a goal for your audience something to strive toward and gauge your progress.

Step #2: Recruit a Team

Get others involved to build excitement and support.

Step #3: Promote Your Drive

In addition to the marketing materials provided by Gleaners, here are some other ways to get the word out:

- Press release to alert local media
- In-person events, including launch event or add to any scheduled event where you have a captive audience
- Create a competition between groups or businesses
- Community outreach to local organizations and groups

Step #4: Raise Hunger Awareness

Hunger exists in every community, but it often goes unseen. Let your community know their donations will help their hungry neighbors. When we work together to end hunger, everyone wins.

THANK YOU!



Contact:

In Wayne, Oakland, Macomb or Monroe Counties, contact Katie Body, Community Giving Manager, at kbody@gcfb.org. In Livingston County, contact Emily Hamilton, Community Partnership Specialist, ehamilton@gcfb.org.

Need Additional Information?

Visit Food & Fund Drive website for more information, including a list of [frequently asked questions](#).

Stay Connected:

Visit Gleaners' website at gcfb.org for more news and information about our work in the community.

Volunteer with Gleaners!

Individuals, families and groups are welcome. [Click here!](#)

