FOOD & FUND DRIVES HANDBOOK

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

www.gcfb.org
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 more than 600 partner soup kitchens, food pantries, shelters, and other agencies throughout Southeast Michigan. In its fiscal year 2021, Gleaners distributed a record-breaking 71.4 million pounds of food to children, families, seniors, and veterans in need!

Each year, more than 2,000 student groups, businesses, and civic and religious organizations host Food and Fund Drives for Gleaners, collecting enough to provide more than 4.7 million meals to our hungry neighbors. In Gleaners’ fiscal year 2021, Food and Fund Drives brought in nearly 375,000 lbs of physical food donations and nearly $1.5 million in monetary donations!
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!

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ANNUAL MAJOR CAMPAIGNS

Campaign 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!

Heat or Eat (January – March)
Help struggling families combat higher utility bills and hunger during harsh winter months.

Harold and Kay (March) *Match opportunity!*
Local philanthropists Harold and Kay worked with Gleaners to create a Matching Gift Fund to continue their legacy of feeding hungry neighbors across Southeast Michigan.

Powered By Food (April – May) *Match opportunity!*
Power bright futures for kids by helping Gleaners reach its 2 million meal goal for local families in need.

Hunger Free Summer (June – August) *Match opportunity!*
Provide a fun-fueled summer for children who are at risk of missing out on meals while school is out of session.

Mow Down Hunger (September – October) *Match opportunity!*
Help make sure every child has enough to eat during the back-to-school season.

Double Your Donation Days (November & December) *Match opportunity!*
During the months of November and December, generous donors will be matching all gifts to Gleaners – just in time for the holidays!

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.

www.gcfb.org
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) 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
• GCFB.org News Story
• Promotion on Gleaners Social Media
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:
For Wayne, Oakland, Macomb, and Monroe Counties, contact Katie Body, Community Giving Manager, at kbody@gcfb.org. For Livingston County, contact Bridget Brown, Director of Food Secure Livingston, at bbrown@gcfb.org.

Need Additional Information?
Visit the 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!