

Food & Fund Drives

Thank you for thinking of The Food Bank of Waterloo Region and your hungry neighbours. As a community-funded organization, the work done by community groups through Food & Fund Drives is imperative in ensuring we are able to reach every hungry household across Waterloo Region.

Take a moment to think of the families that will not have to choose between heating their home and feeding their family because of your efforts. We encourage you to set a goal for the number of meals you would like to raise through your Food & Fund Drive.

Thank you for the work that you are undertaking, our community thrives when we work together.

The Kit

This kit was created as your guide to holding an impactful Food & Fund Drive so your efforts provide food for as many individuals and families as possible. We have included tips we've learned along the way to help you get started. Please reach out to us at any time with questions or concerns at info@thefoodbank.ca— The Food Bank team is here to help.

1. Registering

Registration allows us to know what is happening in the community and when; it gives us an indication of the amount of food that will be coming in from the community so we can shift resources as necessary; it lets us support your drive with information, promotions and other resources to ensure your work translates directly into the greatest amount of assistance for our community; and finally it allows us to acknowledge the work of organizations like yours, making a difference in our community, and inspire others to do what they can to help. Register at thefoodbank.ca!

2. Food Raising & Fundraising

The Food Bank of Waterloo Region requires both food and funds and puts every donation to good use in our community. The Food Bank of Waterloo Region is at the centre of a support network of more than 100 agencies and programs that serve our community to eliminate food insecurity.

If you are planning to food raise the most needed items list is a good place to start. Items listed on thefoodbank.ca are regularly in short supply and requested on a regular basis by our agencies.

If you are planning to fundraise, collect cash and cheques, **consider raising funds online**. We will create a donation page with a custom URL that you will be able to send out to your friends, family and co-workers so that they can donate to your campaign online. Please **indicate on your registration form** if you would like to raise funds online.

3. Setting Goals

Set a goal so you can celebrate when you get there! Whether you are raising food or funds set a MEAL goal and spend some time thinking about the individuals and families that you will be feeding. Remember \$1 = 3 meals and 1.28 lbs = 1 meal! Every meal is important.

4. Choosing an Initiative/Event

Deciding how you are going to raise food and/or funds is the fun part. Get creative and challenge your friends, family and coworkers to a friendly competition where everyone wins! Split the office (e.g. marketing vs. sales) or if you're not the type to battle it out, then consider a Sidewalk BBQ and invite other companies on the block. The possibilities are endless! We have put a list together of some of the best ideas we've seen our community come up with over the years!

Tacky Tie/Sock/Shirt Tournament: Set an entry fee for the tournament, then set up your brackets using working groups. Win in your group and move on! We are all for paying off the judges if the bribes are donated!

Canstruction®: This one is for the designer types – plan a mini Canstruction event where teams build structures out of non-perishable food donations. Visit our Canstruction page for inspiration.

Donation Dress-Down Day: Want to dress down – then donate! Set a dress down fee for casual dress, and a couple of extra bucks for jeans!

Pie Face: We all know how this works – donate to receive a pie then put it in someone's face (we think you should ask first!). We're certain there is someone you'd like to pie.

Change for Change: Encourage people to give up their change in order to see real change in our community – If we all did it – change would bring about change.

Dime Drive: We all leave change here and there; the car; bedside tables, kitchen drawers, couch cushions. Send people out to scavenge for dimes in their homes.

Give 30: Spend 30 days, or if you are not so courageous a day or two, reducing spending on yourself and instead spending it on others. Check out the [Give 30 \(give30.ca\)](http://give30.ca) movement!

Afternoon Buyout: We all wish we could buyout of our responsibilities every now and again. Let the office buy an early home time on a nice summer night.

Lemonade Stand: We're thinking of those cute kiddos sitting on the sidewalk – lemonade, baking, balloon animals – build it and they will come!

Blank 'A-thon': Thons have forever been a part of the fundraising landscape but there are so many options that it had to be included on this list. What will yours look like?

Doughnut Day: What would you pay to have someone drop a doughnut off at our desk in the morning? "I'm only eating this donut for charity's sake." It makes perfect sense.

Colouring Contest: Have a bunch of artsy-types around? Challenge them to a colour-off to name the king/queen of the group. Set a registration fee then donate it!

Lunch Money: Pack a humble lunch in solidarity with those who don't have the choice and donate the money you saved to make their lunch a little better tomorrow.

Give It Up Already: Whatever it is – give it up already! I don't know anyone who thinks kicking a bad habit while helping those in need is a bad idea.

Video Game Tournament: No one can tell you that you are wasting your time playing video games when the tournament proceeds are feeding hungry neighbours! Guilt-free gaming.

Coin Chain: Create a coin chain that stretches, literally, around the office. How far will your chain reach? Can we reach all the hungry families?

5. Setting Dates

We are often asked, 'When's the best time to hold a Food & Fund Drive?' and the answer is OFTEN! Hunger does not depend on day of the week or month of the year. We always appreciate when groups are able to do more than one drive a year!

6. Resources

We want to make sure that your Food & Fund Drive is as successful as it can be! Come in to The Food Bank to pick up food donation boxes, and/or posters. Or, consider making your donation go even further by using your own boxes and printing out posters from our Food & Fund Drive page at thefoodbank.ca!

If you are making use of The Food Bank's supplies please be mindful that we try to reuse all of our resources and ask that you do not alter materials by drawing on, or sticking anything to the bins/boxes and posters. When you drop-off your donation please return any unused materials so we can reuse them next time.

7. Spreading the Word

Post posters in the lunchroom, drop your friends a line, circulate an email and let everyone know who, what, when, where and why! Give everyone the chance to get prepared to participate and make it fun by challenging them to help reach your MEAL target!

Send us photos – we want to follow along too! [Tweet](#) at us, tag us in [Facebook](#) and [Instagram](#) posts, or simply send photos of your group in action to info@thefoodbank.ca so we can share them with our office and our broader audience!

8. Most Needed Items

We update our most needed food item list on a regular basis to help inform the community on what is in short supply here at The Food Bank. You can always check out our website for the current list of most needed items but here are a few that turn up in our most needed list regularly:

Canned Meat & Fish
Pasta Sauce
Canned Fruit
Canned Stews and Chili
Peanut Butter
Canned Pasta

Dry Beans
Rice
Baby Formula
Canned Sauce
Canned Soup

9. Donation Drop-off/ Pick-up

If you are able, we always appreciate donations being dropped-off at The Food Bank. Anytime we can save on vehicle cost we know we are feeding more hungry neighbours! We invite you to stay for a tour while you're here and see the impact that your donations will have in our community.

10. Who You are Supporting

Each year 5 million pounds of emergency food is distributed from The Food Bank of Waterloo Region to neighbours in our community through more than 80 member agencies and community food programs. The food you help provide will be used by hamper programs, family outreach workers, meal programs and shelter programs.

There are many reasons people seek food assistance such as job loss, physical or mental health concerns, and other unexpected life circumstances.

More than 32,000 men, women and children received food assistance last year in Waterloo Region. 35% of those households seeking assistance are families with children.

11. Tax Receipts

We are happy to provide tax receipts for donations regardless of size. Please note that tax receipts will be issued in accordance with Canada Revenue Agency guidelines. For more information please refer to the CRA guidelines at cra-arc.gc.ca.

Raising funds through a custom team donation page allows for tax receipts to be issued quickly and easily. If you plan to raise funds through cash donations and require tax receipts please ensure that a [donation tracking sheet](#) is completed and submitted along with the donations. All forms and information can be found at thefoodbank.ca.

12. Corporate Matching

Get your organization involved! Ask about a matching program and in an instant make your donation twice as impactful. Remind your organization that they too are entitled to a tax receipt with any size donation! Email info@thefoodbank.ca or call to let us know about your matching program and we will help with all the details.

13. Brand Guidelines

We ask that any documents created for promotional or distribution purposes, that make use of The Food Bank logo or organization name are sent to us for review prior to use. We promise a quick turnaround time on everything submitted and will make sure that we do not hold up your efforts! For review please send flyers, advertisements, digital posters, etc. to info@thefoodbank.ca.

14. Share Your Impact

Once you have made your donation we will make sure to share, with you, the total number of meals that you were able to raise – we hope you share this number with everyone who participated and celebrate the impact that you have had on your community.

15. Plan for Next Time

Note what went well and what you would do differently for next time – The Food Bank needs your support year-round and we hope to work with you again soon! We'd love to work with you during the planning process to make your next Food & Fund Drive bigger and better!

16. Questions you May be Asked

Here is a list of some of the questions that we are asked most frequently and ones that you might hear as you work alongside us to feed hungry neighbours.

If you do not know how to answer a particular question please point the individual to our website for more information or encourage them to call or email us at The Food Bank.

How many people come, daily, to the Food Bank?

215 food hampers & 2,000 community meals are served every day in Waterloo Region by the Food Assistance Network served by The Food Bank.

How many donations come in daily?

More than 5 million pounds of food were donated last year – daily donation rates vary based on the time of year along with other cultural, economic and environmental factors.

How much food is given to someone when they access food support?

Food is distributed through 'food hampers'- boxes of food that will last an individual or family 3-5 days. Some agencies limit the number of times an individual can receive a food hamper – but our goal as a network of agencies and programs is to ensure that everyone receives the food they need. Other agencies provide individuals and families with single meals through meal and shelter programs.

Do you only have food there, or are there other items too?

We receive non-food items as well as food. Agencies place orders weekly and these include fresh, frozen and non-perishable food as well as non-food items. Any non-food item makes its way into the community through partner agencies that provide services outside of food support.

Does food ever get delivered? What if someone can't get to an agency?

The Food Assistance Network strives to provide help wherever it is needed in Waterloo Region. Many of the agencies that we work with deliver food hampers to homes in the community. If someone is unable to pick-up a food hamper or access a meal program we direct them to the agencies that are able to offer delivery services.

What is the impact of a donation?

We can provide food for 3 meals with every dollar donated and 1 meal for every 1.28 lbs of food donated thanks to the generous support of our corporate partners. This means every donation goes a long way! Your donation not only provides food. It provides connection to other services of the Network to help people move forward.

17. Need More Support?

If ever you are looking for Food & Fund Drive support, have questions or concerns, or just want to bounce some ideas off of someone, please feel free to reach out to our team by email at info@thefoodbank.ca or by telephone at 519. 743. 5576. Our Food & Fund Drive team is here to support you!

***THANK YOU! TOGETHER, WE
FEED NEIGHBOURS.***