

FOOD & FUND DRIVE

RESOURCE KIT

Hunger can happen to anyone, anywhere, at any time. In Waterloo Region, 1 in 20 households accessed food assistance, including, emergency hamper programs, community centres, outreach, community meals and shelter and residential services.

Accessing emergency food assistance looks different for everyone; for some it means bridging the gap between paycheques, a safety net to help them during a sudden job loss or unexpected change, and for others, it is literally a lifesaver.

This toolkit includes resources and frequently asked questions to help get you started and ensure your Food & Fund Drive is a success. If you have any questions, please contact: info@thefoodbank.ca.

THANK YOU TO OUR FOOD & FUND DRIVE SPONSORS



50 Alpine Court, Kitchener, ON N2E 2M7
Tel: 519.743.5576 Fax: 519.743.8965
Email: info@thefoodbank.ca

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thefoodbank.ca

Getting Started

When you host a Food & Fund Drive in support of The Food Bank, you are making a direct impact in your community and helping to ensure no one goes hungry.

The ideas and options for a Food & Fund Drive are endless and we encourage you to get creative and have fun! See below for a few fun ideas to try.

- **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!
- **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.
- **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.
- **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.
- **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.

Now that’s you’ve planned your Food & Fund Drive, and set a goal, it's time to register it at: thefoodbank.ca/ffd.

Registering your Food & Fund Drive lets us know about your initiatives and helps give us an indication of the amount of food that may be donated, allowing us to plan and shift resources, as necessary. In addition, if we know your Food & Fund Drive is taking place, we can offer support with promotions, resources, and marketing materials. Most importantly, it allows us to say thank you for making a difference in our community, and inspiring others.

Register your Food & Fund Drive at: thefoodbank.ca/ffd.



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Resources

We have several resources available to support your Food & Fund Drive, such as custom donation pages, marketing materials, and more.

Custom Donation Page

As you plan your Food & Fund Drive, consider raising funds online. We can create a custom donation page (with a unique, friendly URL!) for you to easily share with friends, family, co-workers and on social media to help promote your initiative.

Additional benefits of a custom donation page:

- Fundraising page tailored to your event.
- Collect donations directly online and
- Simplified tracking of all donations.

Please indicate on your registration form if you would like a custom donation page.

Logo Usage

We ask that any promotional materials that use The Food Bank logo or organizational name are sent to us for review prior to distribution/publishing. We promise a quick turnaround time (maximum 1 business day!). For review, please send an email with promotional materials to: marketing@thefoodbank.ca using the subject line: **Food & Fund Drive Review**.

Our logos and guidelines are available on our website at: thefoodbank.ca/logos.

Marketing Materials

We want to make sure your Food & Fund Drive is as successful as it can be! To help, we have food drive boxes and posters available for you to use. Or consider making your donation go even further by using your own boxes and printing posters direct from the [Download Guides & Extra Information](#) section on our website.

A reminder that we try to reuse all resources and ask that if you are using The Food Bank boxes, posters, and bins, to not alter the materials in any way. When you drop-off your donation please return any unused materials so we can reuse them next time.

Key Messages

Here are some key messages that you may find useful when promoting your Food & Fund Drive. If you have any additional questions, please visit our website: thefoodbank.ca.

- In Waterloo Region, there is a consistent need for food assistance. The reality is, hunger can happen to anyone, anywhere at any time.
- Last year, 33,355 people accessed food assistance in Waterloo Region. That's 1 in 20 households.
- 36% of people that accessed food assistance last year, were under the age of 18.



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- Last year, The Food Bank acquired, coordinated, and distributed 5,041,182 pounds of food to the Community Food Assistance Network – a system of 100+ community programs and agency partners working together to ensure no one goes hungry.

Corporate Matching

Get your organization involved! Many organizations offer matching programs, which quickly doubles your impact! Email us at: info@thefoodbank.ca or call us at 519.743.5576 and we can help with the details.

Frequently Asked Questions

Q: What does The Food Bank need more, food or funds?

A: Both food and funds are important to The Food Bank.

Due to strong partnerships with food industry partners, we are able to stretch the impact of financial donations. For every \$1 donated, we can provide 3 meals. Financial donations also allow us the flexibility to fill gaps in inventory, keep our coolers and freezers operating and purchase fuel for our vehicles to ensure the continued delivery of essential services throughout the Community Food Assistance Network.

Food donations help fill gaps in our inventory – when donations are low – and provide variety in the type of food acquired, coordinated, and distributed to the 100+ community programs and agency partners we work with.

If you are planning to collect food as part of your Food & Fund Drive, visit: thefoodbank.ca/mostneeded for an up-to-date list of our Most Needed Items.

Q: Will people receive a tax receipt for their donation to my Food & Fund Drive?

A: Yes, we can provide tax receipts for all financial donations. Please note, tax receipts are issued in accordance with Canada Revenue Agency guidelines. For more information refer to the CRA guidelines at: www.canada.ca/en/revenue-agency.html.

Raising funds online, using a custom donation page, allows for tax receipts to be issued quickly and easily. If you plan to raise funds and require tax receipts, please complete, and submit a donation tracking sheet.

Q: What type of goal should I set for my Food & Fund Drive?

A: Whether you are raising food, funds, or both during your Food & Fund Drive, we encourage you to set a meal goal! This shows the direct impact of your efforts. Remember \$1 = 3 meals and 1.28 pounds = 1 meal!



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Q: When should I host my Food & Fund Drive?

A: There is a consistent need for emergency food assistance in Waterloo Region. That means it is always a good time to host a Food & Fund Drive.

Q: How can I spread the word about my Food & Fund Drive?

A: Send an email, do a funny video, share on social media or if you are able, post signage at your workplace. Make sure to let everyone know the details: who, what, where, when, and how to support your initiative. Tag us @FoodBankWatReg or email us the photos at info@foodbank.ca so we can share as well!

Q: How do I donate once my Food & Fund Drive is completed?

A: If you are able, we always appreciate donations being dropped off at The Food Bank distribution warehouse at: 50 Alpine Court., Kitchener, ON, however we know that may not always be possible. If you require a pick-up, please contact info@thefoodbank.ca in advance to arrange **prior to the completion of your event.**

Q: My Food & Fund Drive is done, now what?

A: Once you have made your donation, we will calculate the total number of meals and share it with you! We encourage you to share this number with everyone who participated and celebrate your impact!

Now that your Food & Fund Drive is complete, it's a great time to start planning for next time. The Food Bank needs support year-round and we hope to work with you again soon!



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