

# FOOD & FUND DRIVE

## RESOURCE KIT

It is becoming increasingly more difficult to afford the very basic necessities, such as food and housing. The rising food prices, lack of affordable housing, unstable job market, and the ongoing pandemic mean more people in Waterloo Region are accessing emergency food assistance, more often.

Last year, 1 in 20 households accessed emergency food assistance, from soup kitchens, community and outreach centres, shelter, residential service providers, food hamper programs and family resource centres.

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.

The Food & Fund Drive Resource Kit includes resources to get you started and ensure your event in support of The Food Bank of Waterloo Region is a success. If you have any questions, please contact: [info@thefoodbank.ca](mailto: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](mailto:info@thefoodbank.ca)

[Facebook](#) [Instagram](#) [Twitter](#) @FoodBankWatReg  
[YouTube](#) @FoodBankWaterlooRegion  
[thefoodbank.ca](http://thefoodbank.ca)

## Getting Started

We are so excited you've decided to host a Food & Fund Drive in support of The Food Bank of Waterloo Region. Did you know, last year, Food & Fund Drives raised more than 1.7 million meals for families in need across Waterloo Region.

Getting started is easy, just follow these 5 steps:

- 1. Plan an Awesome Event**  
*The possibilities are endless, get creative and have fun!*
- 2. Set a Goal! \$1 = 3 meals**  
*You can raise food, funds, or both!*
- 3. Register Your Food & Fund Drive**  
*When you register, we can create **custom donation pages**, provide helpful resources, support, and promote your event, and of course say Thank You!*
- 4. Promote Your Food & Fund Drive**  
*Post flyers, send emails, tell your friends, and share on social! Tag us on social @FoodBankWatReg #FeedWR.*
- 5. Donate the food and funds to The Food Bank!**  
*Box the food, tally the funds and drop everything off at The Food Bank!*

**Reminder:** Don't forget to register your Food & Fund Drive at: [thefoodbank.ca/ffd](http://thefoodbank.ca/ffd).

## IDEAS

We encourage you to get creative and have fun! See below for a few fun ideas:

- **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.

## 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.



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

[Twitter](#) [Facebook](#) [Instagram](#) @FoodBankWatReg  
[YouTube](#) @FoodBankWaterlooRegion  
[thefoodbank.ca](http://thefoodbank.ca)

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](mailto:marketing@thefoodbank.ca) using the subject line: **Food & Fund Drive Review**.

Our logo guidelines are available at: [thefoodbank.ca/logos](http://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.

**Reminder:** We try to reuse all resources and ask that you please return any unused materials so we can reuse them.

### **Key Messages**

Here are some key messages that you may find useful when promoting your Food & Fund Drive.

Last year in Waterloo Region:

- 34,620 people received emergency food assistance support from the Community Food Assistance Network. Through community meals, emergency hampers, community centres and outreach, and shelter and residential services.
- 35% of people that accessed emergency food assistance were under the age of 18.
- 1 in 20 households (13,957 households) received emergency food assistance.
- 91,660 food hampers were distributed by the Community Food Assistance Network. These food hampers include a variety of fresh, frozen, and non-perishable food to support dietary and cultural needs.

### **Corporate Matching**

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



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

[Twitter](#) [Facebook](#) [Instagram](#) @FoodBankWatReg  
[YouTube](#) @FoodBankWaterlooRegion  
[thefoodbank.ca](http://thefoodbank.ca)