



Coralville Ecumenical Food Pantry
203 1st Street • Coralville, IA 52241
319-337-3663 • www.cefoodpantry.org

FOOD DRIVE PLANNING KIT

Thank you for your interest in holding a food drive to benefit the **Coralville Ecumenical Food Pantry!**

Every food donation helps in the fight against hunger – no matter how small or large.

Food drives organized by businesses, associations, churches, schools and other groups are critically important as we work to keep our shelves packed with nutritious food for the hungry. This is especially true during the summer and winter months. All food collected during these drives will help to feed the hungry right here in our area.

This kit contains information about holding a successful food drive, tips for fun and safety, and materials and forms to make your drive easy and successful. If you have any questions, please contact our **director, John Boller** at **319-351-2446(x.103)**.

Thank you for your efforts. They are greatly appreciated!

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ABOUT CORALVILLE ECUMENICAL FOOD PANTRY

What is the Coralville Ecumenical Food Pantry (CEFP)?

Coralville Ecumenical Food Pantry (CEFP) is Coralville's primary safety net for food when an emergency strikes, and for the growing number of working poor who are unable to make ends meet and need to supplement their inadequate food supplies. Comprised of a group of volunteers hailing from local faith-based organizations, schools, businesses, and civic groups, we have been serving the needs of our community since September 2009.

Our mission is to engage our community in providing food for our neighbors. We strive to foster collaboration with all Coralville residents, businesses, and organizations to end hunger in our community. We are thankful for a community which stands by this mission by providing ongoing support.

Do hunger and poverty really exist in Coralville?

Yes. Even though Coralville is a thriving community, we still face a poverty rate of more than 11%. However, it has been reported that nearly 15% of US households experience food insecurity, meaning that many who do not qualify for federal assistance are still struggling to put food on their plates.

What is food insecurity?

Food insecurity means that individuals or families are so limited in their resources to buy food that they are running out of food, reducing the quality of their food, cutting out meat, feeding their children unbalanced meals, or skipping meals so that their children can eat.

How does the CEFP help?

Our clients, increasing each year, range from new immigrants, to the working poor, to professionals who have lost their jobs. We allow our clients to visit us once a week to freely choose the food items that they need for the week.

How many families does CEFP serve?

In FY12 we were serving an average of 180-200 households on a monthly basis.

How does CEFP obtain food?

CEFP purchases the majority of its food, using funding from grants or donors. While much of our food is purchased at wholesale prices through HACAP—the area's food reservoir—our procurement team get as much "bang for our buck" by scoping out the best deals at local grocery stores. And, of course, food drives are a vital source of food for our organization.

This sounds like a lot of work. How does CEFP get it all done?

We get it all done with an enormous amount of help from dedicated volunteers, concerned citizens and one paid staff member. Volunteers are the heart and soul of CEFP. We simply could not operate without the help of our 100+ volunteers.

Where is CEFP located?

CEFP is located at 203 1st Street Coralville, IA 52241 (the entrance is located behind Exotic India and El Dorado Mexican restaurants). For a map and directions, please call (319-337-3663) or visit www.cefoodpantry.org

FOOD DRIVE FAQs

Why are food drives so important?

Even though we purchase the majority of our food from a local food reservoir or discount grocery stores, the items collected during food drives offset a number of our weekly costs, allowing us to help more people.

What times of year is CEFP in most critical need of additional donations?

We always have a need for donations and never turn them away. However, our shelves tend to be emptier in the summer months, when children are out of school.

What types of food are you collecting?

The shopping lists at the back of this kit contain our most needed items. Some general guidelines:

- Only donate items that you would eat.
- Check that the items are still within the “use before” date.
- Avoid glass items (with the exception of baby food), which can easily break.
- We can only accept unopened items in their original packaging. It’s ok if the external packaging is damaged, so long as the internal packaging is still intact.
- We cannot accept home canned goods.

Do you accept cash donations as well?

Yes! Financial donations are also greatly needed in order to keep our doors open and keep our warehouse and street site distribution sites functioning. Your contributions also allow us to upgrade our office and warehouse equipment so that we can be more efficient and serve more families. To make a financial gift, fill out a donation form, which is included in this packet.

Can CEFP pick up my collected food?

CEFP has limited staff, volunteers, and vehicles, so we would *prefer* that you deliver the collected food directly to us. However, do not hesitate to call if you cannot deliver the items yourself—we will find a way to make it work!

Where is CEFP located and when is it open?

We are located at 203 1st Street in Coralville (our entrance is located behind the Exotic India and El Dorado Mexican restaurants). We are open to the public on Tuesdays (2-6pm) and Saturdays (10:30am-1pm). We accept donations during these hours. Call us at 319-337-3663 if you need directions.

Do you accept other items besides food for donation?

CEFP primarily focuses its efforts on relieving hunger, however we do accept personal care and hygiene items.

Can I volunteer at Food for Others?

Absolutely! For more information on our volunteer opportunities, please visit us on the web at www.cefoodpantry.org or email our volunteer coordinator at volunteer@cefoodpantry.org.

ORGANIZING YOUR FOOD DRIVE

1. Get approval from the leadership or management of your organization.

You need these people to help you promote the food drive and make it a success, and you should also try to follow any organizational rules about workplace giving and soliciting of items.

2. See if your company will do a matching financial gift.

Many companies are happy to making a matching gift of their employee contributions – even when employees are giving food instead of cash. See if your company will donate a dollar for every pound of food raised.

3. You may wish to set goals.

Determine the amount of food you want to raise. If you held an event previously, advertise your past success and set a goal to better the food total by 25% or more. The posters and shopping lists in the back of this packet have spots for you to mark this information.

4. Kick it off!

Bring all your targeted participants together for a kick-off event. Explain the importance of your food drive, educate your participants about hunger and how the Coralville Ecumenical Food Pantry helps to alleviate hunger, announce goals and any incentives you have for meeting goals, and distribute other details about the food drive. Use our FAQ sheets and other attached forms to help you with promotion.

Also, send out an email to let your targeted participants know the details about hunger, information about the CEFP and all the details surrounding the food drive. Depending on the length of your food drive, periodically update your coworkers or colleagues on progress toward your goals.

RUNNING THE DRIVE

1. Set-up Collection Points

Place your signs, posters, and collection boxes in high traffic areas. Places such as the lobby and lunchrooms work best. Make sure you have an adequate supply of boxes and a place to hold and store food until the drive is over. Brochures and box signs are included in the back of this packet.

2. Build Awareness

You may wish to:

Give each participant a shopping bag with a shopping list attached to it. You can find shopping lists in the back of this packet.

Arrange a tour and volunteer day at the Coralville Ecumenical Food Pantry for those who are interested.

Provide participants with a progress report toward your goal and a fact about hunger each day via e-mail. For more information, see our website www.cefoodpantry.org.

Create a paycheck insert with details of the food drive.

3. Involve everyone and make it competitive.

Friendly competitions between departments or groups can also help increase the amount of food donated. Offer a prize for the group that brings in the most donations, such as letting the winning department wear casual attire for a day, asking the company to provide them with lunch, or letting them go home an hour early on a Friday.

Create competitions with lots of categories - largest individual donation, most protein, most unusual food or match your weight with pounds of food.

Have various departments or groups responsible for collecting different items. For example, have one group bring in rice, another peanut butter, another canned proteins, etc.

4. Arrange food delivery to Food for Others and event coverage.

Contact our director—director@cefoodpantry.org or 319-351-2446(x.103)—to confirm your delivery date and arrival time. If you are promoting the charitable efforts of your company or organization through internal and/or external media, make sure an event photographer is on hand at your delivery.

5. Announce your results and celebrate success!

CEFP will send an acknowledgement of your donation of food. Individual financial donors will also receive acknowledgments. Make sure to thank everyone for their participation. Reiterate that every bit of help, small or large, helps us in fight against hunger in Northern Virginia.

Make sure your event has been covered in your company or organizational newsletter. If you did not contact outside media to cover your charitable efforts, consider sending a press release to local newspapers to advertise your efforts and success.

THANK YOU
FOR DONATING



CORALVILLE ECUMENICAL
FOOD PANTRY
WWW.CEFODDPANTRY.ORG

FOOD COLLECTION BOX

Help us collect non-perishable food for our neighbors in need. All donations will be delivered to Coralville Ecumenical Food Pantry on _____, and will be put to good use feeding Coralville families in need.

Our Goal is _____ items of food!

Coralville Ecumenical Food Pantry is always in need of the following items:

- Canned meats or fish
- Peanut Butter
- Hearty Soups & Stews
- Beans (canned & dried)
- Rice
- Canned Fruit
- Canned Vegetables
- Crackers (all types)

Sample Letter/Email to Targeted Participants

Our organization is holding a food drive on [DATES] to benefit Coralville Ecumenical Food Pantry, a local non-profit hunger-relief organization serving Coralville residents. This is a great opportunity to help feed the hungry in Coralville and I encourage you to join in our efforts.

All food and funds raised will help Coralville Ecumenical Food Pantry to provide weekly food assistance to those in need. Coralville Ecumenical Food Pantry is working hard to serve our community and help a growing number of families who are food insecure. Food insecure families are so limited in their resources to buy food that they are running out of food, reducing the quality of their food, cutting out meat, feeding their children unbalanced meals, or skipping meals so that their children can eat.

The goal of Coralville Ecumenical Food Pantry is to provide free food to those in need, while working to eliminate hunger and food insecurity in Coralville.

Here's how you can help:

1. **Donate Funds.** For an official Financial Donation Form, please e-mail or see [FOOD DRIVE COORDINATOR'S NAME AND EMAIL ADDRESS], or visit www.cefoodpantry.org.
2. **Donate non-perishable foods** in the marked boxes at collection points in our location during the drive. The Coralville Ecumenical Food Pantry is always in need of the following:
 - Canned meats or fish
 - Peanut Butter
 - Hearty Soups & Stews
 - Beans (canned & dried)
 - Rice
 - Canned Fruit
 - Canned Vegetables
 - Crackers (all types)

Thank you for your help!

[FOOD DRIVE COORDINATOR, ORGANIZATION LEADER, COMPANY EXECUTIVE NAME]

Yes - *I want to partner with Coralville Ecumenical Food Pantry.
Here is my tax-deductible gift.*

Please fill in the form below and send it to:

Coralville Ecumenical Food Pantry
PO Box 5523
Coralville, IA 52241

Or make a secure online donation at www.cefoodpantry.org

My Gift:

\$25 \$50 \$75 \$100 Other \$ _____

Contact Information

Name _____

Address _____ City/State/Zip _____

Phone _____ Email _____

Please check this box if you prefer to keep your gift anonymous.

Payment Options:

Enclosed is my check or money order made payable to Coralville Ecumenical Food Pantry.

I wish to donate by credit card. Below is my credit card information.

Visa MasterCard

Card number (16 digits) _____ Expiration (mm/yy) _____

Card holder name _____

Cardholder Signature _____

My Employer has a Matching Gift Program. Enclosed with my donation is my company's form.

This gift is designated (check one if applicable)

In honor of: _____ In memory of: _____

THANK YOU!