



Rescuing Food. Reducing Hunger.

The Food and Fund Drive Coordinator Guide



www.loavesandfishesgreenville.org

**Loaves & Fishes • 25 Woods Lake Road, Suite 810 • Greenville, SC
29607**

People are hungry in Greenville? Yes!

Many of our neighbors are working at low wage jobs and are living paycheck to paycheck. Significant job losses have hit these workers hard. Additionally,, Greenville County has a large number of “newly poor”- people who have never had to access the support system to help them survive but because of job losses and cut backs are now hungry and in need.

Virtually every single emergency food assistance organization has seen a significant drop in financial support. These agencies are relying more heavily than ever on donated food to help those who come to them for assistance.

The challenge of hunger:

- Hunger does not only affect the homeless, and the majority of people who visit food pantries are single parent families with young children.
- Individuals and families move in and out of hunger as circumstances change.
- When people are properly nourished, they improve in school and work; it reduces expenditures for healthcare and assists by allowing people to maintain employment.

Eating is a daily essential and is the basis for school readiness, high school graduation and workplace success. To achieve any level of success on an ongoing basis, individuals must have sufficient food to eat daily.

- More than 63,000 people in Greenville County do not know where one of their meals today will come from.
- More than 50,000 people in Greenville County live more than one mile from a grocery store and do not have a car.

- Forty nine percent of the 69,322 children attending Greenville County schools (34,055 children) are eligible for free or reduced price meals at school.

About Loaves & Fishes:

Loaves & Fishes is Greenville County's only food rescue organization. We collect donations of perishable food from grocery stores, restaurants, companies, churches and wholesalers. We operate with 2 full time and 1 part time refrigerated truck drivers and 3 administrative staff. This year we will deliver **more than 2 million pounds** of food to more than 98 emergency food providers in our community. This is food that would otherwise be wasted and deposited into landfills. 34 million pounds of organic waste is deposited into our landfills nationally every year.

6 Simple Steps to Start a Food Drive!

1. **Decide on a timeline and submit the enclosed form via fax or email to us.** Consider the timeframe for your drive-schedule for too long and employees lose interest, but plan for a time frame that is long enough to give employees plenty of opportunity to participate
2. **Establish a reasonable goal** - a small plastic grocery bag holds approximately 1 pound of food and can feed 1 person. Set a goal for the number of pounds you'd like to collect based on the number of employees or set a goal for the number of people you'd like to feed. **PUBLISH the goal!** It will be motivating to meet or exceed it.
3. **Decide how you will collect the food.** Local grocery stores can help with boxes and you could conduct a box decorating contest, build a food sculpture in a high traffic area, or make a protein wall-be creative! Ream paper boxes work well. With some lead time, Loaves & Fishes can provide barrels if your drive will be bigger than 200 pounds.
4. **Get management involved and develop a committee to help.** Request company match. With this, any monies donated by employees will be matched by the company. Ask management to send the enclosed letter to vendors and customers to solicit their help. Consider asking the general public to drop canned goods. Establish a theme for your event.

5. **Organize a HUNGER CHALLENGE KICK OFF!** Loaves & Fishes will conduct a 10 minute kick off for employees to educate them about the need and answer questions.
6. **ASK AND PROMOTE!** Send email reminders and use paycheck stuffers to promote and remind employees. Use your website, Facebook and other social media to publicize your goal, send updates and ask for support.



We need these foods MOST:

- Canned meats
- Peanut butter and other nut butters
- Staples like flour, sugar, coffee, vegetable oil
- Canned or dried beans and peas
- Pasta, rice, cereal, grits
- Dry milk
- Any healthy, low-fat and low-sugar products

To ensure safety, we can NOT use:

- Rusty or unlabeled cans
- Homemade items
- Noncommercial canned or packaged items
- Alcoholic beverages or mixes or soda
- Open or used items

If you donate glass or bagged items, please clearly label and place in a separate area to avoid spillage.



Theme Suggestions

Lunch Box—collect items for school children

Peanut butter / granola bars /
juice boxes / raisins / individual boxed
meals

Warm It Up—collect items with winter theme

Dry and canned soups / oatmeal /
crackers / canned pumpkin / canned r
canned stews / canned potatoes

Protein Power—collect items high in protein

Peanut butter / canned salmon / canned tuna / dried beans /
assorted nuts

Fruit Feast—collect canned fruits and fruit juices

Ooodles of Noodles—collect pasta and more

Macaroni and cheese / boxed noodles / spaghetti / egg noodles /
spaghetti sauces / cheese sauces



**Be creative! The more fun you make it,
the more people you can feed!**

Make it FUN!

- Create a departmental contest - who can donate the most cans or cash
- Create a contest with your competitor
- Suggest employees Skip Lunch and donate that amount to the drive
- Create employee incentive with a casual day if they donate 10 or more cans
- Build a can structure in the shape of the food pyramid
- If you exceed your goal, ask management to wear a costume or do an employee job for a day
- Reserve a special parking spot for the employee who donates the most
- Have each department responsible for a food group or theme
- Search coupon sites like couponbug.com for cheap shopping
- Initiate a contest for the best decorated collection container / space
- Create a point system based on the food pyramid (1 point for veggies, 2 points for proteins etc.)

TAKE PICTURES OF YOUR PROGRESS and share with Loaves & Fishes! Post them on your website and social media sites.

Prizes are easy!

- Breakfast / lunch with a manager
- Breakfast / lunch for the department
- For every 2 cans you donate, you name goes into a drawing for a prize
- Time off with pay
- Extra break or long lunch hour
- Parking pass / special parking spot



EMAIL & SOCIAL MEDIA SAMPLES

Feel free to copy and paste these samples into your emails and favorite social media outlets or create your own! Be sure to send out social media posts at least weekly.

A. *Subject line:* What's for lunch?

Did you know that almost half of Greenville County students participate in the free or reduced lunch program? When summer comes and school is out, children and their families aren't sure where they will get a meal.

Can you help me and my company help them? We are participating in a food drive to benefit Loaves & Fishes. Our goal is ADD YOUR GOAL. Loaves & Fishes is a food rescue non-profit that delivers perishable food to more than 98 agencies 364 days a year for FREE. Last year, Loaves & Fishes rescued more than 1 million pounds of food that otherwise would have ended up in the landfill.

Donate canned goods or make an online donation at www.loavesandfishesgreenville.org to stop the hunger pangs in a child! Thanks for your consideration.

B. *Subject line:* School's out!

But hunger isn't. With almost 50% of all children in Greenville County Schools eligible for free or reduced-price lunch, when schools ends, so does breakfast and lunch.

Hunger is a challenge for 63,000 people in our community every day, many of whom are kids. Loaves & Fishes works every day to pick up and deliver perishable food donations to agencies that feed the hungry. Our goal is ADD YOUR GOAL.

Drop by some canned goods or make an online donation to support our efforts at www.loavesandfishesgreenville.org to stop the hunger pangs in a child! Thanks for your consideration.

C. *Subject line:* Can you give up lunch today?

Did you know that if only 5% of discarded food nationwide could be recovered, it would feed 4 million people a day? Help me by bringing by some canned goods or making an online contribution at www.loavesandfishesgreenville.org .

Can you help me help them? We're participating in a canned food drive to benefit Loaves & Fishes. Loaves & Fishes is a food rescue non-profit that delivers perishable food to more than 94 agencies 364 days a year for FREE. Last year, Loaves & Fishes rescued more than 1 million pounds of food that otherwise would have ended up in the landfill. Thanks.

TIPS TO SUCCESS

- Start NOW collecting boxes - the best boxes for collections are bankers boxes and copy paper boxes. Smaller boxes assist Loaves & Fishes with transporting the donations.
- Box like items together. This helps avoid spillage when there are boxed items and bagged items mixed with canned items.
- If you purchase bulk items, keep the boxes intact. The boxes are easier to handle if they remain fully boxed as they come from the store.
- Use Loaves & Fishes' website to download hunger facts and info about our operations. Locate us at www.loavesandfishesgreenville.com



Thank You!

By contributing to Loaves & Fishes through a Food Drive, you are helping to provide high quality, nutritious food to thousands of Greenville County residents who rely on emergency food assistance each year. Thank you for supporting our hungry neighbors!

Please contact Katie Plowman, if you have any questions or concerns about your Food and Fund Drive:

P: 864-232-3595 | F: 864-235-7722

E: katie@loavesandfishesgreenville.org

Other ways to help:

Employees, friends, family or vendors can donate cash or checks in lieu of canned foods or they can make an online contribution.

To make a cash or check donation:

Mail donations to 25 Woods Lake Road, Ste. 810, Greenville, SC 29607

To make an online contribution:

Go to www.loavesandfishesgreenville.org , the Donate Funds button is in the upper right hand corner, just click on it to donate.



Food & Fund Drive Registration

Thank you for your interest in coordinating a Food and Fund Drive. **Please complete this form and fax to Katie Plowman at (864) 235-7722 or email to Katie@loavesandfishesgreenville.org.** We will contact you to discuss details and confirm the pickup schedule.

Good luck with your drive and have a great time.

Thank you for helping Loaves & Fishes meet its mission of *bringing the hungry fresh food daily.*

Contact Name:
Organization / Business:
Mailing address
City / State / Zip
Email:
Office phone: Alternate phone:
Number of employees:
Dates of drive:
Special instructions for driver for pick up:

SAMPLE VENDOR REQUEST LETTER

Dear Vendor/ Customer _____,

Our company is fighting hunger right here in Greenville! We will be hosting a food drive on [INSERT DATES] to help Loaves & Fishes deliver more fresh food to emergency food pantries. This is a great chance to make a difference in our community. I encourage you to join us in our efforts to help our struggling neighbors.

The food and funds we raise will help Loaves & Fishes supply food to more than 98 local agencies that provide food for low-income children, families, senior citizens and individuals throughout Greenville County.

More than 63,000 people in our community are at risk of hunger and malnutrition. Two thirds of them are single parent families with young children and 12% are senior citizens. In 2016 alone, Loaves & Fishes distributed more than 2.1 million pounds of food.

We would appreciate your support.

1. Make a tax deductible donation. For every \$1 donated, Loaves & Fishes provides \$11.00 worth of food. You can donate to the virtual food drive at www.loavesandfishesgreenville.org
2. Donate nonperishable food items at [LOCATION] during the drive. Much needed items include:
 - peanut butter & jelly
 - canned protein (such as tuna, soups, stews)
 - canned fruits & vegetables
 - fruit juices
 - staples such as beans, rice, pasta

Thank you for your support!

[SIGNED BY EXECUTIVE, FOOD DRIVE COORDINATOR]