



Rescuing Food. Reducing Hunger.

Food & Funds Drive Coordinator Guide



LoavesandFishesGreenville.com | (864) 232-3595
25 Woods Lake Road, Suite 810 Greenville, SC 29607

About Loaves & Fishes:

Loaves & Fishes is Greenville County's only food rescue organization. We collect donations of non-perishable, shelf-stable and prepared food from grocery stores, restaurants, companies, caterers and wholesalers. Our truck drivers and Rescue Route volunteers then deliver this food to local agencies for distribution to our food-insecure neighbors. We operate with 3 full-time and 1 part-time truck drivers and 4 administrative staff, along with over 300 volunteers. Each year we will deliver **more than 2.4 million pounds** of food to over 107 emergency food providers in our community. This is perfectly good food that would otherwise be wasted and deposited into landfills, leading to harmful effects on the environment.

Join us as we tackle food insecurity in Greenville County!

Many of our neighbors are working low wage jobs and are living paycheck-to-paycheck. Significant job losses have hit these workers hard. Additionally, Greenville County has a large population of the “newly poor” – people who have never needed to access the support system to help them survive but because of job losses and cutbacks are now hungry and in need. Virtually every emergency food assistance organization has seen a significant decline 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:

- More than **45,000 people** in Greenville County do not know where one of their meals today will come from.
- Nearly **80,000 people** in Greenville County live more than one mile from a grocery store and do not have a car.
- **More than half of the 75,429 children** attending Greenville County schools are eligible for free or reduced-price lunches.
- Hunger does not only affect the homeless; 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.

Eating is a daily essential and is imperative 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. When people are properly nourished, they improve in school and at work; food security reduces expenditures for healthcare and assists by allowing people to maintain employment.

7 Simple Steps to Start a Food & Funds Drive!

1. **Decide on a timeline and submit the enclosed form via fax or email.** Plan for a time frame that is long enough to give employees plenty of opportunity to participate, but not too long or else they may lose momentum.
2. **Establish a reasonable goal.** 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 to help motivate employees to meet or exceed it. Consider providing incentives to the department or employee that collects the most food or funds.
3. **Establish a theme and incentives for your drive.** Employees are more likely to donate if your drive is fun and engaging. Decide on a theme for the donations, like *Lunch Box*, *Superbowl of Soup*, *Protein Power*, or *Fruit Feast*. You can also incentivize your employees by offering prizes.
4. **Decide how you will collect the food and funds.** You can retrieve sturdy boxes from local grocery stores and supermarkets or use ream paper boxes from printing companies. Smaller, more manageable boxes are preferred. You may also consider conducting a collection box decorating contest, building a food sculpture in a high traffic area or making a protein wall. Get creative! Remember to collect funds too – checks, cash or online or by setting up a special donation page on our website.
5. **Get management involved and develop a committee to help.** Request a company match in which any funds donated by employees will be matched by the employer. Ask management to send the enclosed letter to vendors and customers to solicit their help. Consider asking the public to drop off canned goods at your office.
6. **Organize a Hunger Challenge Kickoff.** Loaves & Fishes would be happy to conduct a brief kickoff rally for employees to educate them about the need for food donations and answer any questions they may have.
7. **Ask and promote!** Send email reminders and use paycheck stuffers to promote and remind employees. Use your website and social media platforms to publicize your goal, send updates and ask for support. Find the attached Customer Request Letter templates to engage your customers, clients and supporters!



Most Needed Foods:

- Canned meats and proteins
- Peanut butter and other nut butters
- Staples like flour, sugar, coffee, and vegetable oil
- Canned or dried beans and peas
- Pasta, rice, cereal, grits, and oatmeal
- Dry, powdered, canned or other shelf-stable milk
- Any healthy, low-fat, and low-sugar products
- Microwavable and ready-to-eat meals
- Cans with a pop-top
- Meals that do not require a full kitchen to prepare

To ensure safety, we do NOT accept:

- Rusty or unlabeled cans
- Homemade items
- Noncommercial canned or packaged items
- Alcoholic beverages/ mixes or soda
- Open or partially 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 meat · 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

Oodles of Noodles — Collect pasta and sauces

Macaroni and cheese · boxed pasta meals · canned spaghetti · egg noodles · spaghetti sauces · cheese sauces

Superbowl of Soup — Collect canned soups and ingredients for soups

Rise 'n Shine — Collect breakfast foods

Oatmeal · cereal and granola · pancake/waffle mix · jams and jellies · honey · granola bars · nuts · raisins and dried fruits · coffee and tea · powdered milk

Encourage participation by getting creative with your theme!

Make it FUN!

- Create a departmental contest with prizes for the most cans or cash collected
- Hold a contest with your competitor
- Suggest employees Skip Lunch/Coffee and donate that amount to the drive
- Create an employee incentive with a casual day if they donate 10 or more cans
- Build a can structure in the shape of the food pyramid or workplace mascot
- If you exceed your goal, ask management to wear a costume for a day
- Reserve a special parking spot for the employee who donates the most
- Make each department responsible for a food group or theme
- Search coupon sites like couponbug.com for thrifty 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 photos on your website and social media pages. Be sure to tag Loaves & Fishes!

Incentivize employees! Offer prizes like:

- Breakfast or lunch with a manager for the highest-collecting individual
- Breakfast or lunch for the highest-collecting department
- Additional entries into a raffle for every pound of food donated
- Time off with pay
- Extra break or long lunch hour
- Parking pass or special parking spot
- Casual dress day at work



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 emails and social posts regularly.

A. Subject line: What's for lunch?

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

Can you help me and my company feed them? We are participating in a Food & Funds Drive to benefit Loaves & Fishes, a local food rescue non-profit that delivers fresh, shelf-stable, and prepared food to more than 107 agencies for distribution to our neighbors in need. Last year, Loaves & Fishes rescued more than 2.4 million pounds of food that otherwise would have ended up in the landfill. They delivered this food to their agencies across Greenville County and helped to feed at least 250,000 food-insecure individuals. Our goal is to raise **[X]**.

Drop off shelf-stable goods at our office or make an online donation at loavesandfishesgreenville.com/donate-funds to stop the hunger pangs in a child! Thanks for your consideration.

B. Subject line: School's out!

But hunger isn't. For many of the 35,000+ children in Greenville County Schools eligible for free or reduced-price lunch, when school ends for the summer, so do breakfast and lunch.

Hunger is a challenge for 45,000 people in our community every day, many of whom are kids. Loaves & Fishes works every day to pick up and deliver fresh, shelf-stable, and prepared food donations to agencies that feed our food-insecure neighbors. Our goal is to raise **[X]** to support Loaves & Fishes' food rescue and hunger reduction efforts.

Drop off shelf-stable goods at our office or make an online donation at loavesandfishesgreenville.com/donate-funds to fight food insecurity in children and their families. Thanks for your consideration.

C. Subject line: Rescue food and reduce hunger

Did you know that if only 5% of discarded food nationwide could be recovered, it would feed 4 million people a day? Last year, Loaves & Fishes rescued more than 2.4 million pounds of food that otherwise would have ended up in the landfill. This is enough to feed over 250,000 food-insecure individuals! Every day, this local food rescue non-profit picks up fresh, shelf-stable, and prepared food and delivers it to more than 107 agencies for distribution to our neighbors in need.

At **[X]**, we are participating in a Food & Funds Drive to benefit Loaves & Fishes. Join us by donating canned and shelf-stable goods or by making an online donation at loavesandfishesgreenville.com/donate-funds. Thank you for your support of this cause!

Tips for Success

- Start collecting boxes now. The best boxes for collections are bankers' boxes and copy paper boxes. **Smaller boxes** assist Loaves & Fishes with transporting the donations. You can also retrieve boxes from grocery stores and wholesale retailers like Costco or Aldi.
- Box like-items together. This helps to avoid spillage and crushing.
- 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.
- Please call us ahead of time to set up a delivery or pick-up time for your donations.
- Use Loaves & Fishes' website and social media platforms to retrieve hunger facts and information about our operations. Find us on Facebook and Instagram and at loavesandfishesgreenville.com.
- Get local media involved! Send a press release or set up a photoshoot to promote your drive and gain publicity for both your organization and L&F.
- Send out more than one request or reminder. People are more likely to give after the second or third request!



Thank You!

By contributing to Loaves & Fishes through a Food & Funds 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 food-insecure neighbors!

Please contact Nathaniel McCrary if you have any questions or concerns about your Food & Funds Drive:

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

E: nathaniel@loavesandfishesgreenville.org

Other ways to help:

Below are various options for support in lieu of hosting a traditional Food & Funds Drive. We are also open to suggestions if there is an additional way you would like to support Loaves & Fishes' food rescue and food delivery efforts!

1. **Shop online.** Amazon shoppers can support L&F in two ways: by shopping on Amazon Smile and by ordering foods and shipping them directly to our office. A percentage of proceeds from eligible [Amazon Smile](#) purchases can benefit Loaves & Fishes for customers who select us as their charity, and/or shoppers can purchase non-perishable food from our [Amazon Wishlist](#) and have them shipped directly to the L&F office – 25 Woods Lake, Suite 810, Greenville, SC 29607. The link to our wishlist can be found on the “Donate Food” page of our website.
2. Not an Amazon user? Feel free to shop online with your favorite online grocery or bulk stores and have your donation delivered to our office.
3. **Host a funds drive.** Every dollar donated can provide four cans of food. Financial donations are imperative in keeping our trucks on the road 7 days a week, 364 days a year, rescuing and reducing hunger. You can donate online by visiting loavesandfishesgreenville.com/donate-funds or mail your donation to **25 Woods Lake Rd, Suite 810, Greenville, SC 29607**. Feel free to come by the office to hand-deliver your check.

Thank you for your support of Loaves & Fishes. We could not do this important work without you!

[LoavesandFishesGreenville.com](https://loavesandfishesgreenville.com) | (864) 232-3595
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Food & Funds Drive Registration

Thank you for your interest in coordinating a Food & Funds Drive. **Please complete this form and fax to Nathaniel McCrary at (864) 235-7722 or email to nathaniel@loavesandfishesgreenville.org.** We will contact you to discuss details and confirm the pick-up schedule.

Organization Name: _____

Food Drive Coordinator: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Office Phone: _____ Alternate Phone: _____

Dates of your food drive: _____

Do you anticipate collecting more items than you are able to deliver to the Loaves & Fishes office (i.e. more than a car's load)? _____

Special instructions for drive or for pick-up: _____

We hope you have a great time conducting your drive!

Thank you for helping Loaves & Fishes meet our mission of *rescuing food, reducing hunger, and bringing our neighbors fresh food daily.*

Sample Customer Request Letter

Dear **[Customer/Client/Vendor]** ,

Our company is joining the fight against food insecurity right here in Greenville! We will be hosting a Food & Funds Drive from **[INSERT DATES]** to help Loaves & Fishes deliver more fresh food to emergency food pantries and other nonprofits doing critical work in our community. This is a great chance to make a difference for those in need. 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 107 local agencies that provide food for low-income children, families, senior citizens, and others throughout Greenville County.

More than 45,000 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 2021 alone, Loaves & Fishes delivered more than 2.4 million pounds of food to agencies for distribution to people experiencing food insecurity. Most of this perfectly good food was rescued from grocery stores and other institutional feeders and would have been thrown away the food if it had not been for Loaves & Fishes' rescue efforts. Loaves & Fishes' mission is to rescue food and reduce hunger, and **[COMPANY NAME]** is proud to be a part of this work.

We would appreciate your support as we collect food and funds for Loaves & Fishes.

1. Make a tax-deductible donation. The funds raised will keep L&F's rescue trucks on the roads and ensure consistent deliveries to the agencies they serve. You can donate by visiting loavesandfishesgreenville.com/donate-funds and clicking on the "Donate Now" button. Make sure to write a note in the Comments box!
2. Drop off nonperishable food items at **[LOCATION]** during the drive. The most needed items include shelf-stable goods like:
 - peanut butter & jelly
 - canned protein (such as tuna, soups, stews)
 - canned fruits & vegetables
 - fruit juices
 - staples such as beans, rice, pasta
3. Purchase food items online and have them delivered directly to **[OFFICE ADDRESS]** or the Loaves & Fishes Office: 25 Woods Lake Road, Suite 810, Greenville, SC 29607.

Thank you for your support!

[SIGNED BY FOOD DRIVE COORDINATOR]