

Food Drive Guide



Brantford Food Bank

Food Drive Guide

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Coordinator Instructions

Dear Food Drive Coordinator,

First and foremost, thank you for taking the lead on your organization's food drive. We understand that you have many demands on your time and we truly appreciate your commitment to helping us feed the hunger that exists in our community.

As the Food Drive Coordinator, you will serve as a liaison between your organization and the Brantford Food Bank. We are here to support you at anytime throughout your drive, so please do not hesitate to contact our Coordinator, Network Programs & Procurement, Ashley Singleton, at 519-751-4357 ext. 238 or asingleton@crs-help.ca.

Before you begin your food drive, take a moment to review this guide. It is our intention to make this process as fun and simple as possible.

Once you have reviewed the information, decide on a date and goal for your drive, and register your food drive with our food bank by contacting Ashley Singleton. Please note that in addition to providing the food drive guide, we can also supply you with donation barrels, marketing tools, and a pick-up of your donation. Furthermore, if you are interested in coordinating a kick-off or wrap-up event, we would be more than happy to arrange for a food bank representative to attend.

Thank you again for supporting the Brantford Food Bank. Without the support of individuals and organizations such as yours, we would not be able to meet the needs of our community.



About the Brantford Food Bank

The Brantford Food Bank is operated by Community Resource Service. Our agency works to address food insecurity, provide information and referrals, and assist individuals in obtaining meaningful employment through our Community Employment Service program.

Our Mission

We Help.

Our Vision

Everyone Fed. Everyone Working. Everyone Connected.

Our Values

Compassionate, responsive, professional, community minded and resourceful.

Our food bank services provide a 5 day food supply, once a month, to individuals residing in Brantford, Brant County, and Six Nations.

The Brantford Food Bank also operates the following:

Community Food Share Network
Fresh on the Go Mobile Market
Back to School program
Income Tax Clinics
Christmas Baskets and more

Please visit brantfordfoodbank.ca to find out more about our agency and programs.

Community Food Share Network

In addition to serving individuals and families each month, we also support 18 other food programs. As a partner and lead agency of the CFS Network, we support each partner with food, grocery items, storage space, networking opportunities, and information and resources.

Our Community Food Share Network includes:

- Alexandra Presbyterian Church (GG's Bread)
- Brantford Blessing Centre
- Brantford Food Bank
- Burford Community Food Bank
- Child and Family Services of Grand Erie
- City of Brantford After School Programs
- Downtown Central Neighbourhood Association
- Echo Place School
- First Baptist Church
- Friendship House
- Grace Anglican Church (Our Daily Bread)
- Grand Valley Christian Centre
- Outpost Ministry
- Hope Pregnancy & Family Support Centre
- St. Andrews United Church (Soup for the Soul)
- St. Judes Anglican Church
- The Salvation Army (Brantford)
- Why Not Youth Centre
- Woodview Mental Health and Autism Services

How do food drives help?

Our food bank relies heavily on donations. When you organize a food drive, you are not only raising food for our clients, you are helping us raise awareness of the issue of food insecurity in our community. Let's work together to fight hunger!



Checklist for Food Drive Success

On your mark...

- Appoint a food drive coordinator to handle the logistics and be the primary contact for the food bank.
- Decide if you would like to raise only food or a combination of food and funds.
- Set a food drive goal.
- Set a date, and register your food drive with the food bank. Remember to ask for barrels if you need them, and schedule a pick-up date if necessary.
- Decide where you will place your donation boxes or barrels.
- Consider developing a theme. Food drives with themes can be fun and tend to feel more focused.
- If you plan to have a kick-off or wrap-up event, request a speaker.

Get set...

- Start planning your promotional campaign.
- How will you get the word out and get people interested in the drive?
- Promote your food drive internally and externally. Consider using social media to help spread the word!
- If you're having one, start planning for your kick-off or wrap-up event.

Go...

- Place your donation boxes or barrels in highly visible areas.
- Inform staff and the community of your food drive progress. Consider providing weekly updates.
- Use "hunger facts" to highlight the need for food donations.

At the finish line...

- Confirm your pick-up date with the food bank, or make arrangements to drop-off your donation.
- Share your success and thank those who participated.
- Evaluate your drive and start planning for the next one!



Food Drive Collection Guide

The Brantford Food Bank relies on food drives as our primary source for non-perishable food items. The food items you raise and donate will support our clients and the Community Food Share Network.

When planning for your food drive, consider promoting healthy foods. Any food items can help satisfy hunger, but healthier foods that provide good nutrition can make a long-lasting impact on the health and well-being of our clients.

Please note that in addition to collecting non-perishable food items, our food bank is committed to providing fresh and frozen foods as well. We also have many clients with dietary restrictions and food allergies.

Please review our list of most needed items:

Most Needed

- **Canned fruits and vegetables**
- **Canned meat or fish**
- **Peanut butter**
- **Dry pasta and sauce**
- **Canned soups, beans, and stews**
- **Cereal and oatmeal**
- **Crackers**
- **Baby formula**

Special Diet Needs

- **Brown rice**
- **Whole grain pasta**
- **Lentils, quinoa, chickpeas**
- **Low sodium canned goods**
- **Canned fruit (in water)**
- **High-fibre cereals**
- **Natural peanut butter/almond butter**
- **Nuts and seeds**
- **Gluten-free items**

Think Outside the Donation Box

Fun themes and events to consider...

Food Fight: Encourage friendly competition between classes, departments, floors, or buildings to see who can raise the most food.

Canned Harvest: Raise food and create beauty! Collect canned fruit and vegetables and build a “garden” in your lobby, lunch room, or office.

Themed Days: Make up your own theme days i.e. Macaroni Mondays and Tuna Tuesdays. Themes make it easy for people to remember.

Food Sculptures: Get creative! Build something related to your organization or business using canned food.

Beans for Jeans: Allow employees to “dress down” in exchange for a food donation.

Give Up, Give Out: Give up one of your favourite food items for a day and donate that item to someone in need. This makes you appreciate the little things in life, and reminds us not to take them for granted!

Share Your Lunch: Have participants bring a lunch bag filled with food or donate the funds that would be spent on a lunch out. Remember a donation of \$1 helps to move 7lbs. of food throughout our community.



Food Drive FAQ's

How do I get started?

Determine when and how long you would like to hold your food drive. Then register your food drive by contacting our Coordinator, Network Programs & Procurement, Ashley Singleton, at 519-751-4357 ext. 238 or asingleton@crs-help.ca.

Do you have barrels or boxes for collecting food? How do I get them?

Yes, we have donation barrels in many sizes that are available for you to use. You can arrange to pick them up, or call us to schedule a delivery.

How many barrels do I need?

This depends on how many people will be participating. An average barrel can hold approximately 120 lbs. of food. If your barrel is full before your food drive ends, simply call to arrange for another and we will do our best to accommodate.

How do I promote the food drive?

The Brantford Food Bank can provide you with posters and agency brochures. We can also promote your food drive using our social media outlets, and we suggest that you do the same. If you're holding an internal food drive, consider sending out emails, including reminders on pay stubs, and hanging up posters/flyers in common areas.

Can a representative from the Brantford Food Bank provide a presentation?

We would be more than happy to! Contact Ashley to make arrangements.

How do I get the food to you?

We welcome you to drop-off your food donations to our food bank, Monday-Friday from 8:30am-4:30pm. Please note that we do close from 11:45am-12:45pm. If you're unable to drop-off, please call Ashley to arrange for a pick-up. We will do our best to schedule it in a timely manner.



Food Drive FAQ's

How can we find out our food drive results?

Please request this at drop-off or pick-up and include a business card with your food donation. Ashley will be sure to follow up with you!

What about monetary donations?

If individuals want to donate funds throughout the course of your food drive, please accept it. Food banks require both. If you would like a receipt acknowledging your monetary donation, please be sure to request one and provide the appropriate contact information.

Do you accept toiletry and non-food items?

While we do encourage your food drive to focus on food items, we do accept non-food items as well.

Can I use your logo on our marketing materials?

Yes, however, we do ask that you contact us beforehand. Please contact Ashley at 519-751-4357 ext. 238 or asingleton@crs-help.ca to receive a copy of our logo for your use.



Contact Information

Questions? Comments? Concerns?

Please contact our Coordinator, Network Programs & Procurement, Ashley Singleton, at: 519-751-4357 ext. 238 or asingleton@crs-help.ca.

Brantford Food Bank Contact Information:

A: 1100 Clarence St., S., Suite 102

Brantford, ON N3S 7N8

P: 519-751-4357

F: 519-751-0810

Hours: Monday-Friday, 8:30am-4:30pm

Food Donations:

Can be dropped off at the address listed above. We ask that you go to our Shipping/Receiving area located at the back of our building at the loading dock. Please note, we are closed from 11:45am-12:45pm.

Monetary Donations:

All monetary donations and administrative inquiries can be made at the same address in suite 202.

