

Food Drive Guide

Provided by



The Statistics

12%

Or more of our
community
members are food
insecure

450

Children are
served each
month at The
Sharing Place

1,700

Members are
served each month
at The Sharing
Place



You're Awesome!

Thank you for your interest in helping The Sharing Place fight food insecurity. Your food drive or fundraiser will support new programs that teach food skills and distribute fresh, healthy food to members of our community who have trouble affording it.

In this booklet, you'll find food drive and food drive best practices and ideas to help brainstorm for your next successful event!

Skip the fluff

So, you've hosted a drive before, and you know what you're doing. We're happy to have a fundraising pro on board! But let's make it official. Here are some steps to help you get set up with everything you need to host an event for The Sharing place Food Centre.

1. Choose a date for the drive and a location you're allowed to use.
2. Email our Executive Director, Chris Peacock, chris@sharingplaceorillia.org to register.
3. Download our promotional posters and top needed items from our website <https://sharingplaceorillia.org/>
4. Spread the word with posters, emails and announcements online if you have a social media presence.
5. Keep it healthy by promoting healthy food items for your food drive.
6. Enjoy the day, and know you've brought people together to fight food insecurity in your community.
7. Drop off the donations to the Sharing Place at 95 Dufferin St. Budget restrictions and volunteer availability make it difficult for us to pick up donations. If a delivery is not possible, please contact us to make other arrangements.

Ideas & Inspirations

You've chosen to support a great cause. Anything helps, but here are some best practices to help your event go smoothly.

Choose the right spot! keep donations somewhere with a lot of traffic, like a foyer, lunchroom or office waiting room with posters close by. People are more likely to donate if they have visual reminders about the food drive.

Promote, Promote, Promote! Put up posters, hand out flyers about top needed items and talk about it on social media. Promoting your food drive will help you and your team be successful.

Partner up and make teams! Hosting a food drive can be a lot of fun and make a huge impact in your community if you partner with other organizations or ask your friends, family and coworkers to help.

Students need this! Students need those volunteer hours and helping you promote and organize the food drive is an excellent opportunity for them to work on a team and get involved in their community.

Do not accept fresh or perishable foods. One of the best things The Sharing Place does is send our members home with fresh meats and produce, but perishable food is not great for food drives. Canned and boxed goods that don't need to be kept cool work better. If your team wishes to help purchase perishable food items, a financial donation can be made directly to The Sharing Place Food Centre.

How can we get people to donate?

Check out our ideas below to get people to notice your event and increase your success. Most of these will work just as well for collecting food as for fundraising.

Give your food drive some flavour with a theme. Themes like "*Be a Souper hero*" or "*Lettuce all help,*" can inspire donations of a specific type of food. Holiday themes get people in the giving mood and remind them that others could use their help.

Connect the drive to something already happening. Ask your colleagues/students for a donation to join in on Dress-down days, sporting events or lunch time potlucks.

Charge a fee to play in your company softball game. You could challenge another company or department to a friendly competition for an even bigger haul.

Set a target by finding something to fill. Create a “Food Train” with boxes for each item group to be filled or see if a local grocery store can lend you a spare cart to fill up.

Make food sculptures. As your team brings in more items, organize them into fun shapes and designs. You can find lots of great ideas online!

Make it a competition. Offer prizes to the winning team to encourage donations and creativity. Extra dress down days and free pizza always draws people in!

Let’s cut to the chase!

We always welcome food donations, but monetary donations go much farther. We buy what we need, when we need it, at wholesale prices. Secure donations can be made through our website at <https://sharingplaceorillia.org/donate-now/>. Donations of \$20 or more made through our website are eligible for tax receipts.

Hopefully, some of these ideas have sparked your interest. Feel free to modify them to suit your event or go your own way!

Again, thank you so much for supporting The Sharing Place in combatting food insecurity in your community. You can find more information on our website, and browse our most needed items at <https://sharingplaceorillia.org/>.
