



hunger doesn't
take a vacation

July 7 – 21, 2016

Planning and Resource Guide

How to Make Your Food Drive a Success





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Why does central Iowa need a summer food drive?

65,000 central Iowans are food insecure.

When school cafeterias are closed, kids lose a regular source of meals.

Families who rely on free and reduced-price lunch suddenly have much higher grocery bills.

Pantries, shelters and food kitchens face a summer shortage as donations drop off after the holidays into the spring and summer.

With more families coming in for food assistance, pantries need to replenish their shelves.

Why protein?

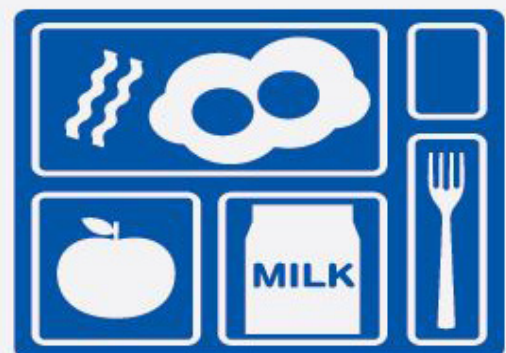
- Only 20 percent of food donations to Des Moines Area Religious Council (DMARC) are protein items.
- Protein is an essential building block of life, repairing cells and making new ones.
- Protein is especially important for growth and development in children, teens and pregnant women.



One in five Iowa children doesn't know where their next meal is coming from.

75%

of students in Des Moines Public Schools are eligible for free or reduced lunch.





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What types of food should you donate?

Look for these high-protein, shelf-stable items:

- Peanut butter
- Canned tuna or salmon
- Canned chicken
- Canned beans
- Dried beans
- Sardines
- Canned meat (SPAM)

Although protein is our preference, we'll accept any quality nonperishable items that you can give.

Where will the food go?

Depending on your location, your donations will go to the Des Moines Area Religious Council (DMARC)—where it will be distributed to partner agencies—or to pantries in Dallas or Warren counties.

From there, they will end up in the hands of kids and families in your community who are hurting during the summer months. Thanks to you, kids missing the school cafeteria will have protein for power when their tummies rumble.





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How can you run a successful food drive?

Get organized.

Make it easy to give. Provide grocery bags, carts or boxes where people can place the items they bring in. Consider offering more than one location—perhaps one on each floor—for people to drop off the food.

Set a goal.

Decide how many items your organization wants to collect. A good formula is five items per person, assuming a 20 percent participation rate. Or, maybe, instead of setting a goal for the number of items collected, you choose how many people you want to participate. Either way, post your goal in a prominent location or on your intranet and update it daily.

Spread the word.

First, send out the email United Way of Central Iowa provides in the toolkit you received. Be sure to fill in your organization's information in the bracketed sections. If you allow employees to sign up through our site, they will get automatic reminders with a shopping list included. Print and post the provided poster around the building, writing in your donation locations at the bottom. Talk about the drive in meetings (with the provided talking points), and send reminder emails every few days. Many people intend to donate but forget to go shopping before the drive ends.

Educate people.

Make sure people know WHY they are giving. Repeat the statistics and information provided in the talking points and on page 2 of this guide. Emphasize that kids are especially hungry during the summer months, when they cannot rely on regular school meals.

Get creative.

Arrange friendly competitions between departments in your organization or floors in your building. Offer prizes, such as a free lunch or a vacation day, to the team that brings in the most items. Or host a cooking competition to see who can come up with the tastiest recipe that includes one of the foods mentioned on the list. Make Your Own Taco Bar? Yum!

Offer incentives.

Encourage people to bring their donations directly to their supervisor or office manager. Give donors time off based on how many items they brought: Four items could equal one hour early out. Or offer a team lunch or jean day if your department meets its goal.

Thank your donors.

At the end of the drive, remember to recognize the people or departments who donated. Share media coverage of the celebration event with them through email. And forward our thank you email to the whole organization so everyone can be proud of your commitment to the cause.



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Where should you deliver the food?

POLK COUNTY

July 21

Between 7 a.m. - 2 p.m.

The United Way Campus
parking lot at 1111 9th
Street, Des Moines

515-246-6500

DALLAS COUNTY

July 21

Between 7 a.m. - 2 p.m.

Westview Church
1155 SE Boone Dr.
Waukee

515-987-3220

WARREN COUNTY

Monday, July 18
7 a.m. - 2 p.m.

Wednesday, July 20
7 a.m. - 2 p.m.

Thursday, July 21
7 a.m. - 11 a.m.

Warren county's food pantry,
The Helping Hand, 109 E.
Clinton Ave., Indianola

515-961-3887

Celebration and Media Event

Join us **July 21 at noon** in the United Way of Central Iowa parking lot for a presentation recognizing you and other donors for your support of hungry families in our community.





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What else can I do to fight food insecurity?

Food pantries all across central Iowa need volunteers to help stock shelves and hand out food year-round. For a list of volunteer opportunities relating to food insecurity or health, visit **unitedwaydm.org/volunteer** and click **Health Opportunities** in the Volunteer Opportunity Hub.

What if I have questions about the food drive?

Please contact Deb Gore Ohrn at 515-318-9808 or dgoreohrn@unitedwaydm.org.