

FOOD DRIVE HANDBOOK



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Thank you for holding a food drive or fundraising event on behalf of the Burlington Food Bank. This handbook is designed to provide you with the necessary information, tips, and resources to organize successful food drives in Burlington. We exist to help feed our neighbours and couldn't do that without your support.

Register Your Event Today!

We want to help make your event a huge success. Our team is ready to help as little or as much as you need. Make sure to register online today at burlingtonfoodbank.ca/events.

CONTENTS

Plan a Successful Food Drive	3
Ideas for your Food Drive or Fundraiser	4
Promote Your Event	6
Resources for Your Event	7
Important Donation Information	9
About the Burlington Food Bank.....	10

Plan a Successful Food Drive

Holding a Food Drive should be a blast! Don't worry, we've got you covered with these fun and easy steps to plan your event:

1. Set a Date

Choose a date that works well for your Food Drive event. Consider factors like community availability, holidays, and other events happening in your area. Pick a date that maximizes participation and excitement.

2. Gather your Team

Assemble a dynamic team of enthusiastic individuals who are passionate about fighting hunger. Delegate responsibilities and tasks among team members, ensuring everyone has a role to play.

3. Decide On Your Goals

Set clear and achievable goals for your Food Drive. Determine the amount of food or funds you aim to collect, as well as any additional objectives such as raising awareness or engaging a specific number of community members. Having defined goals helps motivate your team and provides a measure of success.

4. Register Your Event

Officially register your Food Drive with our team. This step ensures you receive any necessary support, resources, or guidance. Make sure to register online today at burlingtonfoodbank.ca/events.

5. Promote, Promote, Promote

Spread the word about your Food Drive through various channels. Utilize social media platforms, local newspapers, community bulletin boards, and online event listings. Create eye-catching posters, flyers, and digital graphics to grab people's attention. Engage local influencers or organizations to help amplify your message.

6. Involve Your Community

Encourage community involvement and participation in your Food Drive. Reach out to local schools, businesses, community centers, and religious institutions to enlist their support. Collaborate with them to organize donation drop-off points or host fundraising events. Engaging the community fosters a sense of unity and boosts the impact of your Food Drive.

7. Get Ready to Party

During your event, create a festive and welcoming atmosphere. Set up collection bins, decorate the space, and provide information about the Burlington Food Bank and why you're supporting us. Consider incorporating fun activities like live music, games, or raffles to attract more donors and make the event enjoyable for everyone involved.

8. Say, Thank You!

After the Food Drive concludes, express your gratitude to everyone who contributed, volunteered, or participated. Send personalized thank-you messages to donors, volunteers, and community partners.

Ideas for your Food Drive or Fundraiser

Get ready for some food drive fun and creativity! Here are some exciting ideas to make your food drive a memorable and engaging experience:

Variety Galore: Add a twist to your food drive by assigning wish lists and themes for each day. Let's spice it up with these examples:

- Meating the Need: Request high-protein foods like canned meats and peanut butter.
- In the Garden: Request canned fruits and vegetables.
- Kid Friendly: Request foods specifically for children like granola bars, fruit cups, and Rice-Krispie treats.
- Item of the Day: Assign an item from the "most Needed items list" for each day of the week. Challenge your teams to gift the Food Bank with the items they utilize the most.



Skip a Meal: Encourage your team to skip a meal at a take-out restaurant and donate the funds saved back to the Food Bank. Let's turn that skipped meal into a selfless contribution!



Walk, Run, Bike, and Swim-a-thons: Let's get active and turn physical activities into opportunities to gather donations. Host a run, walk-a-thon, bike race, swimming competition, or any other sports event. Ask participants to gather sponsors who pledge donations. With this approach, everyone wins!



Department Food Drives: Spice up your workplace by holding a friendly competition among departments. Offer a prize to the department that collects the most food. Keep a scoreboard with daily collection totals for everyone to see. Make donating convenient by placing collection barrels in every department.



Hold a Raffle: Add some excitement by organizing a raffle to encourage food donations. Gather prizes that appeal to your target group. If you've got some exciting prizes up your sleeve and want to partner with us, we've got just the thing for you. To explore this exciting opportunity and chat about utilizing our online raffle tool, reach out to Jon Williams, at j.williams@burlingtonfoodbank.ca.



Make Food the Fee: If your school, church, or company is hosting a sporting event, bake sale, or dance, incorporate a food donation as part of the admission cost. Provide advance notice and share a list of food items most needed at the food bank. Let's combine fun and generosity!



Trick, Treat — What's to Eat?: Around Halloween, organize a unique twist on the traditional trick-or-treating. Arrange a food drive where neighbourhood children, accompanied by adults, go door-to-door in your community asking for canned food donations. Send out flyers in advance to involve your neighbours in this spirit of giving.



Make the Meal the Message: Celebrate the joy of cooking and community by organizing cooking events like barbecues, tailgate parties, or picnics. Highlight how food brings families and communities together. Consider hosting food drives during food events like chilli cook-offs or grilling competitions. Spread the word early and collaborate with event sponsors to promote the opportunity to eat, and have fun, while helping to feed our neighbours.



Let your imagination run wild and make your food drive a memorable and impactful experience for everyone involved. Together, we can make a difference and create a stronger, more compassionate community!

Promote Your Event

Get everyone jazzed about your upcoming event! We've got some fantastic and fun ways to help you promote your Food Drive. Check out these awesome tips:

Send out an Email Blast

Tap into the power of your personal email contacts to create a buzz. Crafting a personalized email has a big impact when asking for support. Don't forget to include all the juicy details! You can find an email template ready for you as part of our free resources (link below). Let's make those inboxes burst with anticipation!

Put Up Posters in Highly Visible Areas

Put up our eye-catching posters on local community boards or in businesses with high foot traffic. Just make sure to get permission first. We've got you covered with printable posters available as part of our free resources (link below).

Use Social Media

Facebook, Instagram, and Twitter are fantastic platforms to connect with your community. Use Instagram Live to build hype and excitement for your event. Create a Facebook Event to ensure your Food Drive finds its way onto everyone's calendar. Let's make your Food Drive the talk of the town, one tweet, post, and hashtag at a time!

So, grab those email addresses and let your social media skills shine! Together, we'll make sure the word spreads far and wide about your incredible Food Drive. Head over to <https://www.burlingtonfoodbank.ca/food-drives/#tools> to find those downloadable assets that will take your promotion to the next level. Let's make your Food Drive the most talked-about event of the season!

**TAG US ON
SOCIAL MEDIA!**



@BurlFoodBank



@BurlingtonFoodBank



@burlfoodbank

Resources for your Event

Level up your Food Drive event with these fun and fantastic resources! We've got everything you need to make your event a roaring success and create a lasting impact. Check out these awesome options:

Register Your Event

Make it official and register your Food Drive event. By doing so, you'll receive extra support, guidance, and a whole lot of appreciation from our team. Let's join forces and make a difference together! Make sure to register online today at <https://www.burlingtonfoodbank.ca/events/register-your-event/>.

Downloadable Resources

Need some promotional materials that pop? Look no further! We've got a treasure trove of downloadable resources waiting for you. From eye-catching posters to email templates and social media graphics, these resources will make your event shine.

Event Promotional Poster: Hang this poster in local businesses, community centers, schools, and other high-traffic areas to generate excitement.

Donation Box Poster: Decorate your collection bins and boxes with these eye-catching posters that inspire generosity.

Email Template: Use the email template as a starting point to craft a personalized and compelling message about your food drive or fundraising event.

Social Media Assets: Let your social media presence be a catalyst for excitement, connection, and meaningful contributions.

Digital Media Assets: We'd love you to use our logo and these other digital media assets to show that your Food Drive is helping to feed our neighbours through the Burlington Food Bank.

If you have any questions about using these resources please email Jon Williams at j.williams@burlingtonfoodbank.ca. If you create materials to promote your event, please send a copy to j.williams@burlingtonfoodbank.ca before printing. Please do not alter the Burlington Food Bank logo in any way. We reserve the right to approve or request changes to all marketing materials using our logo.

Book a Speaker

Want to inspire your attendees with a powerful message about the importance of fighting hunger? We've got you covered! Book one of our charismatic speakers who will bring passion, energy, and engaging stories to your event. Prepare to be captivated and motivated!

If you wish to have a Burlington Food Bank speaker at your event, please contact info@burlingtonfoodbank.ca Please note we have a small staff team, but we will do our best to find a speaker for your event.

Speaker requests must be submitted two weeks before your event date (three weeks during the Holiday season - October to January).

Food Drive Bins and Boxes

We offer a variety of Food Drive bins and boxes that are not only functional but also visually appealing. These specially designed containers will catch the eye and make it easy for people to drop off their generous contributions. Let's make donating a joyful experience!

These bins are blue (sometimes black) with the Burlington Food Bank logos.

Bins come in two sizes:

Standard size: 36" long x 24" wide x 28" tall

Large size: 42" long x 28" wide x 32" tall

We can also provide large gift-wrapped boxes:

Wrapped Box: 24" long x 24" wide x 36" tall

Please note food drive bins are the property of the Burlington Food Bank. Please do not write on the bins, as we re-use our food drive materials. Please return any bins or totes borrowed. You can make your donation go further by using your own boxes. Box posters are available in our Downloadable Resources section of this document.

Online Donation Portal

We've got an online solution for you too! You can find our general donation portal here: <https://www.burlingtonfoodbank.ca/donate/>. Use this link on your promotional assets to encourage your community to give directly to the Burlington Food Bank.

You can also contact our team to request that we create a custom donation portal just for your event. Our user-friendly online donation portal allows participants to contribute to your Food Drive with just a few clicks. It's a convenient and secure way to collect donations, making it easier than ever for people to support your cause. Email Jon Williams at j.williams@burlingtonfoodbank.ca to find out more about this fundraising option.

Important Donation Information

Food Donation Pick-ups

Donation pick-ups are available for food drives that raise more than 300 pounds of food which is approximately one Burlington Food Bank food drive bin.

Make your donations go further by delivering them directly to the Burlington Food Bank. This helps us save on transportation and fuel costs. Our address is 1254 Plains Rd E, Unit 1A, Burlington, ON, LL7S 1W6.z

We have food donation drop-off locations in various locations on the west side of Burlington:

- Fortinos, Longos and Food Basics on Fairview St
- Freshco and No Frills on Brant St
- Walmart on Fairview (seasonal donation drop-offs)

We also have food donation drop-off locations at the following Fire Halls:

- Headquarters on Fairview St, Cumberland (@New St)
- Upper Middle Rd (just west of Guelph Line)
- Waterdown Rd (just north of Plains Rd).

Monetary Donations

Monetary donations can be delivered to the Burlington Food Bank (1254 Plains Rd E, Unit 1A), Monday through Friday from 8 a.m. to 4 p.m. Cheques must be payable to the Burlington Food Bank. Please mark it to the attention of the Events Department. Please do not send cash through the mail.

Tax Receipts

Donations of \$20 or more are eligible for an official tax receipt. Items won at live or silent auctions or raffle tickets are not eligible for such receipts. If a donor would like an official tax receipt for their donation of \$20 or more, we require the name, full address, phone number and donation details in order to process a tax receipt. Only those making a gift can claim a tax receipt. Tax receipts cannot be issued to another individual making a gift or group collection. For more CRA tax guidelines please visit cra-arc.gc.ca.

About the Burlington Food Bank

Who we are

The Burlington Food Bank is a Non-Profit organization which has been serving the residents of Burlington since 1991. Our roots began as a collective known as Partnership West Family Support Network to address the need for food security in the west end of the City of Burlington.

Your efforts will help us with our mission to provide nutritious food to the hungry in our community in a dignified and timely manner. Your support will help sustain and build up our local programs and ensure that a supply of emergency food is available all year round.

Our Mission, Our Promise

To provide nutritious food to the hungry of our community in a dignified and timely manner.

What we do

Our role in the community is to collect, purchase, grow, and distribute food directly to families in Burlington that need a little help. A client can visit our food bank once every three weeks and we provide between seven and ten days' worth of food and hygiene products. We also provide baby items, such as diapers, formula and baby food to new parents.

Important Statistics and Trends

- Between 2019 and 2022, we saw the number of requests for our assistance increase by **94%**. This change in food security is a reflection of the impacts of inflation and the lingering effects of Covid.
- Since 2020, the Burlington Food Bank has been able to assist our clients to get the non-perishable, fresh and frozen food they needed a total of **52,637** times.
- It's our incredible network of food security agencies that makes Burlington great. In 2022, we helped to support **16** of these agencies across Burlington by providing them with food.