

**MANNA Conejo Valley Food Bank**

**“Neighbors Feeding Neighbors”**

**Food and Fund Drive Toolkit**

## MANNA Conejo Valley Food Drive Toolkit

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## Food Drive Coordinator Instructions

Dear Food Drive Coordinator,

Thank you so much for stepping up and taking the lead on your organization's food drive. MANNA knows that you have many demands on your time and we truly appreciate your commitment to helping our friends and neighbors in need in the Conejo Valley.

As the Food Drive Coordinator for your organization, you will serve as a liaison between your organization and MANNA. The staff at MANNA is here to assist you in any way we can. If you need anything, or have questions please contact us at [info@mannaconejo.org](mailto:info@mannaconejo.org) or call MANNA at (805) 497-4959.

Please take a few moments to look over the materials in the Food Drive Tool Kit. We want to help make your food drive as easy and successful as possible and hope you have fun along the way. To aid you, we have created organizational, inspirational and marketing tools to help you get started and keep the momentum going.

Once you've had a chance to look over the materials and have set the date for your food drive, ***please fill out the Food Drive Registration Form and email it to MANNA***. This information allows us to track the frequency of food drives in the community and helps us to provide the best service we can. It also helps us prepare to receive your donations.

Long before you begin your food drive, you should be thinking about how you will get your collected food to MANNA. The day you deliver food would be a great time to give your group a tour of MANNA so we can show you just how important your contribution is. In some cases, MANNA can arrange pick up of your collection bins, however we encourage all of our food drive coordinators to ***consider transportation as part of your organization's donation***. Although our MANNA truck is out picking up donations from grocery stores and big box warehouses throughout the week it may not be available in your area on the day you complete your drive. Extra trips in our truck costs MANNA money (both for fuel and staff) that could be used to better serve our friends and neighbors in need. Feel free to call MANNA to discuss the many delivery options for your food drive.

Along with the materials in this toolkit, MANNA also has food drive bins and barrels, and other marketing materials to help make your food drive a success. Let us know what you need and we'd be happy to help in any way we can.

Most Sincerely,

*MANNA Conejo Valley Food Bank*

## Food Drive TO-DO Check List

Holding a food drive can be fun and rewarding for both you and your organization, but it will take some work. Below are a few ideas to help make your food drive a success.

- Develop a Team
  - Appoint a main chairperson who will be the primary contact; for Manna and your group.
  - Gather others who can act as cheerleaders for your drive and handle tasks.
  - Decide if you will collect food, funds or both.
  - Set a food drive goal; pounds, bins or barrels. Or, a dollar amount if you like.
  - Set the date. For larger drives please contact MANNA directly so we can assist you with the planning and schedule food donation pickups.
  - Decide on a location.
  - Choose a theme. Food Drives with themes feel more focused and help rally support.
  - Let MANNA know about your food drive so we can plan for the donations.
  - Coordinate how the donations will be transported to MANNA. Remember our transportation resources are very limited. The expense of picking up means money taken away from other programs. When participants see MANNA they get excited about helping. It's a great way to enlist drivers on a regular basis.
  
- Start Planning
  - Put together a plan to get the word out and get people excited about your food drive.
  - Download and print the food drive flyers on Manna's website OR create your own using our logo. Call to request a JPEG of our logo.
  - Use e-mail, newsletters, announcements, company bulletin boards to publicize your drive. But, don't underestimate the value of personal requests to participate.
  - If your drive includes a kick-off event, plan the location and needed items.
  
- Beginning the Drive
  - Place collection bins in heavy traffic areas where they are easily seen.
  - Send out periodic reminders about the drive. Post "Hunger Facts" to highlight the importance of everyone's participation. (found at the end of the toolkit)
  - If your drive is a competition with other classes or departments, send out team progress reports so everyone knows how they're doing.
  
- Winding Down the Drive
  - Call Manna to schedule your drop-off date and time. We appreciate at least 48 hours notice before dropping off. For larger drives (over 500 lbs.) pick-up is an option. Please call for specifics.
  - Publicize your success and thank all those who helped make your drive successful.
  - Evaluate your drive to determine what went well and what needs some improvement.
  - Set the date for your next food drive.

## What Should You Collect For Manna

Manna relies on the generosity of the community to bring in more than 95% of its much needed non-perishable food items that we do not receive from other sources. The items that your organization collects will be combined with many other food drives around the Conejo Valley to stock our pantry shelves and feed more than 1,400 people every month. The friends and neighbors that rely on these food donations are often struggling to feed their family, many of whom have children. Donating quality healthy food items that are familiar to many families are the most helpful.

The list below includes many of our top priority items and those in highest demand by our clients.

Your best option is to choose food items that are in cans, jars, boxes or plastic bottles and do not have to be refrigerated. Soft packaged foods like bread, pastries, chips, crackers and cookies have a shorter shelf life and are hard to store in our warehousing facility. All donated items should have been recently purchased and in good condition (no dented cans or crushed boxes). Remember: if the food items you are donating is not something you would want to eat, neither will our clients.

**IMPORTANT!!** *Manna does not accept alcoholic beverages, open packages or partially used packages of any kind.* We also do not accept out-of-date (beyond 12 months of the “sell-by” date) items. These items are disposed of immediately at Manna’s expense, using our valuable financial resources.

### High Priority Items

Canned Tuna	Canned Meat	Mac & Cheese	Hamburger Helper
Canned Pasta	Canned Stew	Canned Chili	Peanut Butter
Jelly & Jams	Canned Vegetables	Canned Corn	Canned Fruit
Cereal (hot & cold)	Soup (cans or mixes)	Boxed Rice	Boxed Pasta

### ***CASH & GIFT CARD DONATIONS ALSO NEEDED; Want to increase the impact of your food drive?***

Consider including a fund drive along with your food drive. Manna accepts monetary donations and gift cards from all grocery stores, including Costco. With these funds, Manna is able to stretch its food buying power. And, when you combine a cash donation with your food donation we are able to provide a bag of groceries for pennies on the dollar.

For more information or to ask questions regarding cash or gift card donations please call Manna Conejo Valley Food Bank (805) 497-4959 or email us at [info@mannaconejo.org](mailto:info@mannaconejo.org). Monetary contributions can be made on-line at [www.mannaconejo.org](http://www.mannaconejo.org) or mailed to P.O. Box 1114, Thousand Oaks, CA 91358.

***Please note your food drive on the check so we can record it and thank you properly.***

## **Guess What Other Groups Are Doing to Help MANNA**

### **Souper Sundays**

While many people were getting ready for a busy holiday season, Emmanuel Presbyterian's Sunday School children were busy thinking and acting beyond themselves; collecting a different canned food each Sunday in the weeks leading up to Thanksgiving. The generous nature of the food drive was reflected not only in the spirit of the children's giving, but also in the quantity of food collected.

### **Friendly Fridays**

Bridges Charter School, in Thousand Oaks held a "Friendly Friday" food drive campaign as part of their social responsibility curriculum and collected hundreds of pounds of food. Each class was asked to bring one can of food each Friday for the entire month of November. Most of the food items suggested revolved around Manna's "Thanksgiving for All" campaign and helped to provide 515 families the makings for a traditional Thanksgiving dinner.

## **Need More Ideas For Your Food Drive?**

### **Friendly Competitions**

When planning a food drive consider a friendly challenge between classrooms, troops, clubs or company departments. Set a goal of pounds or boxes collected and then have a small prize as an incentive. Weigh or count weekly food collections and post them in a central location so everyone can see how they are doing.

### **Make it Company-Wide**

Another great idea is to make your food drive company-wide. Incorporating a food drive into a company event, retreat or training is a great way to set the right tone. Businesses can partner with Manna to help keep food flowing during the more difficult summer months when school meal programs are harder to access.

### **Make it a Celebration**

Incorporate your food drive into an event, program, festival or faire. Have each attendee bring a canned good as part of the admission cost.

## Food Drive FAQs

### **When I hold a food drive, will Manna pick up what's been collected?**

Manna has very limited staff and transportation resources, so we encourage food drive coordinators to consider dropping off food donations as part of the food drive experience. If this is not possible and the amount collected is more than a pick-up truck or SUV can handle, Manna can schedule a pick-up.

Please keep in mind that our Manna truck has a regular daily schedule and picking up your donations may take up to five days. Please call Manna at (805) 497-4959 to discuss your options.

### **Where can I drop off food donations?**

Food donations can be dropped off at the MANNA pantry Monday — Friday 8:00am to 2:00pm, and Saturday 8:00am to 1:00pm. Please do not drop off food at the front door of the building if MANNA is not open. Our address is: 3020 Crescent Way, Thousand Oaks, CA 91362. Be sure to give your food-drive coordinator's contact information at the front desk so Manna can properly thank you for your efforts and generosity.

### **Will I get a tax receipt for my donation?**

Since food drives are a group activity we do not issue tax receipts. But, if an individual brings in a donation of food, MANNA will gladly give you a signed tax receipt for your records.

### **Is there anything Manna does not accept?**

YES! Manna does not accept alcoholic beverages of any kind. Nor do we accept or distribute opened packages or partially used packages of food. We also cannot use out-of-date items. These items are immediately disposed of at our expense. Also, due to stringent federal regulations on the distribution of baby food and baby formula, Manna discourages the donation of these items.

### **How do I know if an item is out-of-date?**

MANNA follows the acceptable food rescue guideline of a rolling date, predicated on the "sell-by" date, to determine an items' usability. Regardless of when your food drive is, any item within the previous 12-months of the "sell-by" date is acceptable.

### **Do you accept toiletries or non-food items?**

Manna's primary focus is on a steady supply of shelf-stable, non-perishable basic food items that a family can use to make a nutritious meal. Although we would never turn down a donation of non-food items, a food drive that focuses on "foodraising" will be much more beneficial to us. It's important to

remember that Manna relies on food drives to bring in items that we do not get from other sources. Please refer to our Top Priority list.

### **We'd like to collect money as part of our food drive. Is that okay?**

ABSOLUTELY! For every donated dollar, Manna can purchase more than a pound of food—greatly impacting our ability to feed our friends and neighbors in need. We do this by purchasing food in quantity, at sale prices and through wholesalers.

### **Does Manna have collection bins we can use?**

YES. Collection bins or barrels are available from Manna and can be picked up during normal business hours. Please keep in mind that our supply is limited, so providing your own collection box is a huge help to us. No matter what you use, we ask that it be sturdy enough to hold its contents and not be filled to overflowing. Cardboard boxes should be reinforced with strong packing tape so the bottom doesn't fall out, causing injury.

### **How many collection bins or barrels will I need?**

This is hard to say, especially for new food drives. Our collection bins hold 24 to 30 15-ounce sized cans, while our barrels hold 100 - 150 pounds of food. When trying to calculate how many bins you will need, consider the nature of your food drive. If you are asking people to bring one or two cans of food, simply multiply the number of participants by the number of cans requested and divide by 24 or 30. This will give you the number of bins you'll need. If you have not asked for a specific number of donated items, you can still use this formula to estimate the number of bins you'll need, and then pick up a few extras just to be safe. To reserve bins or to make an appointment to pick up bins please call (805) 497-4959 or email us at [info@mannaconejo.org](mailto:info@mannaconejo.org).

***Please remember that boxed foods and canned or bottled foods don't mix well. Cans and bottles can crush the contents of boxed items, making them unusable.*** Please pack these items separately.

### **I want to make flyers for our food drive. Can I use Manna's logo?**

You bet! Manna loves publicity. We just ask that you send us a copy of the promotional materials that you create using our logo, for our files. Please email Manna at [info@mannaconejo.org](mailto:info@mannaconejo.org) to request an updated copy of our logo for your use.

### **Should I notify Manna about our food drive?**

YES, YES, YES!! Manna tracks the number of organizations and individuals that hold food drives on our behalf. This information helps us when we talk with potential corporate donors and in writing grant applications. It also helps us connect with the many generous people in our community.

## **Manna's Contact Information**

Have Questions? Comments? Concerns?

Email or call us at [info@mannaconejo.org](mailto:info@mannaconejo.org) or (805) 497-4959

Manna Conejo Valley Food Bank

3020 Crescent Way

Thousand Oaks, CA 91362

Visit us on the web at [www.mannaconejo.org](http://www.mannaconejo.org)

### **Cash donations may be sent to:**

Manna Conejo Valley Food Bank

PO Box 1114

Thousand Oaks, CA 91358

## Facts About Hunger

America is usually perceived as the land of plenty. But for 47 million people in the United States, hunger is a harsh reality. Most of us believe that the problem of hunger is confined to small pockets of people on the margins of society, certain areas of the country, or certain neighborhoods, but the reality is much different.

Right now, millions of Americans, and local residents, are struggling with hunger. These are often hard-working adults, children and seniors who simply cannot make ends meet and are forced to go without food for several meals, or even several days.

As the economic crisis continues the middle-class is being squeezed financially, forcing families to re-examine their spending habits. But, for others it has shaken an already crumbling foundation of financial instability to its core. In 2010, Feeding America commissioned the nationwide study *Hunger in America*, which reported:

- 47 million Americans go hungry every day; that's 1 in 6 people
- 40% of people surveyed reported having to choose between paying for food and paying for their rent or mortgage
- More than 1/3 of households that access food pantries have one or more adults who is working

***It's hard to imagine that anyone in the Conejo Valley goes hungry, but they do.***

In fact:

- About 9% of County residents live below the poverty line
- Manna serves over 1,400 people each month
- One in every three children live in poverty
- 65% of Manna's clients are families with children, ages 0-17 and of that 29% are single parent households

This crisis is happening in our own backyard, in apartment complexes, suburban housing tracts and upscale neighborhoods all over the Conejo Valley. Manna is striving to provide immediate help when people find themselves vulnerable and most in need; helping people to stay in their homes by providing food assistance, enabling them to pay for other essential household expenses. Without Manna and the generous community that supports us many of these families would become homeless.



## MANNA Conejo Valley Food Bank Food Drive Registration Form

**Please email to MANNA before Food Drive begins. You can find the on-line version of this form at [www.mannaconejo.org](http://www.mannaconejo.org). Click on the "I Want To Help" tab.**

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: CA Zip Code: \_\_\_\_\_

Organization Contact Name: \_\_\_\_\_

Phone #: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Fax#: (\_\_\_\_) \_\_\_\_\_

Food Drive Begin Date: \_\_\_\_\_ Food Drive End Date: \_\_\_\_\_

Reason for Food Drive: \_\_\_\_\_

Food Drive Goal (in pounds): \_\_\_\_\_

Have you held a food drive for Manna before? \_\_\_\_ YES \_\_\_\_ NO

Will you need materials from Manna to promote your food drive? \_\_\_\_ YES \_\_\_\_ NO / \_\_\_\_\_  
(internal use only)

Will you be using Manna collection bins or barrels? \_\_\_\_ YES \_\_\_\_ NO How many? \_\_\_\_\_

Collection bin pick-up date: \_\_\_\_\_ Estimated Time: \_\_\_\_\_ (pick-ups M-F 9:00am – 2:00pm)

Donation drop off date: \_\_\_\_\_ Estimated Time: \_\_\_\_\_ (donation drop off M-F 9:00am – 2:00pm)

Donation pick-up date: \_\_\_\_\_ Estimated Time: \_\_\_\_\_ (for drives collecting more than 500 lbs.)  
(To be cost efficient Manna cannot accommodate Food Drive pick-ups outside the Conejo Valley)

Comments: