# Island Harvest Food Bank

# Food & Fund Collection Guide

Updated 3/31/21

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# Introduction

## Thank you for hosting a food/fund drive!

Food & Fund collections ensure that Island Harvest Food Bank can continue to serve the over 550,000 families in need on Long Island. These collections are one of the easiest ways to get involved in fighting food insecurity in your community and allows all age groups to get involved!

Island Harvest Food Bank has many options for hosting food or fund drives. This guide will explain in detail the best practices for hosting collections, tips & tricks for success, and materials you can use to promote your drive.

If you ever have any questions, comments, or would like to speak to someone directly, please reach out to our **Food Collection Coordinator, Gianna Bottone, at gianna@islandharvest.org or at 631-873-4775 ext 212.**

If you have any additional ideas not found in this guide, please reach out to discuss how we can assist you!

## Island Harvest Food Bank Background

Island Harvest Food Bank, a leading Long Island-based hunger-relief organization, is changing the paradigm for ending hunger on Long Island. Our mission is *to end hunger and reduce food waste on Long Island* through efficient food and product collection and distribution systems, enhanced hunger awareness and nutrition education programs, job training, targeted services for specific populations, and outreach and advocacy activities and initiatives. Island Harvest is among the region's leading agencies in emergency response readiness for food and product distribution and support, and is a member of Feeding America, the nation's leading domestic hunger-relief organization.

Through these efforts, Island Harvest Food Bank has been able to support *more than 11.5 million* meals through the distribution of *over 14 million pounds of food.* Island Harvest Food Bank works with a network of more than 400 member agencies composed of local food pantries, soup kitchens, and other emergency services. Additionally, we provide health and financial literacy education, and the delivery of innovative and holistic programs and services, including nutrition education, culinary demonstrations, and valuable community referrals. Together, these offerings help transition people from uncertainty to stability.

# How to Host a Food Collection

Materials Needed:

- Food collection boxes
- List of recommended items
- Location to collect
- Flyer with your collection's details (If you'd like)

Whether you are an individual, community group, or corporate group, food collections work for all. You can get started in just a few easy steps. To start with a Food Collection event, please register with our Food Collection Coordinator at gianna@islandharvest.org. Once your event is registered, you are welcome to pick up boxes at our Uniondale, Hauppauge, or Melville facilities.

Our *Uniondale* warehouse is located at *875 Jerusalem Ave, Uniondale NY* next to the Holly Paterson Complex. The phone number there is 516-805-4782 and we recommend calling our Warehouse Coordinator, Diane, on your way. They are open 7:30am-3:30pm Monday-Friday.

Our *Hauppauge* warehouse is located at *40 Marcus Blvd, Hauppauge NY 11788*. When you arrive you can drive around back to the warehouse and you will see the dock door. They are open 7:30am-3:30pm Monday-Friday.

Our *Melville* office is located at *126 Spagnoli Rd, Melville NY 11747*. When you arrive, you can go to the front and tell the receptionist you need food collection boxes. They are open 8:30am-5pm Monday-Friday.

Once you have your food collection boxes and a location to collect, you will start promoting the drive to garner interest. ***We recommend running drives for 2-4 week periods unless you are hosting a one-day event.***

Island Harvest Food Bank can pick up food collection ***only over 500lbs.*** This would equal roughly 3 full Island Harvest collection boxes. If your collection is less than 500lbs, we ask that you deliver it back to one of our locations. All pick up requests must be sent to the Food Collection Coordinator a minimum of *one week prior* to pick up needed.

# Tips for a Successful Food Collection

- Keep your food collection box in a visible location and have ample signage so potential supporters know how they can help
- Consider a theme for your food drive to keep it fun!
  - Is Dinner Ready?
    - Collect combinations of food that can be used to prepare a full dinner meal (ex: spaghetti noodles & sauce, beans, rice, salsa, taco shells, and Mexican seasonings)
  - Food Theme Days
    - Have themed days so everyone brings in a different item each day of the week. Macaroni Monday, Tuna Tuesday, Whole Grain Wednesday, Tomato Pasta Sauce Thursday, Fruit cup Friday.
  - Feeling Fruity?
    - Collect canned fruit with 100% juice.
  - Keep It Clean
    - Collect household cleaning supplies or toiletries.
  - Bouncing Babies
    - Collect Disposable Diapers, Baby Wipes, Liquid Formula, Jars of Baby Food
- If you are a group or organization large enough, consider making a "Team Challenge" food drive where groups can compete to see who raises the most food or funds
- Use social media! Friends & family love to support from afar when they can. Consider setting up a crowdfunding page as well to raise funds from those who can't donate in person
- Reach out to local businesses to see if they will help promote
- Keep sending reminders! People are often forgetful even if they want to help so send regular updates throughout the drive to remind people they can still participate
- Companies can offer incentives for people who donate
  - Ex: 10% off coupon for every 20 items donated

# How to Host a Drive-Thru Food Collection

Drive-Thru Food Collections are a way to ensure Island Harvest Food Bank can still receive the vital donations needed to run our programs and services, but in a safe, socially distant manner. If you are looking to host a large, one-day, food collection event, then drive-thru food collections are for you!

*Pre-Event*

1. Island Harvest Food Bank will work with you to determine a collection site and date
    a. Collection sites must have space for an Island Harvest Food Bank vehicle and allow for an easy flow of traffic for entrance and exit
    b. Collection Sites must allow for lane(s) of cars
2. Your team will determine the number of volunteers they can provide and Island Harvest Food Bank can assist with securing additional volunteers if needed
    a. All volunteers, regardless of origin, will be required to complete COVID questionnaires with temperature checks to ensure they are clear to assist
    b. All volunteers will be required to wear proper PPE including masks and gloves
3. Island Harvest Food Bank will arrange for materials to be on site (PPE, Pallets, Gaylord boxes, etc.) the day of the event

*During Event*

1. Island Harvest Food Bank will set up drop off lanes once on site
2. Volunteers will be positioned at each of the drop off stations
3. Donors will be alerted when pulling in to leave donations in the back of their car or in the trunk to avoid hand to hand contact with the volunteers
4. Volunteers will take the donations from the donor's vehicles and place them into Gaylord boxes
5. Island Harvest Food Bank will arrange pick up of all pallets at the end of the drive

*Post-Event*

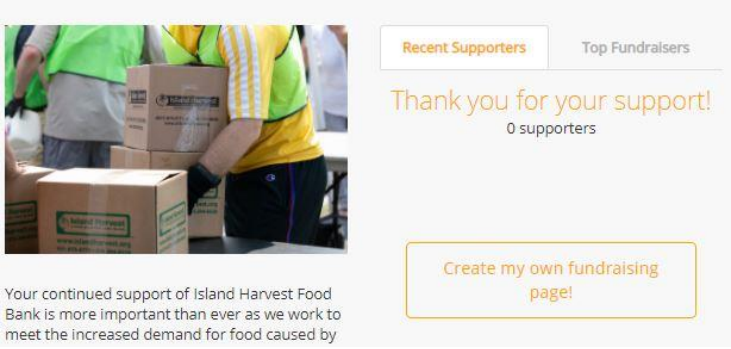
1. Once the drive is over and Island Harvest Food Bank has collected the food, the driver will weigh the donations once at our warehouse
2. Island Harvest Food Bank will send a post-event report within the days following the collection

# How to Create Your Own Crowdfunding Page

*Supporting monetary contributions*

To get started, please visit:
http://weblink.donorperfect.com/IslandHarvestFoodBank/OurEmergencyResponsetoCOVID19continues

1. Next to "Recent Supporters," you will see a button for "Top Fundraisers." This is where you will find the button to "Create my own fundraising page."



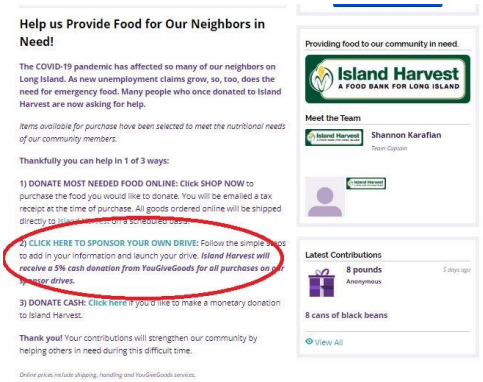

2. The website will then prompt you to enter your first and last name, as well as your email address. You will be provided with a link to customize your page.
    a. You are able to edit who the page was created by, whether you are an individual or a company that would like to support our fundraising efforts.
    b. You also can change the goal you would like to raise, and add a personal message.
    c. Once completed, you will be provided with links for sharing on social media, embedded on a website, and a link for friendly sharing through email.

Please note the Campaign Name is not editable and the URL is not customizable on these pages. You will receive an email with your page's link that can be shared!

# How to Set Up a YouGiveGoods Page

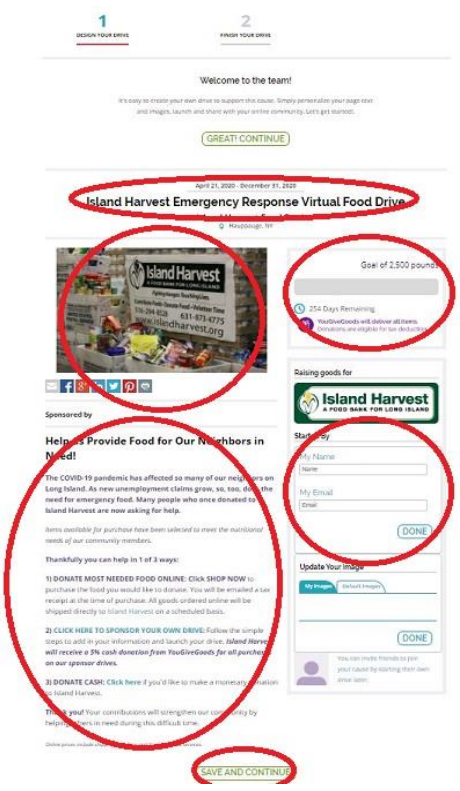
*Supporting food donations*

1. To start go to: https://yougivegoods.com/islandharvest2021




2. To set up your own page, click “Read More” and scroll down to click on “Click Here to Sponsor Your Own Drive”.

3. You Give Goods will automatically copy most of the information from Island Harvest’s main drive. You are able to edit any of the features circled in red including the name of your drive, your personalized message, a picture, the time frame, and how many pounds you’d like to raise.
    a. When you are done editing your drive press Save & Complete




4. When you press “Save & Complete” this will bring you to the “Finish Your Drive” Page where you can preview your drive and add a custom URL.

5. Congratulations! You are finished. You can now share your drive and start collecting donations.

6. You can check the progress of your drive anytime by clicking on your link or by going to the main Island Harvest page and scrolling to the bottom where you can see all our supporters.

# Sample Social Media Posts

Social media is a great way to get the word out about your efforts, but to be the most effective, feel free to use some of our sample posts to help!

Facebook & Instagram

- Did you know there are more than 550,000 families on Long Island suffering from food insecurity? We want to do our part to help our neighbors in need! Please join us by donating to our fundraiser to benefit Island Harvest Food Bank at (Insert Link or Food Drive Location/Date)

- With more than 1 in 10 people on Long Island suffering from food insecurity, we felt compelled to make a difference! Island Harvest Food Bank is one of the leading hunger relief organizations on Long Island and they need help to ensure they can get dire resources to our neighbors in need. Help today by _____

Twitter

- I'm passionate about food insecurity because _____. Help me make a difference at (Insert Bitly)

- I'm tackling food insecurity on Long Island. Want to join me? (Insert Bitly)

Suggested Hashtags

- #IslandHarvest
- #endhunger
- #dogood
- #FeedingAmerica
- #foodbank
- #foodbanks
- #LongIsland
- #fooddonation
- #donate
- #giveback
- #nonprofit
- #Inspire
- #foodinsecurity
- #charity