



**ISLAND
HARVEST**

MEMBER OF
**FEEDING
AMERICA**

Nourishing Long Island's Future

2022

**Food & Funds
Collection Guide**

Table of Contents

Topic	Page
Introduction	3
About Island Harvest	3
Speaking in One Voice	4
FACTS About Hunger	6
Hosting a Food Collection	7
Tips for a Successful Food Drive	8
Hosting a Drive-Thru Food Collection	9
Hosting a Crowdfunding Page	10
Hosting a YouGiveGoods Page	11
Sample Social Media Posts	12
Sample Promotional Flyers	13

Introduction

THANK YOU for hosting a Food & Fund Drive!

Food & Fund Collections ensure that **Island Harvest Food Bank** can continue to provide support services and healthy food to our Long Island neighbors in need. These collections are one of the easiest ways to get involved in solving hunger in your community, and allow 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, please reach out to **Bena Halloran**, our **Food Collection Coordinator**, 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.

About Island Harvest

Island Harvest Food Bank is a leading human services organization whose mission is to end hunger and reduce food waste on Long Island. We accomplish this through innovative programs and services aimed at enhanced hunger awareness, short-term case management, nutrition education, outreach and advocacy initiatives, our Healthy Harvest Farm, a Workforce Skills Development Institute and efficient food collection and distribution.

Our work directly supports children, families, seniors, and veterans who turn to us in times of crisis and supports a network of community-based nonprofit organizations. **Island Harvest Food Bank** is a member of Feeding America®, a nationwide network of food banks leading the fight against hunger in the U.S.

More information can be found at **www.islandharvest.org**.

Speaking in One Voice

Purpose

Consistency in the communication of Island Harvest's missions, actions and programs is vital to ensure that the community we serve is aware that our mission is to end hunger and reduce food waste on Long Island and that our core values include Excellence, Commitment, Respect, Diversity, Equity and Inclusion. This document is designed to assist staff and volunteers to talk and present to the community about our important work and to engage them in support of our mission. We have created this document to ensure that we communicate clearly and in One Voice.

Speaking in One Voice

It's important for our organization to present itself with One Voice, both internally and externally.

For clarification, our Media Policy requires all media inquiries (no matter if they are for quotes or comments for a press release or story, or interviews with a reporter, or pre-written releases from a funder to be approved) **MUST** be directed to either Don Miller, PR Consultant or Randi Shubin Dresner, President and CEO.

There are occasions, however, where staff members or key volunteers may be asked to represent and/or speak about our organization at a meeting or an event*, etc. When the speaking engagement is approved, these guidelines will assist all staff and key volunteers with proper terminology, phrasing and information about our work and the organization in general. When any of us speak about the organization's work or the subject of food insecurity, hunger, or poverty we are speaking through the One Voice of our organization. In other words, you represent all of us and Island Harvest. Therefore, it is important to understand this information.

People-First Terminology

Every individual, regardless of sex, age, race, financial status, or (dis)ability, deserves to be treated with dignity and respect. As part of the effort to end discrimination and segregation – in employment, education, and our communities at large – it's important to eliminate prejudicial language. Choosing the right words MATTERS!

People-first terminology reminds us to refer to others as “people first” before we use “descriptor words.” For example, instead of saying, “The hungry, the disabled, etc.”, we would say, “People who are hungry, people who are disabled, etc.” Use positive terminology. A person is not “confined to his/her wheelchair.” The wheelchair gives that person the freedom to move about. Instead, refer to the person as “using a wheelchair.” Terms like “victims” should be replaced with “people affected by (whatever the issue being discussed: hunger, poverty or illness).”

◦ Positive Messages

Our messages should always represent positive text and images showing diverse populations who are eating and moving from uncertainty to stability. Island Harvest Food Bank is part of the solution—we are feeding people and addressing root causes of hunger. So, it is important that we portray people with respect and dignity.

◦ Replace Negative Words

When possible, we replace negative words with positive messaging. Avoid the use of words and terms such as “battle poverty” “fight hunger” or “the war on hunger” and replace them with “the challenges of hunger” “join the charge to feed children and families who are hungry” “help solve hunger” and “end hunger”.

Speaking in One Voice

People-First Terminology (cont.)

◦ Terminology

Food donors and contributors are important partners in our work. Note that as an organization, we have adopted the meaning that “donors” relate to organizations/individuals providing food and “contributors” relate to those providing financial support.

◦ Diversity, Equity and Inclusion

Island Harvest Food Bank accepts the differences of all people in our workplace and in the community that may include race, gender, religion, sexual orientation, religious observances, political perspectives, language spoken and more. We also support equity which promotes justice, fairness and impartiality in all aspects of our work, and inclusion which is an outcome to ensure that those who represent diverse communities feel welcomed and included in all our work.

****Volunteers – Before speaking to any representative of the media, please contact Bena Halloran, Food Drive Coordinator at 631.873.4775 Ext. 212 or Bena@islandharvest.org.***



Facts About Hunger

Who We Serve

We support hundreds of thousands of Long Islanders through our mobile services, school programs, health clinic and community programs. Additionally, we work with a network of more than 300 soup kitchens, food pantries, shelters, and other community organizations each year. Our specially designed programs and initiatives provide food, product, education, and support services to families, seniors, veterans, and people with disabilities.

How We Are Funded

Through generous funding by individuals, corporations, and government, we can build our important programs and services, fuel our trucks, support our staff and their work and develop new and innovative offerings that will lead us closer to our mission of ending hunger on Long Island.

How We Collect and Distribute Product

Through restricted grants from individuals, corporations, businesses and government funding, Island Harvest purchases food and collects donated product from a wide range of more than 1,200 local businesses, major food manufacturers, wholesalers, distributors, supermarkets, food service companies, and farms on Long Island and beyond.

Additionally, hundreds of companies, organizations, and community groups generously conduct food drives for Island Harvest, and we source additional food through the vast Feeding America network. Food and product are distributed through the many direct services programs that we run as well as our network of more than 300 member agencies, including registered food pantries, soup kitchens, and shelters across Nassau and Suffolk.

Ensuring Impact Beyond Pounds of Food

Recognizing that we cannot end hunger by simply giving someone a can of food, Island Harvest creates and strengthens innovative programming to empower those we support as they transition from uncertainty to stability. Our newly-purchased facility in Melville, NY enables us to expand our Community Empowerment Department with enhanced short-term case management work, SNAP outreach and assistance, and referrals for additional benefits and services. We are building a Workforce Skills Development Institute which will provide training opportunities, job placement and coaching to people who are unemployed and underemployed, and at-risk youth in the Long Island food industry.

Programs That Make Us Unique

- Farm and Giving Garden Programs
- SNAP Outreach and Enrollment Program
- Workforce Skills Development Institute
- Nutrition Pathways to Health & Wellness

How YOU Can Help

- Make a monetary contribution
- Conduct a fundraiser or food drive
- Donate goods and services yourself
- Volunteer your time and expertise
- Advocate and educate other about the issues of hunger and hunger-relief throughout Long Island communities

Hosting an On-Site Food Collection

Materials You Will Need

- Approved and/or scheduled location to host your collection. Site approval needed for supermarkets and other retail locations
- Flyers promoting your collections' date and time, and Island Harvest literature to distribute at your event
- Healthy Food Drive Donations list of all the items Island Harvest can accept
- Branded collection boxes to receive donations

Before Your Collection...

- Register yourself and/or your group at **www.islandharvest.org/ways-to-give/food-and-fund-drives**
 - Contact Bena Halloran, our Food Collection Coordinator, at Bena@islandharvest.org or (631) 873-4775 Ext. 212
- Arrange pick up of food collection boxes and printed materials from our Melville office or Uniondale warehouse locations
- NOTE: We are unable to drop off food collection boxes and printed materials - you must come pick them up.***

Melville office/warehouse: 126 Spagnoli Rd, Melville NY 11747

Phone: (631) 873-4775 Open 8:30am-5pm Monday-Friday

Use the front entrance, and inform the receptionist you are picking up your food collection boxes and printed materials.

Uniondale warehouse: 875 Jerusalem Avenue, Uniondale, NY 11553 (next to Holly Patterson Extended Care)

Phone: (516) 805-4782 Ext.289 Open 7:30am-3:30pm Monday-Friday

Call Diane, Warehouse Coordinator just before you arrive. She will direct you where to pick up your materials.

Promote Your Collection

Pre-printed Food Collection Event flyers and Healthy Food Drive Donation lists will be provided to you, if needed. We can also email you .PDF/.JPEG files to email and post on social media. Promote your event for at least a week before to generate interest.

We recommend running drives for 2-4 week periods, unless you are hosting a one-day event.

Dropping Off Collected Food

If you are hosting a one-day-only drive, drop off your collected donations at our Melville warehouse the next business day. Use the front entrance, and inform the receptionist you are dropping off your collected food. A warehouse representative will come to the front to collect your donations. You may discard/recycle the food collection boxes, we do not need them returned.

If you are hosting a series of drives over several weeks, please speak to our Food Collection Coordinator Bena Halloran to schedule a weekly drop-off time of your collected food.

Note: We do not pick up food collections totalling less than 500 lbs. (or four FULL collection boxes). Requests for pickup of food collections totalling 500+ lbs. must be scheduled through our Food Collection Coordinator in advance.

Tips for a Successful Food Drive

- **Promote, Promote, PROMOTE!** Use the printed materials provided and social media to make your event visible. Enlist family, friends and co-workers to help spread the word so participation at your food drive is well-attended.
- **Be visible and accessible.** Put your food collection boxes where they can be easily seen and accessed by the public. If hosting outside a supermarket, have a small table with Healthy Food Drive Donations list and Island Harvest literature to inform potential donors on what to donate and where their donations are going.
- **Make it a challenge.** If you have a lot of participants helping you, consider making your drive a “Team Challenge” Divide into small groups and compete to see who raises the most food and/or funds.
- **Give your food drive a THEME to keep it interesting and fun!**
 - **What’s For Dinner?** - Request groupings of foods that can be used to prepare a full dinner meal:
 - Italian:*** boxed pasta, canned sauce, Italian seasonings
 - Mexican:*** Mexican dinner kits, taco shells/tortillas, canned/dry beans, rice, Mexican seasonings
 - Comfort Food:*** Mac & cheese kits, vegetable-hearty canned soups, whole-grain crackers
 - **Themed Food Days** - For week-long collections, request in a specific type of food for each day of the week:
 - Macaroni Madness Monday*** (packaged/boxed pasta, flavored pasta side-dish packets, mac & cheese dinner kits)
 - Taco Tuesday*** (taco dinner kits, packaged tortillas and taco shells, dry beans, rice, dry spices)
 - Wash-Out Wednesday*** (laundry detergent, cleaning supplies, sponges, dishtowels, paper towels)
 - Tin Can Thursday*** (canned sauces, corn, beans and soups, cranberry sauce, gravy)
 - Fruit & Veggie Friday*** (canned fruit, fruit cups and canned vegetables, vegetable soup mix)
 - Self-Care Saturday*** (bar/liquid soaps, deodorant, toiletries, feminine products, oral care, shave razors, shampoo)
 - **Babies On Board** - Collect disposable diapers, baby wipes, jarred baby food and formula (check expiration dates)
- **Reach out to local businesses.** If you are hosting outside a retail establishment, consider asking them to help drive donations by offering incentives (donate a full bag of food and get 10% off in-store) or by supporting your food drive collection with matching funds. A great way to promote a local businesses and community involvement!
- **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.

Hosting 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 site must have space for an Island Harvest Food Bank vehicle
 - b. Collection site must allow for easy entrance and exit flow-of-traffic
 - c. Collection Site must allow for 2 or more lanes 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.
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 backseat or trunk to avoid hand-to-hand contact with the volunteers.
4. Volunteers will take donations from the donor's vehicles and place them into Gaylord boxes.
5. Island Harvest Food Bank will arrange pick up of all pallets and Gaylord boxes at the end of the drive.

Post Event

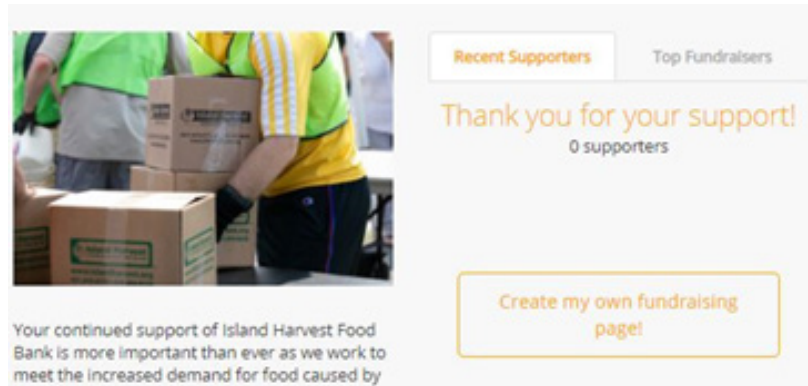
1. The Island Harvest Food Bank driver will weigh all the collected donations at our warehouse.
2. Island Harvest Food Bank will send a post-event report with collection totals a few days after your collection concludes.

Hosting a CrowdFunding Page

To get started, please visit:

<https://interland3.donorperfect.net/weblink/WebLink.aspx?name=E249623&id=140>

1. Next to “Recent Supporters,” you will see a button for “Top Fundraisers.” This is where you will find the button “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, either an individual or a company that would like to support our fundraising efforts
- b. You can also 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

Supporting Island Harvest Food Bank
Created by GIANNA BOTTONE ✎

\$0 of \$1,000,000 ✎ Goal

NOTE: Your Campaign Name is not editable and the URL is not customizable on these pages.

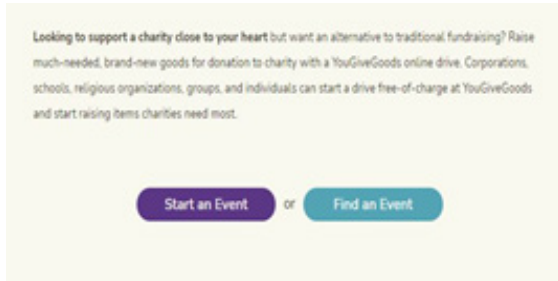
You will receive an email with your page's link that can be shared!

If you would like a custom page designed for your fundraiser, please contact our Food Drive Coordinator.

Hosting a YouGiveGoods Page

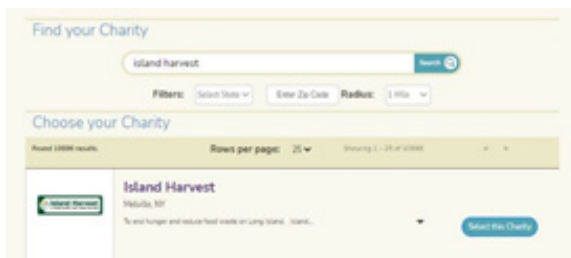
To get started, please visit: <https://yougivegoods.com/>

1. To set up your own page, scroll down and click “Start an Event”. You will be prompted to create your own account.

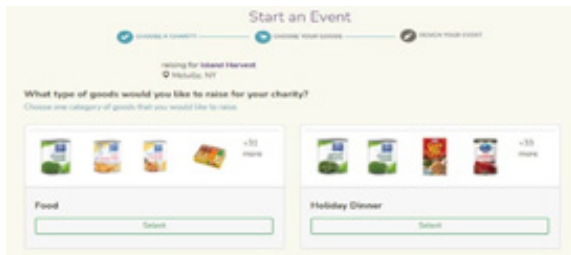


2. Once you create an account, YouGiveGoods will ask you to pick a charity.

Type in “Island Harvest” and we will be the first available choice.



3. Next, choose what kind of items you'd like to collect for us. YouGiveGoods presets these into categories.



4. Once you've chosen your items, follow the prompts from YouGiveGoods to complete setting up your custom page.

5. Congratulations! You are ready to start collecting. Share your link with everyone to encourage donations.

Sample Social Media Posts

Social media is a great way to get the word out about your campaign. Try using some of the sample posts provided below!

Facebook and Instagram

- Did you know 1 in 11 children on Long Island is food-insecure? I want to do my part to help our neighbors in need! Please join me by donating to my fundraiser to benefit Island Harvest Food Bank
<Insert Link or Food Drive Location/Date>
- With more than 1 in 16 people on Long Island experiencing food insecurity, I knew I had to make a difference! Island Harvest Food Bank is one of the leading human service organizations on Long Island and they need help to ensure they can get resources to our neighbors in need. Help today by <hosting a food drive, donate food, etc.>

Twitter

- I'm passionate about helping solve food insecurity because <state your reason>
Help me make a difference at <insert Bitly link to contribute>
- I'm tackling food insecurity on Long Island. Want to join me? <insert Bitly link to contribute>

Suggested Hashtags

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

Sample Promotional Flyers

Name of Food Drive/Program
Date and Time
Location/Hosted By

Accepting donations of any **NON-PERISHABLE GOODS** including:

- Canned Vegetables and Soup
- Pasta / Rice / Ramen
- Stuffing and Instant Potatoes
- Cold Cereals / Oatmeal / Grits
- Personal Care and Toiletry items: Soap, Shampoo, Lotion, Toothpaste, Feminine Hygiene Products and more!



Supporting **ISLAND HARVEST** POWER TO FEED Long Island
 Nourishing Long Island's Future

www.islandharvest.org
 631-873-4775 | 516-294-8528

SEPTEMBER IS HUNGER ACTION MONTH.
A United States Department of Agriculture study shows that 40% of people live more than 1 mile from the nearest grocery store, which can make it difficult to access healthy foods.

100th Anniversary Food Drive
September 2022 • Daniel Gale Office

Accepting donations of any **NON-PERISHABLE GOODS** including:

- Canned Vegetables and Soup
- Pasta / Rice / Ramen
- Stuffing and Instant Potatoes
- Cereals / Oatmeal / Grits
- Personal Care and Toiletry items: Soap, Shampoo, Lotion, Toothpaste, Feminine Products and more!



OR make a **Monetary Contribution!**



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ISLAND HARVEST POWER TO FEED Long Island
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PSEG LONG ISLAND

FOOD COLLECTION

SEPTEMBER 16th • 10am to 7pm

STOP&SHOP.

365 on NY-109, West Babylon



Scan to learn more about our campaign



Accepting non-perishable and/or packaged goods or monetary contributions to help our Long Island neighbors in need!