



INTRODUCTION

Thank you for your interest in hosting a Food Drive to support the Newmarket Food Pantry. It is through the generous support of our community that we are able to continue our work of providing local families with emergency food supplies.

By hosting a food drive, you are educating your neighbors, friends and family about the realities of food insecurity in our community and the importance of working together to make a difference in the lives of everyday people.

We have created these guidelines to assist you in the planning and organization of your food drive. Please do not hesitate to contact us should you have any questions after reviewing this information.

Organizing your Food Drive.

- **Who?** It is recommended that the food drive be limited to people within your organization or customers who may use your service. If you decide to broaden the scope of the drive to appeal to the larger community, please contact us before proceeding.
- **When?** The food pantry is always in need of supplies, so any time of the year is a good time to host a food drive. We recommend that a food drive not last more than three weeks' as interest tends to diminish over time.
- **How?** Setting goals or challenges are a great way to build motivation and create a little competition! You can decide what works best for your group – but goals or no goals, we are grateful for your support!
- **What?** A food drive doesn't have to just be about food! We are always in need of toiletries, baby food and diapers, cat and dog food or even monetary donations! Picking a theme is a good way to focus your event.

PROMOTING YOUR FOOD DRIVE

Included in this package are poster templates you can use to promote your food drive to be printed and distributed. You can also find digital versions of these on our website to update and share on your social media channels.

Here are some suggestions on how to promote your food drive:

- Contact the Newmarket Food Pantry to advise us of your upcoming event
- Share your event on your social media channels – don't forget to tag the Newmarket Food Pantry so we can share/retweet: [Facebook.ca/newmarketfoodpantry](https://www.facebook.com/newmarketfoodpantry) or [@NMKTfood](https://twitter.com/NMKTfood) on Twitter
- Share the event with your customers/clients via your newsletter (if you have one).
- Share the event and updates to your employees via email/intraweb
- Post updates on the progress of the event via social media
- Share photos of your progress
- Don't forget to tag the Newmarket Food Pantry on any posts you make so we can share in your success



WHAT ITEMS TO COLLECT

It is the goal of the Newmarket Food Pantry to provide as much healthy food as we can to our clients. With that in mind, please ensure that all items are not past their best before date. Also, we can only accept non-perishable food items. If you are a farm or business that would like to donate perishable food items (i.e. potatoes), please contact us directly for further information.

To help us with that aim, here is a list of our most common needed items:

- Canned Vegetables
- Canned Fruit/Fruit Cups
- Canned meats such as tuna, ham, turkey etc.
- Soups and stews
- Lunch snacks
- Broth
- Peanut Butter
- Canned tomato sauce
- Baby food and formula
- Diapers
- Pasta
- Rice
- Special diets (gluten-free, sugar-free, etc.)
- Toiletry items (shampoo, body wash, deodorant, toothpaste, toilet paper)

Please contact us directly if you have any questions about what to collect.

SIX STEPS TO A SUCCESSFUL FOOD DRIVE

1. Form and meet with Food Drive Organizing Committee to:
 - (i) develop a plan;
 - (ii) develop a theme for your food drive, including whether to incorporate a "challenge" or "contest";
 - (iii) establish goals/targets;
 - (iv) establish Committee members' specific roles/responsibilities for the food drive period.
2. Prepare promotional materials and donation boxes. Determine locations for your promotional materials and donation boxes. Post promotional materials at least one week prior to the food drive start date.
3. At least one day before the start of your food drive, remind teachers, team leaders or organizers of start date, responsibilities and goals.
4. The afternoon/night before the start of your food drive, set up donation boxes in designated locations.
5. Maintain momentum! Update your participants on how much food has been collected, and any funds collected via social media, posters, emails etc.
6. Show your appreciation for all the donors, supports, volunteers etc. once the event is over.

Most of all - have fun!



ADDITIONAL IDEAS

CHURCH

- Announce the food drive and encourage participation through your church bulletin.
- Encourage your minister to announce the food drive at your service
- Ask the Sunday School participants to create a poster to advertise the food drive. Any promotion materials will help build awareness of the event and encourage participation.
- Invite a representative from the Newmarket Food Pantry to attend a service to speak about the Food Pantry and the work we do.

WORKPLACE

- Invite a representative from the Newmarket Food Pantry to come and speak to staff.
- Put up posters in common areas, share on the intranet/newsletters/ social media and announce at departmental meetings.
- Enlist the support of your CEO/leadership! Matching donations by the company or department significantly increases donations.
- Encourage friendly competition between departments.
- Food drives can easily be incorporated into existing events such as holiday parties, team building events, etc. Use donations as entry into sponsored events instead of tickets.

SCHOOLS

- Invite a representative from the Newmarket Food Pantry to come and speak to students and staff.
- Encourage your principal to announce the food drive at the school assembly.
- Promotional materials help build awareness and participation. Create a contest to design posters and flyers – this is a great way to tap into student creativity and generate excitement about the event.
- Display the posters in all common areas
- Encourage competition between grades, clubs or sports teams and offer prizes for the group who raises the most.
- Food drives can be easily incorporated into the curriculum, existing events and activities.

AFTER THE FOOD DRIVE

- Please have your food organized in boxes no larger than 15' x 12' x 20' (about the size of a photocopy paper box). Alternatively, we can provide you with milk crates to collect your donations.
- We weigh all incoming donations, and will be happy to provide you with total you collected to share with your participants.
- Donations are received at the food pantry on Tuesdays and Thursdays between 9:30am and 2:30pm. If you have a large quantity of donations, please contact us to arrange delivery.
- If you require us to pick up your food please contact the food pantry directly to arrange a pick up. We will need to know how many boxes of food you've collected, and if you will have anybody available to assist our volunteer driver in loading.



FREQUENTLY ASKED QUESTIONS

When is the best time to organize a food drive?

You can organize a food drive at any time that is convenient for your organization. The Newmarket Food Pantry organises food drives during the Easter, Thanksgiving and Christmas seasons. Your organization is welcome to schedule its food drive in conjunction with ours, if you so choose.

How long should the food drive last?

We recommend that your food drive last two to three weeks - longer periods typically cause people to lose interest in the event.

Can the food bank accept perishable items?

It is our recommendation that only non-perishable items are collected. The food pantry does have facilities to accept perishable products but, as these need to be properly handled, they should be donated to the food pantry directly.

Can we accept monetary donations on behalf of the Food Bank?

Yes, we accept monetary donations and are able to issue tax receipts for any amount donated. Please include the name and mailing address of the donor(s) for all financial donations that require a receipt. We recommend you bring in any such donations directly to the Newmarket Food Pantry.

Who receives the donated food?

The Newmarket Food Pantry distributes emergency food supplies to approximately 900 individuals each month. Of the more than 10,000 individuals assisted in the past year, 37% of them are children under the age of 18.

Who should we contact if we have any questions?

You can call the Newmarket Food Pantry at 905.895.6823, Monday, Wednesday, Thursday and Friday between 9:30am to 11:30am. Or you can email us at info@newmarketfoodpantry.ca.

Can our group come to the Food Pantry?

The Food Pantry does organize group tours and volunteer opportunities). Please contact us to discuss options. It is also possible to have a Food Bank representative come to your location to speak about our operations and mandate.

Are there any other ways that we can help the Newmarket Food Pantry?

Yes, please visit www.newmarketfoodpantry.ca for more information.