



Newmarket Food Pantry Food & Fund Drive Tool Kit for Students

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 can continue our work of providing local families with emergency food supplies.

By hosting a food drive, you are educating your neighbours, 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.

This kit was created as your guide to holding an impactful Food & Fund Drive so your efforts provide food for as many individuals and families as possible. We have included tips we've learned along the way to help you get started. We encourage you to set a goal for the amount of food you would like to raise through your Food & Fund Drive.

Please do not hesitate to contact us should you have any questions after reviewing this information!

Organizing your Food & Fund Drive

- **Who will be involved?** We recommend that you involve people in your local community. If you'd like to broaden the scope of your food & fund drive to appeal to the larger community, please contact us!
- **When will you host your food & fund drive?** The Food Pantry is always in need of supplies, so any time of the year is a great time to host! We receive the least amount of donations over the summer months.
- **How long should the food & fund drive last?** We recommend that the food & fund drive last no more than 2 weeks, as momentum can diminish after that.
- **Setting Goals & Challenges:** Set a goal so you can celebrate when you get there! Deciding how you are going to raise food & funds is the fun part! Challenging your friends, family, and neighbours to a friendly competition is a great way to build motivation and create healthy competition.
- **Pick a Theme:** A food & fund drive does not need to be just about food and money! We are always in need of toiletries, baby supplies, and pet food. Picking a theme is a great way to focus your event.

Promoting Your Food & Fund Drive

- Contact the Newmarket Food Pantry to let us know about your upcoming event.
- Share your event on Social media and tag the Newmarket Food Pantry so we can share your event:
 - [Facebook.ca/newmarketfoodpantry](https://www.facebook.ca/newmarketfoodpantry)
 - [Instagram.com/newmarketfoodpantry](https://www.instagram.com/newmarketfoodpantry)
- Send an email to those in your contact list to spread the word.
- Put posters around your school and neighborhood to promote your event.
- Share updates & photos on the progress of your event through social media outlets.



What 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. **Ask us for our current Most Needed Items List to find out what we need!**

After the Food Drive: Donation Drop Off

- If you have a large number of items, we can provide you with milk crates to collect your donations.
- We weigh all incoming donations and will be happy to provide you with the total you collected to share with your participants.
- Donations are received at the Food Pantry Monday to Friday from 9 AM to 3 PM. Alternate times available by appointment.

Five Steps to a Successful Food Drive

1. Getting Started:
 - a. Develop your plan
 - b. Develop your theme, challenge, or contest
 - c. Establish your goals and targets
2. Prepare your promotional materials. How are you going to spread the word?
3. Maintain momentum! Update your participants on the amounts collected and how close you are to reaching your goals via social media and emails.
4. Show your appreciation for your donors, supporters, and volunteers after the event is over.
5. Need more help or creative ideas? Contact us, we are happy to help! 905-895-6823 or information@newmarketfoodpantry.ca
6. We give 10 student volunteer hours for successful food drives!

Most of all – have fun!

You are doing something wonderful for your community members in need. Thank you for choosing the Newmarket Food Pantry!