



## Newmarket Food Pantry Food & Fund Drive Tool Kit General

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 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.

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! Consider hosting a food & fund drive multiple times a year to keep the momentum up!
- **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. Contact us and request our Most Needed Items List!

## **After the Food Drive: Donation Drop Off**

- We can provide you with milk crates to collect your donations and ease of delivery.
- 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 – 3 PM.
- Pick up arrangements can be made by contacting our office, [information@newmarketfoodpantry.ca](mailto:information@newmarketfoodpantry.ca) , or 905-895-6823.

## **Five Steps to a Successful Food Drive**

1. Form a Food Drive Organizing Committee and meet to:
  - a. Develop your plan
  - b. Develop your theme and challenge or contest if you so decide
  - c. Establish your goals and targets
2. Prepare your promotional materials and donation boxes. Determine locations for your promotional materials and donation boxes. Post your promotional materials at least one week prior to the beginning of your food & fund drive.
3. The afternoon or night before the start of your food & fund drive, set up your donation boxes in the designated areas.
4. Maintain momentum! Update your participants on the amounts collected and how close you are to reaching your goals via social media and emails.
5. Show your appreciation for your donors, supporters, and volunteers after the event is over.

## **Location Specific Suggestions for Hosting a Food & Fund Drive:**

- **Churches:**
  - Announce the food & fund drive and encourage participation through your church bulletin.
  - Encourage your minister to announce the food & fund drive at your service.
  - Ask the Sunday School participants to create a poster to advertise the food & fund drive.
  - Invite a representative from the Newmarket Food Pantry to attend a service to speak about the Food Pantry and the work we do.



- **Workplaces:**

- 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 increase 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 & fund 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 that raises the most.
- Food drives can be easily incorporated into the curriculum's existing events and activities.

**Fundraising Ideas:** there are many ways to fundraise! Here are some other ideas to get you started:

- **Virtual Food Drive:** create an online fundraiser to encourage your friends and family to donate money instead of food.
- **Birthday Fundraiser:** on your special day ask for monetary donations to support the Newmarket Food Pantry in lieu of gifts.
- **Cook off Competition:** everyone loves a good competition! Host a cook off competition among friends and community members. Charge an entry fee for participants and the winner gets bragging rights.
- **Garden Sale:** for our green thumbs, you can host a plant or garden sale.
- **DIY Crafts Sale:** create handmade crafts or artwork, sell them at local markets or online,
- **Online Auction:** collect items or services from your community and host an online auction.
- **Sports Tournament:** Organize a community sports tournament, such as a basketball, soccer, or softball game, and charge an entry fee for participants.
- **Garage Sale:** declutter your home and hold a garage sale.
- **Run or Walk Fundraiser:** hold or participate in a charity run or walk, gather sponsors who pledge donations.
- **Charity Bike Ride:** hold or participate in a charity bike ride, gather sponsors who pledge donations.



- **Book Sale:** collect books from your community and host a book sale.
- **Car Wash:** hold a car wash in your community.
- **Pet Wash:** hold a pet wash in your community.
- **Trivia Night:** host a trivia night. Charge an entry fee and the winning team gets bragging rights.
- **Social Media Challenge:** create a social media challenge related to your fundraising goals and encourage friends and followers to participate and donate.
- **Random Acts of Kindness:** perform acts of kindness for your neighbours, friends, or strangers, asking them to pay it forward with a donation to the Newmarket Food Pantry.

Remember to promote your fundraiser through social media, local bulletin boards and word of mouth to maximize your impact!

**Most of all – have fun!**

**Questions?**

**Feel free to contact us:**

**Phone: 905-895-6823**

**Email: [info@newmarketfoodpantry.ca](mailto:info@newmarketfoodpantry.ca)**