

# North County's Food Bank

*Serving North San Diego County Since 1988*

## Food and Funds Drive Manual

**Thank you for your interest in running a food and funds drive to benefit North County's Food Bank!** Food drives are a vital ingredient in our ability to provide food to the more than 18,000 individuals we help serve each month, and we are grateful for your support.

**Donations to North County's Food Bank stay in North County.**

When you raise and donate food or money to North County's Food Bank, you directly impact *your* community. Donated food is distributed to those in need through our 100 nonprofit partners who serve communities in North County.

**No one should go hungry – at anytime of the year.** You can make a difference in the lives of low-income families, seniors and children in North San Diego County by organizing a food and funds drive anytime of the year. All it takes is leadership and initiative!

Here's how you can help:

### **Raise Money**

North County's Food Bank relies on financial donations to cover basic operating expenses such as food procurement, trucks, drivers, and many other distribution costs. As part of a nationwide food rescue network, we are able to provide **4 meals for every \$1 donated.**

**Donate online:** <http://www.sdnccs.org/donate>

*All donors will receive an acknowledgement and tax receipt by email.*

**Donate by mail:** Send check or money order (made payable to North County's Food Bank) to:

North County's Food Bank  
680 Rancheros Dr # 100  
San Marcos, CA 92069

*All donors that provide contact information will receive a letter of acknowledgement and tax receipt for their donation.*



**North County's Food Bank**  
680 Rancheros Drive, #100, San Marcos, CA 92069  
760-761-1140  
<http://www.sdnccs.org>

## **Raise Food**

Community food drives are an excellent source of high-quality food for the agencies we serve. We can provide food collection barrels to use for your food drive. Our blue barrels are roughly 2 feet in diameter by 3 feet in height. Each barrel holds approximately 200 lbs of food. As a general rule, we recommend 1 barrel for every 20 participants.

You can also use your own food collection containers (cardboard boxes, crates, etc.) if that's more convenient for you.

If at all possible, we would greatly appreciate your assistance in obtaining collection barrels and delivering your food donations to the Food Bank. This will allow us to best utilize our limited resources to deliver food to those in need throughout North San Diego County.

Our warehouse is open Monday-Friday, from 7am-4pm, to pick up collection barrels or to drop off food donations. We are located at:

680 Rancheros Dr # 100  
San Marcos, CA 92069  
760-761-1140

If you are unable to come to the Food Bank we will gladly make arrangements for our trucks to come to you. Just let us know when you register your food drive.

Once your barrels are 75% full, contact us to schedule a pickup and exchange for empty barrels. If you have the space, please accommodate multiple barrels. This minimizes the number of pickups/exchanges and reduces our trucking and fuel costs. **For every \$1 we save in operating costs we can provide 4 meals.**



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# 6 Easy Steps for Organizing Your Food and Funds Drive

## 1. Plan Ahead

Select a leadership committee to plan the food drive, manage the communications and set goals. It is best to run your drive for a predetermined period of time to add energy and a sense of urgency. You can use a holiday or special event to provide a theme and encourage participation. The dates of your food drive can always be modified as needed but it's best to plan your drive around specific dates.

## 2. Set Your Goal

Setting a target will make your food drive more effective. To make the goal more meaningful, you can convert pounds of food and dollars to number of meals using the formula of 1.25 pounds = 1 meal and \$1 = 3 meals. This way, whether individuals donate food or funds, everyone will have a common goal.

Aim high, but set a realistic goal. If you did a food drive last year, set the goal higher than what was achieved the year before. For fun, consider a competition among departments, classes, groups, floors, etc.

## 3. Register Your Food Drive

Register your food and fund drive and order barrels online at:  
<http://sdnccs.org/north-countys-food-bank>

Once your information is received we will contact you, typically within 72 hours, to confirm details and provide any necessary food drive materials. If you have any questions regarding registration or your food drive please email us at: [fooddrive@sdnccs.org](mailto:fooddrive@sdnccs.org)

## 4. Get company or organizational management involved

The support of company and organization leaders sets a standard for participation. Ask an executive to champion your food drive. Customize our "Sample Letter to Participants" for a personal appeal. Encourage executives



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to show their support by sending emails or announcing the food drive at a company/organizational meeting.

Consider a “matching program” in which your company will match each pound or dollar collected, i.e. \$1 for each pound of food. People are more motivated when the value of their contribution is extended.

Strive for 100% participation from members of your organization. This creates a sense of team spirit and ensures the success of your drive.

## **5. Promote Your Food Drive**

Creating awareness is one of the most important factors of a successful food drive. People must know about the food drive in order to participate. Consider launching the food drive at a special event such as a breakfast, lunch or all company meeting. Please let us know if you would like a representative from the Food Bank to be present at your kick-off event.

Consider making your food drive public, allowing North County's Food Bank to list your food drive information on our website. This allows the public to drop off donated food at your business or facility. If you would like to make your food drive public, just let us know when you register online.

Utilize the materials provided by the Food Bank including the “Food Drive Poster”, “Food Drive Shopping List”, and “Sample Letter to Participants”.

Display posters and collection barrels at entrances, cafeterias and other prominent locations. Promote the food drive on your website, newsletter or bulletins. Distribute shopping bags and the Food Drive Shopping List to participants and customers, encouraging them to fill the bag to feed a hungry family. Maintain momentum by keeping everyone updated on progress and remind participants of the drive deadlines.

If you are collecting financial donations, encourage participants to contribute online or assign someone to collect and hold all checks.

Request a tour of the Food Bank to get a firsthand look at the Food Bank operations. Or even better organize a group volunteer effort to raise awareness. For volunteer opportunities contact our volunteer coordinator at: [volunteer@sdnccs.org](mailto:volunteer@sdnccs.org)



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## **6. Announce Your Results**

Celebrate your success! Host a recognition party announcing the results and rewarding the top contributors or departments. Please let us know if you would like a representative from the Food Bank to attend an award or check giving ceremony.

All donated food will be weighed and the total weight recorded in our logs. You will receive a letter of acknowledgement that includes the weight total 1-2 weeks after the donation is received. Please let us know if you need to know the total weight donated sooner.

Lastly, take time to reflect on your accomplishments. Your successful food drive will make an immediate impact on families throughout North San Diego County.

**Thank you for helping us “Take a Bite Out of Hunger” in North San Diego County!**



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