The Food Bank of Western Massachusetts

Food Drive TOOL KIT

97 North Hatfield Road, Hatfield, MA 01038
413-247-9738
www.foodbankwma.org
Getting Started

Plan Ahead

Choose a Theme: Seasons/holidays, type of food, slogans or “In Recognition of”
Set a Date: If it’s open to the public, one or two well-advertised days yield great results. If it’s internal, though work, club or team, two weeks is about right.
Confirm Where: Do you have a central space for collection? Boxes to hold the food?

Set A Goal

How much food do you want to give? Will you collect cans, cash or both? How many participants do you anticipate?
Get Leadership Involved: Company matching (ex. $1/lb) Leadership pledges to do something if goal is met.
Can you make it a competition? Group vs. Group: departments, location, grades Consider awards (most donated, most unusual)

Boost the Signal

Advertise: Flyers, emails, newsletters, lawn signs, payroll inserts, or posters in highly visible places (such as water coolers/fridges) all act as reminders.
Provide Context: Highlight a local statistic on hunger. Why is it important for your group to be doing this food drive? Who will you be helping. Why now?

Deliver

If you are able to deliver your food drive, consider the savings in time and transportation cost to The Food Bank as an extra donation.
Drop-off at The Food Bank: between 9 a.m. - 12 p.m. or 1 p.m. - 3 p.m. Monday through Friday. The Food Bank is located at 97 N. Hatfield Road, Hatfield, MA 01038.
Bring to a Member Agency: You can find a list of the organizations we work with on our website or give us a call for a suggestion.

Celebrate!

Thank everyone who participated
Announce the total pounds at a gathering or with a letter. Thank people individually who gave generously or helped inspire enthusiasm among for the drive.
Let The Food Bank know
We’d like to highlight your success. Send us pictures and feedback on how it went. And THANK YOU! We could not exist without your support.
Food Drive FAQs

Q: Is the food bank the same thing as a food pantry?
A: Not exactly. Food pantries provide packaged foods and groceries to individuals. Food Banks provide food to many different non-profits, including pantries, meal sites, shelters, senior centers and youth programs.

Q: How does the food reach people who are hungry?
A: The Food Bank of Western Massachusetts serves our member agencies in Berkshire, Franklin, Hampden and Hampshire counties. On average, member agencies receive 50% to 75% of their food from our warehouse in Hatfield. The Food Bank also runs a Brown Bag: Food for Elders Program that provides nutritious meals to low income seniors each month. In addition, our Mobile Food Bank delivers fresh and non-perishable groceries from The Food Bank’s warehouse, to community sites for immediate distribution.

Q: What items do you need most?
A: A list of our most needed items can be found online at: www.foodbankwma.org/conduct-a-food-drive

Q: What times can we drop off the food?
A: Monday through Friday, 9 a.m. - 3 p.m. The Food Bank is located at 97 North Hatfield Road, Hatfield, MA 01038.

Q: Can you pick up a food drive?
A: Although we distribute over 9 million pounds each year, we are a small organization. Our trucks’ primary responsibility is delivering food to our member agencies. Each trip we take to pick up food costs money that off-sets the effort of your collection, so we ask that you deliver to our warehouse or a member agency we work with. If you anticipate the amount of food you collect will not fit into a car or van, please call us ahead of time to make arrangements.

Q: Can you weigh the food?
A: Yes. When you deliver to The Food Bank will give you a total weight and receipt for your donation.

Q: Where do I send cash collections?
A: Checks can be made out to ‘The Food Bank of Western Massachusetts’ and sent to P.O. Box 160, Hatfield, MA 01038

Q: Are there donations you can’t accept?
A: We are unable to redistribute homemade products, unlabeled products, items that are severely dented, ripped packaging and baby foods.
TO: Your Organization
FROM: Your Name
DATE: September 2, 2019
SUBJECT: Second Annual 'Food Is Love' Food Drive

This year our organization is participating in the second annual 'Food Is Love' food drive company-wide challenge from DATE to DATE.

Last year was the first year we did this together, with great success. We raised over $620, collected 824 pounds of food, and volunteered 40 hours for The Food Bank of Western Massachusetts. Let's do it again!

I hope you will join me in this effort to help tens of thousands of residents in Western Massachusetts put food on the table. Our business has pledged to match every donation, dollar for pound. Keep in mind, your time, donations and energy help The Food Bank to distribute nutritious staples such as tuna, pasta, beans and rice.

ONE IN EIGHT local residents now faces hunger, with the impact hitting families and seniors hardest. Out of the 235,000 people who receive food assistance through The Food Bank each year, more than 27% are children.

I urge you to join me in supporting this drive. Donations boxes will be placed at the front entrance to the building. Monetary donations can be given to [Contact Person]. If you are interested in volunteering, please see [Contact Person].

Your Name
Name@organization.org
413.247.9738
Most Needed Non-Perishable Food Items:

- Hot/Cold Cereals
- Dried Pasta/Noodles
- Boxed Mac & Cheese
- Rice/Rice Mixes
- Flour – All Varieties
- Granola Bars • Crackers
- Bread Mixes/Muffin Mixes
- Tomato Sauce/Paste
- Canned or Boxed Soups
- Canned Or Dried Fruit
- Boxed/Canned Juices
- Apple Sauce
- Canned Beef Stews
- Baked Beans
- Canned Chili
- Canned Tuna/Chicken
- Canned Sardines
- Canned or Dry Beans
- Peanut Butter
- Evaporated Milk
- Parmesan Cheese

Please, due to safety regulations, no glass containers or home canned products.

Your Organization:

Drive Begins:

Drive Ends:

THANK YOU FOR YOUR SUPPORT!
FOOD DRIVE
to benefit
The Food Bank
of Western Massachusetts

When:

Where:

Most Needed Non-Perishable Food Items:
- Hot/Cold Cereals
- Dried Pasta
- Peanut Butter & Jelly
- Mac & Cheese
- Rice
- Granola Bars
- Crackers
- Canned Tuna
- Tomato Sauce
- Canned/Dried Fruit
- Evaporated Milk
- Boxed/Canned Juices
- Apple Sauce
- Canned or Dry Beans

$1 = 4 Meals
FEEDING the NEED:
How The Food Bank of Western Massachusetts works

OUR NEIGHBORS

MEMBER AGENCIES
- Meal Sites
- Food Pantries
- Emergency Shelters

DIRECT-TO-NEIGHBOR DISTRIBUTION
- Mobile Food Bank
- Brown Bag: Food For Elders

THE FOOD BANK
- Volunteers sort food for distribution

OUTREACH
- SNAP Nutrition
- Hunger Advocacy

DONORS
- Farms
- Individuals
- Retailers/Wholesale
- Corporate Sponsors

STATE
- MEFAP (Massachusetts Emergency Food Assistance Program)

FEDERAL
- USDA

foodbankwma.org
facebook
twitter
instagram
linkedin
Feeding our neighbors in need, and leading the community to end hunger.

Who we are
• Non-Profit est. 1982
• Serving four counties:
  - Berkshire
  - Franklin
  - Hampden
  - Hampshire

What we do
Distribute food to Member Agencies:
• Food Pantries
• Meal Sites
• Shelters
• Childcare Centers
• Elder Care Facilities

Distribute food Direct-to-Client:
• Mobile Food Bank
• Brown Bag: Food for Elders

Outreach
• SNAP Enrollment
• Nutrition Education
• Advocacy
• Agency Building

$1 = 4 DONATED MEALS

MEALS PROVIDED

<table>
<thead>
<tr>
<th>Region</th>
<th>Meals Provided</th>
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<tbody>
<tr>
<td>Hampden</td>
<td>5,508,960</td>
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<tr>
<td>Franklin</td>
<td>1,050,179</td>
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<tr>
<td>Berkshire</td>
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10,118,020 MEALS TOTAL

TYPES OF FOOD DISTRIBUTED

- Breads/Cereals: 45%
- Fresh Fruit & Vegetables: 30%
- Meat: 15%
- Dairy: 7%
- Beverages: 3%

FOOD DONATED FROM LOCAL FARMS

37 Farms

483,500 Meals

Data compiled from October 1, 2018 – September 30, 2019

97 North Hatfield Road, Hadfield MA  413-247-9738
foodbankwma.org