



The Food Drive Starter Pack

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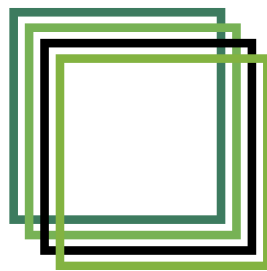
• TIPS AND TRICKS •

HAVING A SUCCESSFUL FOOD DRIVE



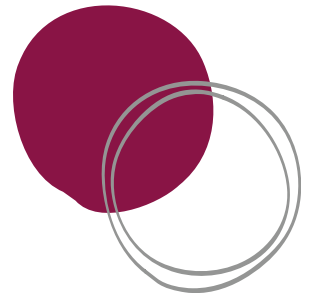
MAKE IT A GROUP EVENT

Build momentum and bring your community together by working as a team.



PICK A THEME

This gives your donors a fun way to connect to your event and can amp up the team spirit.



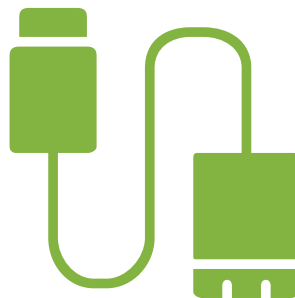
SIMPLE SELECTION

Choose 1-3 food items that your team loves eating rather than a whole list.



SET GOALS, TRACK PROGRESS

Set a goal on the number of items or a specific weight of donations. Track and share this information with your group to help motivate them and reach your goal.



FACILITATE CONNECTION

Plan plenty of time to advertise and introduce the Shelbourne Community Kitchen to your group before the food drive begins.



INCREASE VISIBILITY

Find a location that allows your event increased visibility within the community.

Food Donation Guidelines

We accept...



Canned Meats & Fish: Canned tuna, salmon, chicken, corned beef etc.



Beans & Lentils: Dried beans and lentils, and plain canned beans



Fruits: Canned fruit, sugar-free applesauce, dried fruit, 100% fruit juices



Drinks/Dairy Alternatives: Coffee, tea, shelf-stable unsweetened milk alternatives (rice, soy, almond, coconut etc.)



Grains: Rice, pasta, whole grain cereals, oatmeal, crackers, granola bars, gluten-free options



Oils & Sauce: Olive, canola, vegetable oils, pasta sauce, condiments



Nuts: Plain nuts and peanut/nut butters



Vegetables: Low-sodium canned vegetables and vegetable juices, canned tomatoes



Toiletries and personal hygiene supplies: toilet paper, feminine hygiene products, soaps and lotions etc.

Unfortunately, we do not accept...



Home canned goods of any kind



Items that have been opened or partially used



Items that are not in their original packages



Cans/packages with severe damage or without labels



Fresh/Frozen meats including uninspected wild game



Dairy products or eggs

Some food for thought...

1. Consider choosing foods that are low in sugar and sodium.
2. Consider choosing whole grain alternatives that can help contribute to a healthy diet.
3. Please check best before dates before donating.

COORDINATION CONSIDERATIONS

Keeping these insights in mind will help you run your food drive more efficiently.

1 HOW SHOULD I STORE AND TRANSPORT FOOD?

Have a supply of bins and cardboard boxes to make storage and transport easy. This also ensures your donations stay organized!

2 FOR SMALLER GROUPS...

For smaller groups, or food drives from the general public, you can coordinate a volunteer or staff member to deliver donations to The Kitchen. Contact The Kitchen to determine date and time for drop off.

3 WHERE CAN I GET BOXES?

Grocery and liquor stores often have extra boxes if you ask!

4 FOR BIGGER GROUPS...

For bigger groups, schedule a representative from The Kitchen to come receive the donations. They can offer a 3-5 minute speech on the positive impact your food drive can have, and take donations back to The Kitchen.

5 FOR FOOD DRIVES LONGER THAN 3 WEEKS...

With a bigger group, if the food drive is 3 weeks or longer, you may want to consider multiple drop-offs. Contact The Kitchen to coordinate date and time for drop off.



How to: Increase Food Drive Engagement

Making your food drive a success

1

SUPPORT those participating in your food drive. Give volunteers a clear understanding of food drive guidelines, coordination considerations, and tips for success to allow your food drive to run smoothly!

2

MOTIVATE your volunteers. One way to do this is track and share throughout the food drive as you reach your goals. Another option is through a little friendly competition – provide a prize for the volunteer who brings in the most donations!

3

GET SOCIAL WITH IT! Make your food drive into an opportunity for participants to mingle and connect with the cause and others who care about the cause.

4

RECOGNIZE & CELEBRATE your volunteers and the people that help make the food drive happen, and the impact this will have in the community.

5

PLAN FOR NEXT YEAR Did your team have fun? Would you like to make the drive an annual event? If so, check in with your team to share feedback and ideas for next year!



KITCHEN CONSIDERATIONS

ENDORSEMENT

The use of the name and the logo of The Kitchen are welcomed in printed or online material that will advertise your food drive! We kindly ask you to please make sure that it is clear to the general public that the food drive will be organized by your community “in support of” The Kitchen (so people know they should contact your organization, and not The Kitchen, in case of any questions).

KITCHEN MISSION

Please use the following statement to describe what The Kitchen is and what we do:

The Shelbourne Community Kitchen is a neighbourhood food centre and registered charity in Saanich. Our mission is to create opportunities with people living on low income to COOK, GROW, SHARE and CONNECT for improved health and well being.

We provide opportunities for people to:

- Prepare and share healthy meals together;
- Access nutritious food;
- Work together to grow food and build gardening skills;
- Connect with other community resources and become resources for one another.

For up to date statistics about the number of people we serve and the impact we have, please contact a staff member at tyler@shelbournecommunitykitchen.ca.

SOCIAL MEDIA

The Kitchen would love to help promote your food drive and celebrate your support through our social media. We can share your social media posts and thank you and your group on our social media pages. We do not co-host or collaborate on third party fundraisers. facebook: [@shelbournecommunitykitchensociety](https://www.facebook.com/shelbournecommunitykitchensociety), instagram: [@shelbournecommunitykitchen](https://www.instagram.com/shelbournecommunitykitchen)

LOGO AND LANGUAGE

Logo:

We ask you to only use The Kitchen's logo in material that is related to the food drive. Please do not edit or adjust the proportions and colours of the file you receive from us.

Language:

We often explain our work by saying that that The Kitchen helps to build community resilience through food. Individuals who engage in The Kitchen's many activities and programs are referred to as a “participant” or “member”.

JOANNE BRODERSEN

REALTOR, BRODERSEN HOMES GROUP, REMAX CAMOSUN
TALKS FOOD DRIVE SUCCESS

Why she decided to do a food drive

We host a food drive every year to bring awareness of the needs throughout our community and to do our part in sharing the importance of giving back.



Why she chose Shelbourne Community Kitchen

We choose The Shelbourne Community Kitchen because they offer diverse ways to provide for the community with multiple programs and help to educate and empower those who struggle with food insecurity. The Shelbourne/Gordon Head area is the community where Joanne, our founder, our mentor and mother raised her family. It holds a special place in the heart of the Brodersen Homes Group.



Food Drive Tips

- Take to social media if you can! Get the word out!
- Pick a well known and convenient location for drop off/event day!
- Share with your friends and family and encourage them to share as well, word of mouth is a great tool!
- Provide snacks or coffee to offer to your community as they arrive/drop off their donations.
- Offer to pick up their donations for them in the weeks leading up to your event day!

GILLIAN PETRINI

TEACHER AT ARBUTUS SCHOOL

Why the school decided to do a food drive

We know that there is a local need. We found this past year that students are realizing that money can go farther for food banks so they want to donate cash instead of cans. They are also more aware of what quality food items are, rather than just mr. noodle.



Why she chose Shelbourne Community Kitchen

I feel fortunate to have connected with Kim and it is such a great local organization doing great work in our community.



Food Drive Tips

- incentives are a must
- get those involved excited, a challenge is always a good idea
- have options for donations ie. food or \$
- ensure you have a good way to collect all the donations
- celebrate whatever the success is at the end