

WCCA

WRIGHT COUNTY COMMUNITY ACTION



Food & Fund Drive Tool Kit

*Wright County Community Action:
Community Partner's Guide to a Successful
Food and Fund Drive*

Questions? Contact us at volunteers@wcacweb.com or 320-963-6500



Thank You!

First off, thank you for joining Wright County Community Action in our efforts to relieve hunger in Wright County. By hosting a Food & Fund Drive, you will be making a huge difference in the lives of community members.

This toolkit will provide the drive coordinator with all the necessary information needed to easily start and manage your drive. We know that your Food & Fund Drive will be a huge success and thank you again for making a difference!

Sincerely,

Wright County Community Action

Why Host a Food & Fund Drive for WCCA?

A food drive is the perfect opportunity for your organization to make an immediate impact for your neighbors in Wright County. WCCA works with community partners in providing necessary access to resources for those in need.

Wright County Community Action: Food Security—At a Glance:

- Our overall mission is to prevent and resolve conditions of poverty within our community.
- Our food security program provides resources to community members in need of hunger relief. These resources include:
 - **WCCA Food Shelf in Waverly, MN:** Serving the entire Wright County; we have also extended our hours to better serve the community.
 - **Backpack Program:** Through the food shelf, we provide weekend meals during the school year for families that are enrolled at our Head Start centers and Howard Lake-Winsted-Waverly School District.
 - **Emergency Food Box Network:** An emergency supply of food that is distributed by community partners. Each box holds enough food to feed a family of 4, for three days. Available when food shelves are closed as well.
 - **Mobile Food Shelf:** Our program to deliver food shelf services to those who cannot physically visit the food shelf.
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Increased Need:

- From 2006 to 2010, the average number of households in Wright County utilizing SNAP (formerly known as “Food Stamps”) increased from 1,153 to 2,354.*
 - This includes individuals, families and seniors
- From 2008 to 2011, the percent of students in Wright County (Pre K-12) whom were eligible for Free or Reduced school lunch, rose from 18% to 25%.*
- Over 200% increase in food shelf clients at the WCCA, Wright County Food Shelf from 2016 to current

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Our Buying Power:

- For every \$1 donated, its equivalent to a \$10 purchase of food with the buying power we have as a food shelf.
- We are able to turn pennies into pounds and get the most out of monetary donations by purchasing through Second Harvest Heartland and CIS Wholesale.

We're Growing:

- Since the beginning of 2017, we have dramatically increased our outreach and clientele. We offer services to every, single, resident within Wright County. Our programs are continually increasing and our efforts are becoming more widespread. The more help we get from community members, the more people we can help.

*Sources: Wright County Public Health



Getting Started

- Set a goal:** goal setting gets people excited and motivated to obtain the end result. You can measure your success in pounds of food and/or a monetary total.
- Set a date:** Giving a deadline creates a sense of urgency and will encourage drive support in a timely matter. This can range from a couple hours to a month.
- Promote:** Get the word out about your drive and your goals; let community members know by posting posters around town, putting an ad in the local paper, posting on social media, etc. We will make sure to promote your drive on our communications forums as well.
- (Prolonged Drives) Incorporate a Volunteer Experience:** Gather a handful of volunteers that will help with the drive throughout. These volunteers can check in at the locations where food drive boxes are located and pick up mid-drive and assist in the final results of the drive by volunteering to help organize and sort the donations.
- Think of How You Will Transport the Items:** coordinate with WCCA to help plan your logistics of transporting your food items and funds.
- Document Your Drive:** Take photos! Share them on your social media, the newspaper, your church, and feel free to email them to volunteers@wccaweb.com

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Food Donations:

We want to ensure that every community member that utilizes our food shelf has the opportunity to be given the choice of nutritional food that helps provide a healthy balance- which is especially important to the children and seniors who utilize our food security resources.

The following monthly idea outline suggests varying themes that could be utilized to promote and engage your community:

June/July: *Summer Cookout Theme*

- Ask for donation items such as buns, condiments, paper goods (paper plates, etc.), non-perishable beverages and snacks, easy prep family meals

September/October: *Back Pack Food Program Food Drive*

- Ask for items that would fit inside a brown lunch bag & are easy-open for children ages Pre-K to 4th Grade. Items such as individual snack packs, instant oatmeal packets, applesauce cups, fruit cups, canned tuna/meats, fruit snacks

November/December: *Holiday Meals*

- Ask for items that would coincide with holiday meals. This can be any holiday or ethnic celebration so donation requests can vary depending on what type of holiday.

January/February: *Emergency Food Box Network*

- Ask for donation items that would help sustain our Emergency Food Box Network. Exact items used in the boxes are outlined in the marketing materials you will receive upon request.

March/April/May: *March is MN Food Share Month, April is Volunteer Month & May is Community Action Month!*

- Ask for any types of donations. Following the below guidelines for our most frequently needed donation items or feel free to reach out to inquire as well!

MEATS, FISH AND PROTEIN
Canned tuna, ham or chicken, beef stew, chili, peanut butter, canned/dried beans

FRUITS AND VEGETABLES
100% fruit juice, canned fruits and vegetables, instant potatoes

COMPLETE MEALS
Pasta and sauce, boxed meals, hearty soups

GRAINS
Cereal, rice

SPECIAL DIET FOODS
Low-sodium, low-sugar, gluten-free

PERSONAL CARE PRODUCTS*
Shampoo, deodorant, soap, diapers, toilet paper, feminine hygiene, toothpaste

CLEANING SUPPLIES*
Laundry detergent, paper towels, kitchen and bathroom cleaners

*For safety, please keep separate from food donations

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Tools for Success:

Track your hours: Many organizations have a volunteer hours tracking system in already place; however they may not track the full extent of their event. WCCA encourages organizations to incorporate all steps of the process (for each individual) in their hour tracking;

1. Planning
2. Coordinating
3. Engaging donors
4. Processing donations
5. Delivery

For example, if a single individual spends ten hours planning an event, three hours conducting the event, one hour counting and sorting, and one hour on delivery – you would have a total of 15 volunteer hours.

If instead of one individual you had three in that example, you would have 45 hours to report!

Collection Containers: Use sturdy boxes or plastic tubs in a size that you can manage when they are loaded. You may need more than one box.

Monetary Collection: If you collecting monetary donations, designate an adult who will handle all funds. Use your discretion to determine if a cashbox or a non-transparent envelope will work best for your event.

If a donor would like to write a check, please make checks payable to:

Wright County Community Action, Inc.

Memo Line: [insert your organization name] Food & Fund Drive

Promoting Your Food Drive:

1. Use the Food, Fund & More Drive posters found at the end of this tool kit. Post around your community, as an insert in a newsletter, in the church bulletin or other forms of communication.
2. A way to boost your campaign is to have an organization match the donated food in some way, such as making a cash donation for every pound of food donated.
3. Visually display the food that has been donated to promote others to join in the cause.
4. If you are planning a drive longer than one day; promote themed food days throughout the drive: “Macaroni Monday”, “Tuna Tuesday”, etc.
5. Share information about your drive with your friends, family, coworkers, and social media! Make sure to take lots of photos to document the process.

Delivering Your Results:

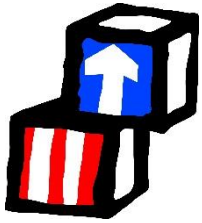
- We would like to help you coordinate the delivery!
 - This includes pick-up, drop-offs, photographs, bonus service opportunities such as sorting, and documenting pounds and funds donated for your use in reporting your success to the community.
- We would like to know your hours!
 - WCCA tracks volunteer hours and reports total hours to partners, donors, the community, as well as state and federal government agencies. All hours reported are anonymous and are used to promote our agency.

Additional Drive Opportunities to Benefit the Wright County Community:

1) **Head Start Supply Drive:** WCCA has Head Start and Early Head Start Centers throughout the entire Wright County

- **Delano, Montrose, Howard Lake, Buffalo, Rogers, Mound, Clearwater, Monticello, Annandale**

- **These centers are for children ages 0-5 and are a preschool readiness program alternative offered to income eligible residents. Since the centers service Pre-K, Toddler & Infant ages, supply needs differ than a typical school supply drive. The following are items that can be collected during a supply drive for Head Start (refer to additional attachments for marketing materials):**



- ***New or gently used art supplies***
- ***Construction paper***
- ***Pencil boxes***
- ***Safety scissors***
- ***Kleenex***
- ***Glue sticks***
- ***Non-toxic paint***
- ***Paint supplies (brushes, paint trays, paint aprons, etc.)***
- ***Any creative supplies that can be further used for a project***

2) **Head Start Book Drive:** Another donation drive opportunity would be for infant, toddler & preschool books. New/Like New condition books for use in the Head Start and Early Head Start classrooms.

3) **Wright County Thrift Shop Clothing Drives:**

- **The WCCA Thrift Shop in Waverly accepts gently used men's, women's, children & maternity clothing/shoes/items, as well as household item donations to re-sell to the community at a next to nothing price. All proceeds further benefit our agency's efforts to empower Wright County residents and improve their social, economic & physical well-being.**

Items NOT accepted:

- **Electronics**
- **medical devices**
- **car seats/high chairs/cribs**
- **well used toys (must be in excellent condition)**
- **used undergarments (must be new/never washed or worn)**
- **used baby bottles/pacifiers**
- **blankets**
- **stuffed animals VHS tapes**
- **out of season items**
- **anything with holes, rips, stains**
- **Items that do not have tags in them (unable to determine size/brand/etc.)**

Drive Ideas:

- **Hat & Mittens Drive**
- **Coat Drive**
- **Kids Clothing Drive**
- **Shoe Drive**

