



Los Angeles Regional Food Bank Food and Fund Drives

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Los Angeles Regional Food Bank
1734 East 41st Street
Los Angeles, CA 90058
lafoodbank.org

HOW YOU CAN HELP

Organize a Food and Fund Drive

The Los Angeles Regional Food Bank relies heavily on local support in order to provide millions of meals to those in need. A company-sponsored Food and Fund Drive is a great way to build team spirit and foster community goodwill within companies, schools and other organizations.

Setting up a Food and Fund Drive is easy. As a Food Drive Coordinator, you may plan, promote and manage your campaign any way you like.

Use your own boxes or order some of ours. Food Drive boxes are 2' x 3' and will each hold approximately 100 pounds of canned food items. We will send you boxes via FedEx ground for a suggested donation of \$20. You may pick up boxes at the Food Bank with 24-hour advanced notice (a \$20 donation is also requested if you pick up four or more boxes).



When you fill four boxes, please contact **our Food Drive Coordinator at (323) 234-3030, ext. 194 or email: fooddrives@lafoodbank.org** to coordinate a pick-up. Donations that weigh less than 400 pounds must be delivered to the Food Bank. Please contact our Food Drive Coordinator to schedule the drop-off.

Get started today by registering your Virtual Food Drive or Food Drive at lafoodbank.org.

The 400 Pound Pledge

Food drives are great, as they help us stock empty pantry shelves. With our limited time and funds, we need to maximize our resources as much as we can. It would really help the Food Bank if you can commit to collecting at least 400 pounds of food through your food drive (that's about 4 of our food donation boxes or 550 12 oz. cans).

If your office/group is small and you cannot meet the 400 lb. pledge you can still help by collecting food in your own containers and delivering your donations to the Food Bank.



Donate Funds

In addition to food and grocery products, every dollar raised through your drive enables the Food Bank to distribute 4.8 pounds of food. That means we can provide 400 meals for every \$100 raised.

For every \$1 donated, the Food Bank is able to acquire and distribute food for four meals.

Donations can be made in cash, by check, Visa, MasterCard or American Express. You can visit our safe and secure web site at lafoodbank.org and make a donation online. Donation checks should be made payable to the Los Angeles Regional Food Bank and mailed to 1734 E. 41st Street Los Angeles, CA 90058. ***All donations must be made directly from the donor to the Food Bank. The IRS does not grant tax deductions for gifts made through a third party.***

Hold a Virtual Food Drive

To meet the increasing demand for food assistance, the Food Bank supplements the donated food we receive with purchases of many shelf-stable items. With the touch of a button, the Virtual Food Drive allows you to get food to those who are facing hunger in your community, quickly and efficiently.

The Virtual Food Drive is quick and easy by using the power of e-mail and the Internet. You can personalize your food drive to fit your needs. This is also great for team competitions. Your Virtual Food Drive team page can tally running totals so you can see how much your Food Drive has raised or how much each team has raised.

Please contact, (323) 234-3030 ext. 194 or aracelim@lafoodbank.org with any questions regarding your Virtual Food Drive or sign up today at lafoodbank.org.

Why use the Virtual Food Drive?

- It is a great way to motivate and engage all employees or members to help their community – right from the convenience of their own computer
- It enables the Food Bank to purchase the exact items needed
- It provides more meals to hungry people faster, and with less expense, than through traditional Food Drive collections

Donations accepted through the Los Angeles Regional Food Bank's Virtual Food Drive are restricted for the purchase and distribution costs of food items like canned tuna, peanut butter, canned fruits and vegetables, and cereals.



Tips for a Successful Food Drive

Plan Ahead

- Select a leadership committee to plan your strategy
- Determine the length of your food drive
- Set a goal
- Volunteer at the Food Bank to inspire your team
- Order food boxes as early as possible

Get management involved

- Encourage executives to show their support by sending e-mails, voicemails or letters to potential supporters
- Ask your company match employee donations
- Challenge an executive to perform an outrageous activity if your goal is met

Promote your food drive

- Organize a kickoff event to build enthusiasm
- Make food drive posters or printed grocery bags
- Hand out shopping lists of most needed food items
- Announce weekly or daily totals to staff members
- Download Food Bank posters and flyers

Make it fun and simple to participate

- Hold a raffle with the prizes being a full day off, jeans day or priority parking

Encourage financial contributions

- Set a separate financial goal
- Order and distribute Food Bank donation envelopes

Utilize exciting competitions and creative themes

- Have "Macaroni Mondays", "Tuna Tuesdays", or food group themed weeks to encourage specific donations
- Encourage departments or groups to challenge each other to a competition

Celebrate your success

- Host a recognition party for top fundraisers
- Celebrate the completion of your food & fund drive



Sample Letter to Participants

Customize the following letter for a personal appeal from an executive or leader in your organization.

RE: Food Drive to Support the Los Angeles Regional Food Bank

It's time for a Food Drive! Our organization will be holding a Food and Fund Drive on **[INSERT DATES]** to help the Los Angeles Regional Food Bank. This is a great chance to make a difference in our community. I encourage you to join us in our efforts to help our less fortunate neighbors.

The food and funds we raise will help the Food Bank supply food to more than 670 charitable agencies, with more than 1,000 sites that provide food for low-income children, families, senior citizens and individuals in need throughout Los Angeles County. The Food Bank currently provides the equivalent of 830,000 meals every week.

Our help allows the Food Bank to acquire and distribute nutritious food such as fruits and vegetables, as well as staples like tuna, pasta, beans, and rice to serve more children and families. ***With every \$1 we raise, the Food Bank can distribute enough food for four meals.***

Your help is vitally important.

Here are ways to help:

- Donate by check or online at our Virtual Food Drive page located at <http://www.lafoodbank.org/virtual-food-drive/>. Search for **[INSERT COMPANY NAME]** and make your donation today!
- Donate non-perishable food items in the Food Bank donation boxes located **[INSERT LOCATION]** during the drive.

Much needed food items include:

- canned protein such as tuna, sardines, stews, and soups
- peanut butter & jelly
- canned fruits & vegetables
- fruit juices
- staples such as beans, rice, pasta

Thank you for your help!

(Signed by company executive, management, food drive coordinator)

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

**LOS ANGELES REGIONAL FOOD BANK
Donation Form**

Contact Information

Name of Organization or Food Drive _____

Name _____

Address _____

City/State/Zip _____

Phone _____

E-mail Address _____

Payment Options

- Enclosed is my check payable to the Los Angeles Regional Food Bank *(please attach check)*
- Enclosed is my cash donation in the amount of \$ _____

- I wish to donate by credit card. Please charge my account as follows:

Please charge my: VISA MasterCard AMEX

Credit Card # _____

Expiration Date _____ Amount \$ _____

Name on Card _____

Signature (required) _____

Send to: Los Angeles Regional Food Bank / P.O. Box 511242 / Los Angeles / CA / 90051-3041