

We have
one belief
— no one
should go
hungry.

Every day, we provide food
to our partner agencies
across Southern Colorado
to serve our neighbors in
need because well-fed
communities are better for
us all.

“It’s comforting...”

*... to know I can still feed my family the way I
want to feed them. The Mobile Pantry has such
a family atmosphere... they are so kind and
gracious. Nobody judges us, nobody thinks we
are not responsible with our budget...they know
me and call me by name.”*



CARE AND SHARESM
FOOD BANK FOR SOUTHERN COLORADO

A Member of **FEEDING
AMERICA**

How to Host A Food Drive
For Care and Share



At Care and Share Food Bank, we believe that no one should go hungry. Every day, we provide food to our partner agencies across Southern Colorado to serve our neighbors in need because well-fed communities are better for us all.

Because of our affiliation with Feeding America, the nation's largest domestic hunger-relief charity, we have access to a national network of resources. This allows us to supply more than 300 partner agencies (food pantries, emergency shelters, soup kitchens, etc.) with food for our Southern Colorado neighbors in need. Last year, we distributed more than 21.4 million pounds of food, or 17 million meals throughout our 31-county service area.

FOOD DRIVE OVERVIEW

Thank you for your interest in supporting Care and Share Food Bank by helping raise food to feed those in need. We frequently receives heartfelt requests from individuals and organizations to host food drives. We welcome these requests and hope this guide provides clearly defined roles for both the organizations/individuals hosting the food drive (the "third party") and Care and Share Food Bank.

BACKGROUND:

Third party food drives are implemented by outside organizations for the benefit of Care and Share Food Bank with minimal or no assistance from our staff or volunteers. We utilizes this fundraising strategy to ethically and effectively generate resources for our agencies and the people they serve. Food drives also help minimize our overhead costs.

FROM START TO FINISH

PLAN

Decide on a time frame and a target audience for your food drive. When will you conduct the drive? Who will participate? Where will you host it? Complete the food drive information form and email or fax it to Eric Pizana at eric@careandshare.org or 719-528-5833.

PROMOTE

After you complete and return the food drive information form, begin promotion of your drive. Food is in high demand, but we are able to purchase GREATER quantities of food at a lower cost than the average consumer. Thus, monetary donations can go far and are highly encouraged. Consider adding a virtual food drive component and have a greater impact in Southern Colorado.

COLLECT

Collect food at your location for the amount of time you've designated. We'd recommend setting aside a few boxes to collect the food to make it more manageable for delivery. Build a tower or box it neatly- either way it's always encouraging to display your collection to inspire giving.

DELIVER

After successfully completing your drive, load donated items and deliver them to Care and Share Food Bank. PLEASE MAKE ALL NECESSARY ARRANGEMENTS TO DELIVER ALL FOOD TO CARE AND SHARE UPON CONCLUSION OF DRIVE.

Please deliver all items Monday through Friday between 8:00 a.m. and 5:00 p.m. in Colorado Springs or Monday-Thursday 8 a.m.-4 p.m.; Friday 8 a.m.-12noon in Pueblo:

Colorado Springs: 2605 Preamble Point, Colorado Springs, CO 80915

(1/4 mile east on Constitution from Powers; just past Sonic on the right hand side)

Pueblo: 100 Greenhorn Drive, Pueblo, CO 81004

VIRTUAL FOOD DRIVE

Virtual food drives are internet-based drives that allow organizations to operate an online monetary donation drive over a set period of time. Proceeds allow Care and Share to purchase large quantities of the most-needed items that create healthy, balanced meals. In addition, virtual food drives minimize our overhead, saving money we would otherwise spend on fuel to pick up donated food **or** staff to assist with the coordination of drives. These savings mean more food can reach the plates of our Southern Colorado neighbors.

FOOD FOR THOUGHT

In an effort to be strategic with the generous organizations that host food drives for us, we would encourage you to identify one particular food item that your entire organization or food drive can focus on. We've found organizations have more success when they target specific items rather than seeking everything but the kitchen sink. **For a targeted food drive, consider the following items: peanut butter, cereal, soup, macaroni and cheese or canned fruits.**

FOOD DRIVE INFORMATION

CONTACT INFORMATION:

Food Drive Coordinator's Name: _____

Business/Organization Name: _____

Address: _____

City _____ State _____ Zip _____

Phone: _____ Cell _____

E-mail: _____

FOOD DRIVE OVERVIEW:

Name of drive: _____

Location of drive: _____

Date(s) of drive: _____ Hours of operation: _____

Food Drive description/concept/objective: _____

Has this food drive been done before? **Yes** ___ If yes, when and result? _____ **No** ___

Projected audience (Internal/External): _____

Projected Goal: _____

Do you plan on using Care and Share 40-gallon barrels?

Yes I need ___ barrels and will pick them up from Care and Share on ___/___/___ **No** ___

IMPORTANT NOTE: All barrels must be picked up from Care and Share's facility.

VIRTUAL FOOD DRIVE OVERVIEW:

Dates of drive: ___/___/___ through ___/___/___

Coordinators E-mail: _____

FINANCIALS:

Will you be raising money as well for CSFB: **Yes** _____ **No** _____

Source of funds: _____

Projected donation: Minimum \$ _____ Maximum \$ _____ or _____% donated to Care and Share

Will other organizations receive portions of the income? **Yes** _____ **No** _____

If yes, please indicate the name _____ and \$ _____ or _____% of income

PUBLICITY:

Care and Share Food Bank must review and approve all materials that include our name and/or logo. Please submit materials to eric@careandshare.org for approval.

_____ I would like to use the Care and Share Food Bank logo.

Please check the types of promotional activities you may pursue:

Press Release: _____ Promotional Flyers: _____ PSA (TV/radio): _____ Social Media: _____

Posters: _____ Invitations: _____ Web Site: _____ Mass E-mail: _____ Other (describe): _____

Please note: Per IRS guidelines, Care and Share Food Bank for Southern Colorado cannot “endorse” the sponsor’s brand/product or provide a “call to action” that causes financial benefit to the sponsor, advertise, promote, market any product or service provided by the sponsoring company, state comparative language, price information or other indications of savings or value, an endorsement, or an inducement to purchase, sell, or use the products or services of the sponsor. For more information on UBIT laws, visit www.irs.gov/pub/irs-pdf/p598.pdf.

NEXT STEPS

E-mail or fax completed information form to Eric Pizana, Volunteer Services and Community Outreach Director, Eric@careandshare.org or (fax) 719-528-5833.

Please allow 2-3 business days for review. Once your information has been reviewed, you will be contacted via e-mail.

CONTACT

Eric Pizana, Volunteer Services and Community Outreach Director

Care and Share Food Bank for Southern Colorado

2605 Preamble Point, Colorado Springs, CO 80915

100 Greenhorn Drive, Pueblo, CO 81004

eric@careandshare.org

Main: 719-528-1247

Direct: 719-434-4677

Fax: 719-528-5833

Thank you for sharing in our belief that no one should go hungry.