

The FoodBank of Monmouth and Ocean Counties is now...



3300 Route 66, Neptune, NJ 07753

Tel: 732 918 2600

www.fulfillnj.org

Food and Fund Drive Kit



- *Facts About Hunger in our Communities
- *Running Your Food and Fund Drive
- *Tips for Success
- *Fun Ideas
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Hunger In Our Communities

Thank you for running a food and fund drive! You are having a real impact on food insecurity here in Monmouth and Ocean Counties.
Here are some facts you can share with others*

- **Monmouth and Ocean Counties:**

- 132,000 individuals were served with food by **Fulfill** and its member agencies (soup kitchens, pantries, etc.) in 2016. That's 1 in 10 residents;
- 78% of households report buying inexpensive, unhealthy food - just to have enough to eat; 46% report watering down food or drinks;
- 85% of the households earned less than \$30,000 annually;
- Last year, over to 12 million meals were distributed, including over 2 million pounds of fresh produce.



- **New Jersey:**

Five food banks and their member agencies served 893,200 individuals – 1 in 10 people.

- **Nationally:**

The Feeding America network of 200 food banks and their local programs serve more than 46 million Americans – 1 in 7 – including 12 million children and 7 million seniors.



Impact of Hunger

Children who are hungry are sick more often and recover more slowly. They are less likely to learn as much, as fast, or as well. They have more behavioral, emotional, and academic problems.



*Hunger in America, Feeding America, 2015

Running Your Food Drive

Thank you for your interest in helping **Fulfill** and our community by organizing a Food and Fund Drive.

- ✓ **Register your Food and Fund Drive:** Online here: <http://www.fulfill.org/food-drive-registration> or print out the attached Food & Fund Drive Registration Form, fill it out and email to jdaniels@fulfillnj.org or mail to **Fulfill**, 3300 Route 66, Neptune, NJ 07753 Attn: Judy Daniels.
- ✓ **Select the date(s) and location of the Drive:** A drive can be one specific day, or up to 1-2 weeks long.
- ✓ **Establish a Food and Fund Drive Committee, if needed:** It's a big job - don't do it alone. Recruit people who are natural leaders to help you plan and organize and who can motivate your community to participate.
- ✓ **Set a Goal:** Setting a target builds excitement and helps to raise more food & funds.
- ✓ **Promote your Food and Fund Drive:** You can personalize the attached food and fund drive flyer to distribute, and look under Tips for Success for other ways to spread the word. If you wish to change the attached flier or create any press releases using **Fulfill's** name, please send a copy to Judy (see email or address above) for approval before you distribute it to make sure the details are correct.



- ✓ **Plan for delivering your donation:** Whenever possible, we encourage you to bring your donation directly to **Fulfill**, since transportation is a significant cost to us. We have two facilities – in Neptune and Toms River. If you collect more than 400 pounds of food (about 20 copy paper boxes or 35-40 bags of food), we can arrange to pick it up for you. Contact us for pick-up details.



Collecting and Delivering Donations

For Food Donations:

- ✓ Your own collection boxes, bags or bins may be easiest to use if you plan on delivering the food to **Fulfill** yourself. Containers should be sturdy and not too large for easier lifting. Tape bottoms of cardboard boxes together securely before use.
- ✓ **Fulfill** also has boxes suitable for food and large crates on wheels for food collections over 400 pounds. Call the FoodBank ahead of time to make arrangements for a crate or large boxes.
- ✓ After packing your food donations, please bring them to either of our locations. We will weigh your donation, and provide you with a receipt for your records.



For Monetary Donations:

- ✓ Be sure to note on your promotional materials that monetary donations will also be accepted.
- ✓ Use a secure container to hold monetary donations.
- ✓ Financial donations made to **Fulfill** are tax-deductible.
- ✓ Accept credit card donations from American Express, Visa, and MasterCard, as well as checks or cash.
- ✓ Make all checks payable to **Fulfill**.
- ✓ For cash donations, please collect the donor's contact information that would normally be on a personal check (name/address) so we can acknowledge their donations. A thank you letter will be sent to all donors.



Tips for Success

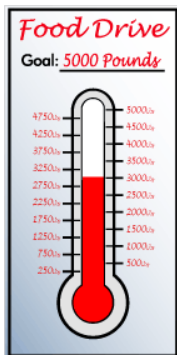
Promote your Food and Fund Drive*

- Dress the office or halls with fliers or posters, use office email, send memos, announce it at meetings.
- Use church and community bulletins, neighborhood grocery store bulletin boards, school announcements and newsletters.
- USE SOCIAL MEDIA – tweet, post, and chat – give regular updates on reaching your goal. Contact Lori at lsayde@fulfillnj.org to have us help promote your event on our social media outlets. Invite and/or involve the media if appropriate.



Collection sites should be easy to find.

Central locations usually work best, such as reception areas, break rooms, or meeting rooms. Be sure the area and the collection boxes are visibly marked.



Ask your organization to make a matching grant or challenge grant.

For example, an organization could donate \$1 for every pound of food donated by the participants.

Competition works.

Set up competition between departments or groups, and then announce those individuals or groups that made the highest contributions, publish them on your website or newsletter.

Make it part of a larger event.

For example, include a food drive during a holiday party. Fulfill can send a speaker to come out and share information about our programs and hunger issues in Monmouth and Ocean Counties. You can also ask colleagues to skip lunch and donate the money they would have spent on food. This will also give them perspective on how hunger impacts daily activities.

** Please be sure to send or fax a copy of any print materials you wish to use which include Fulfill's name, before you distribute it, to make sure all details are correct (jdaniels@fulfillnj.org).*

Fun Ideas for Food and Fund Collection!

- **Food Store Drive:** Set up a table outside a grocery store or market. Hand out slips of most-needed items to entering shoppers and ask that they purchase an item to donate during their trip. Ask the store for permission first. See attached slips in packet.
- **Hunger Games:** Make it competitive! Split grades, departments, sections into teams and award the team that donates the most with a pizza party or other prize.
- **Thermometer tracker:** Make a large thermometer and color it in as you approach your goal.
- **Bike race/walkathon:** Organize one and ask others to sponsor your participation.



- **Pajama/Casual Day:** Ask students or employees to donate \$5 to wear pajamas or jeans on a certain day.
- **Penny Wars:** Create teams and ask them to race to fill up their glass jar with pennies. By adding silver coins or dollars to opposing teams' jars, teams can subtract the same amount from the other teams' score. Give the winner a pizza party or a pajama day!



- **Food-missions:** Host a holiday party, sports game, play, musical, or other event and ask event-goers to bring food donations as the price of admission!
- **Partner up:** Ask a local business or grocery store to match your monetary or food donations.



- **Special Gatherings:** Having a birthday or anniversary party? Ask people to bring food donations instead of gifts. What about a Super Bowl party? Ask guests to bring "soup" donations and have a Soup-er Bowl party.

• **Creative Food Drives:** Ask folks to bring in different foods for different days of the week, based on the most-needed items of pantries and soup kitchens. Or do a week-long one nutritious item drive – "tuna week" or "canned vegetables week".



- **Raffle Prizes:** Offer raffle prizes for food donations such as event tickets, reserved parking space for a week, paid vacation day – the opportunities are limitless!

Frequently Asked Questions

How can I help Fulfill the most?

We are always grateful for donations of food. And monetary donations provide an even greater return to the FoodBank. For every \$1 donated, we can provide up to 3 meals.

How does my donation of food get to Fulfill?

We encourage you to deliver the food donation directly to us whenever possible. Our trucks are in constant use delivering food to those in need, and transportation is a significant cost for us. If you collect more than 400 pounds of food (about 20 copy paper boxes or 35-40 bags of food), we can arrange to pick it up for you. Contact us for pick-up details.

Where is Fulfill located?

We have 2 facilities. Our main warehouse is located at 3300 Route 66 in Neptune. We are off exit 100A from the Parkway going north, and Exit 102 from the Parkway going south. We are on the corner of Route 66 and Wayside Rd. Our Ocean County facility is located at 1769 Hooper Avenue in Toms River in the Silverton section of town.

What are your hours?

In Neptune, we are able to accept food donations from 8:30am until 4:00pm Monday through Friday. After hours or on weekends, you can drop off smaller quantities of nonperishable donations at the side entrance into the food box by the door, with a note. Please do not leave money! Our Toms River facility accepts food donations Monday to Friday between 8:30 and 12 and 12:30-3:30. Please bring the food around the back of the building to our receiving area.

What supplies does Fulfill offer?

We offer large boxes and posters, plus templates here in the Food and Fund Kit. Please contact Judy at jdaniels@fulfillnj.org for more help.

What food is most needed?

Please see the [Most Needed Items](#) list for what is currently most needed. In general, we always need: canned dinners or stews, tuna, canned fruits, canned vegetables, instant potatoes, cereals, canned or dry soups, peanut butter and jelly, canned pork & beans, canned juices and sip-size juices. For food safety reasons, please do not include baby foods in your food drive.





Food and Fund Drive Registration Form

Thank you for your interest in organizing a Food & Fund Drive to benefit **Fulfill** (formerly The FoodBank of Monmouth and Ocean Counties) Please read the Food and Fund Drive Kit as well, and fill out and return this form before beginning your drive.

Today's Date: _____

FOOD AND FUND DRIVE DATE(S) Start: _____ End: _____

Organization name _____

Contact name _____ Tel: _____

Mailing Address _____

Business Phone _____

Email address _____

Other comments _____

Please indicate the date and site (Toms River or Neptune) you will deliver your donation

(Thank you for including transportation as part of your donation! If your donation is over 400 pounds (35-40 grocery bags) & you cannot deliver it, please call us at 732-643-5857 to arrange for a pick-up.)

Will you collect financial donations? _____

Email this document to: jdaniels@fulfillnj.org (an online form is also on our website to send directly)

Fax: 732-918-2660

Or mail to: Fulfill, Attn: Judy Daniels, 3300 Route 66, Neptune NJ 07753



Please join our food drive for Fulfill (formerly The FoodBank of Monmouth and Ocean Counties)

You can do so by purchasing any of these items while you shop and putting them in our carts when you leave.

CANNED VEGGIES AND FRUIT - PASTA - WHOLE WHEAT CEREAL - CANNED TUNA, CHICKEN, AND SALMON - COOKING OILS



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