



FOOD DRIVES AND ONLINE FOOD DRIVES



One way that Roadrunner Food Bank obtains food is through food drives. We rely on individuals, businesses, and organizations to host food drives in faith communities, places of employment, among friends, and other locations. Last year, our Holiday Food Drive alone raised more than 742,000 pounds of food collected in 900 locations. Thanks to the hundreds of organizations hosting community food drives, tens of thousands of hungry New Mexicans benefitted from generous food donations.

Anyone can host a food drive. We have resources to help such as tips to host a successful food drive, collection barrels to place food in, and the ability to pick up large donations of non-perishable food. We can also provide fliers to post in areas listing the different types of food we need regularly.

Keep in mind that food drives can be held any time, at your organization's convenience, and multiple times during the year. We need help year round, so hosting a food drive in the spring and summer months is just as important as during the holidays.

WHAT TYPES OF ITEMS ARE NEEDED?

- Boxed Meals
- Canned Entrees
- Canned Fruit
- Canned Meat
- Canned Vegetables
- Cereal
- Jelly
- Macaroni and Cheese
- Pasta and Sauces
- Peanut Butter
- Rice
- Soup
- Sugar



SCHEDULING BARRELS FOR A FOOD DRIVE

Contact us prior to the start of your food drive. If you need collection barrels, we can arrange to loan them to you at one or multiple locations. Please give us at least a two weeks notice to request barrel drop off or pickup. Keep in mind that barrels hold about 250 pounds of food and are about 3 feet tall and nearly 2 feet in diameter.

BARREL TRACKING SHEET

We will provide a Barrel Tracking Sheet for your food drive. Please fill out the sheet and attach it to the barrel. When we pick up the filled barrel(s), the form allows us to track the pounds and food you collected once it arrives at the Food Bank. For organizations who host inter-departmental food drive competitions, this form allows us to know which barrel belongs to which department when we provide poundage totals to you by department/location.

ONLINE FOOD DRIVE

If you do not have the time to put together a food drive, consider hosting an Online Food Drive right from your desktop. Your monetary donations support the purchase of items we need on a regular basis, and it saves you a trip to the grocery store. Plus, we can stretch your gift. With every \$1 gift, we can distribute \$9 worth of food to feed the hungry. With your contribution, we purchase overstock items, closeout items, and code dated items in large quantities at a large saving.



Businesses and organizations hosting an online food drive for their employees can easily promote the food drive with simple e-mails to participating staff. This is an easy way for departments to compete against each other. Simply provide us a list of which departments or divisions need to be added to our online food drive site, and we can update you every other week with department/organization totals. Visit www.rafb.org/vfd.htm for more information or call 349.8921 to participate in the online food drive. As a reminder, be sure to tell participants to select the correct group affiliation on the online food drive giving page.

HELPFUL HINTS FOR TRADITIONAL FOOD DRIVES

- Set a goal of how many pounds, cans or barrels you want to collect/fill.
 - Attempt to raise 30 pounds of food per person (4-6 grocery bags of food).
 - For small organizations or businesses try to fill two of our barrels with donated food.
 - For large businesses with one or two sites try to fill five of our barrels with donated food.
 - For organizations with 5 or more locations fill two food barrels per location.
- During the food drive, please donate non-perishable items.
- Donate foods you would like to eat.
- Educate your organization by inviting us to talk to your group about hunger in New Mexico.
- The Food Bank cannot accept home canned or jarred products.
- The Food Bank cannot distribute cans without labels. All food donations need to be in their original packaging with proper labels.
- The Food Bank cannot distribute any opened product.
- When possible, plastic containers are preferable to glass ones.
- Perishable food including frozen items, fresh produce, etc. are accepted only at the Food Bank.

MAKE FOOD DRIVES FUN

- Develop a name or theme for your food drive.
- Host a kick-off party for employees to announce goals, incentives, and details.
- Sponsor a casual day such as "Beans for Jeans."
- Set up time for employees to volunteer and tour Roadrunner Food Bank
- Use incentives for contributing such as extra breaks, prizes, parking spaces, etc.
- Consider hosting a party or bake sale and use canned food as admission.
- Use payroll stuffers or email to remind employees about the drive.
- Encourage your company to match employee contributions.
- Skip lunch and donate what you would have spent to the Food Bank.
- Challenge another department or business to host a food drive.
- Host a pizza or ice cream party for the winning team.
- Host a barrel decorating competition, charge for votes with donations coming to the Food Bank.
- Ask competing department to build a food display from donated food, and ask employees to vote for a favorite.
- Ask customers or vendors to participate.
- Consider a daily theme such as Macaroni Monday, Tuna Tuesday, etc.
- Send home grocery sacks to remind people to bring food the next day.

