

ALAMEDA COUNTY COMMUNITY FOOD BANK

Food Drive Resource Guide

We hope this guide helps you run a successful drive!

Alameda County Community Food Bank

Mailing Address: P.O. Box 2599, Oakland, CA 94614

Street Address: 7900 Edgewater Drive, Oakland, CA 94621

(510) 635-3663 phone

(510) 635-3773 fax

www.accfb.org

fooddrive@accfb.org



ALAMEDA COUNTY COMMUNITY FOOD BANK

Help Make a Difference

Help people in need by hosting a food drive and make a difference in your community. Our Food Drive Program helps individuals, businesses and organizations run successful food drives, while raising awareness about the root causes of poverty and hunger.

Getting Started

1. **Planning:** Select a coordinator to lead the drive, and appoint team captains to take charge of promotion, kick-off events, and competitions.
2. **Set a Goal:** Aim high! Set a pounds per person goal or fill a certain number of barrels.
3. **Schedule Barrel Deliveries and Pickups:** Schedule your pickup online:
www.accfb.org/food_drive_signup.html

-- or--

Schedule your pickup by phone:
(510) 635-3663 ext. 318.

If your barrel(s) become three-quarters full before your scheduled pickup date, call (510) 635-3663 ext. 318 to arrange a barrel swap.

4. **Volunteer at the Food Bank:** See the results of your food drive. Bring a group of co-workers or associates to volunteer at the Food Bank. Sorting food in the warehouse is a great team-building opportunity.

Double Your Financial Gift

If your company has a matching gift program, contact your human resources department to maximize your donation.

Promote Your Drive

Get the Word Out

- Display posters in high traffic areas.
- Publicize the drive in your publications and bulletins.
- Send email messages and make announcements at meetings.
- Have a Food Bank representative give a presentation to your group.
- Distribute food collection bags, flyers and donation envelopes.

Make it Fun

- Bring a group to volunteer at the Food Bank!
- Build momentum with daily updates on your progress!
- Challenge other departments, classes or companies to a competition.
- Hold a kick-off event: Make the admission price a bag of food!

Create Incentives

- Give prizes or sponsor a party for the department that raises the most food.
- Add fun categories: the most tuna or peanut butter; the most enthusiastic.
- Offer casual-dress day for a food donation
- Offer to match every pound of food raised with a \$1 donation.

Celebrate Success: Have a post-food drive party and congratulate yourselves on a job well done.

For more information . . .

Call the Food Drive Program at
(510) 635-3663 ext. 318
or email fooddrive@accfb.org

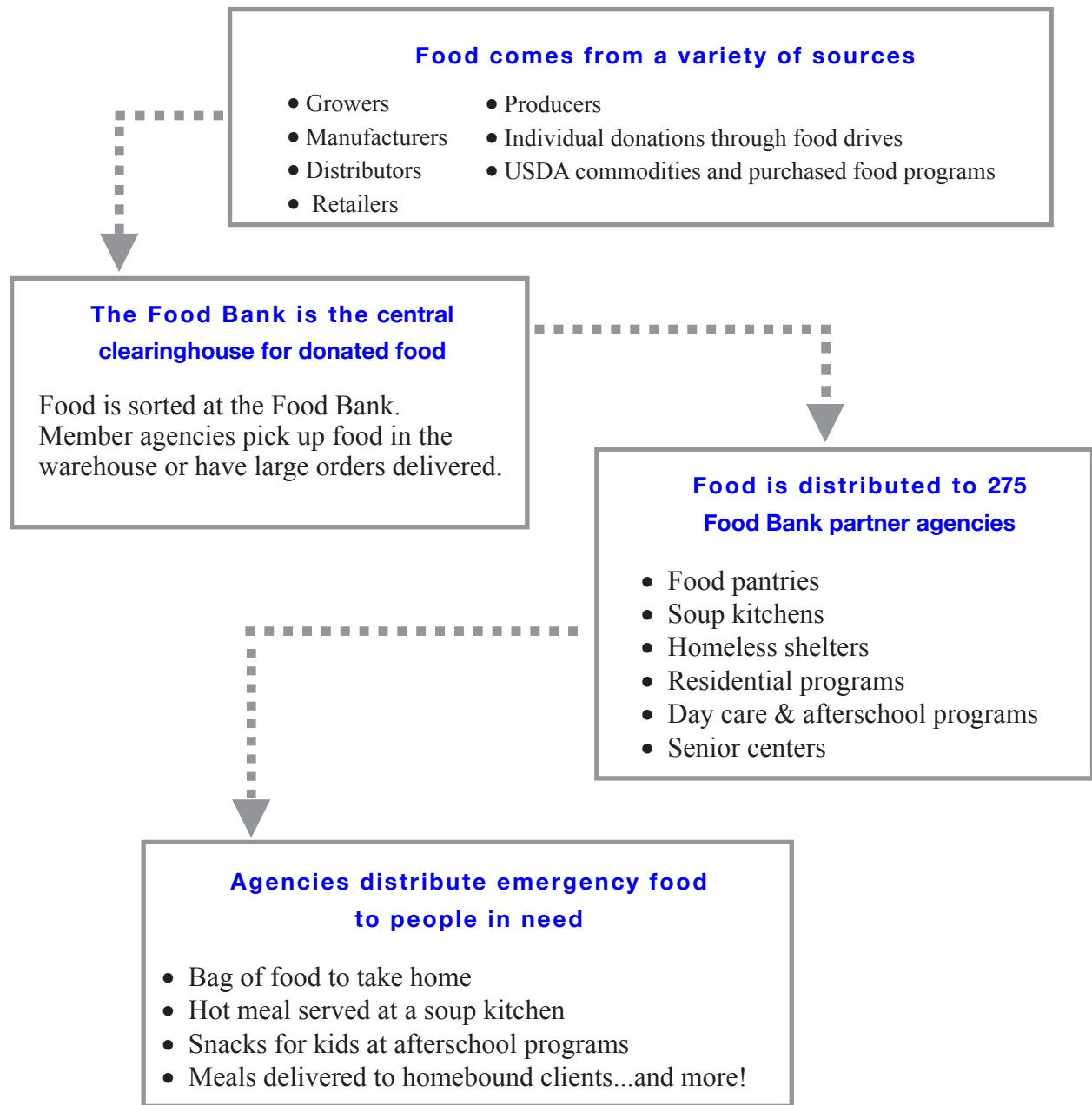
Office Hours

Monday-Friday 8:30 am - 5:00 pm



ALAMEDA COUNTY COMMUNITY FOOD BANK

The Flow of Food to People in Need



Who receives emergency food?

- Unemployed
- Underemployed
- Children
- Seniors
- Working poor families

The Food Bank distributes enough food for 300,000 meals weekly.