



Simple Things You Can Do To Help Fight Hunger

1—Organize a Food Drive in your workplace, school or neighborhood. Participate with co-workers, family and friends in Scouting For Food, organized by the Boy Scouts (November); the National Association of Letter Carriers Food Drive, through the U.S. Postal Service (May); and March FoodShare (March) throughout the state of Minnesota. Call Maggie Parham, (507) 424-1705 for more information.

2—Volunteer to sort food at the Food Bank or to stock shelves in the Food Shelf. Food Bank volunteer hours vary. Food Shelf hours are Mondays—Thursdays 8am—6pm and Fridays 8am—Noon. There is also clerical work available. Contact Maggie Parham, (507) 424-1705 to sign up or for more information.

3—Make a financial contribution. *With every dollar you donate, Channel One can provide 5 meals to those in need.* To receive a contribution envelope or make a donation using a credit card, contact Jen Woodford, (507) 424-1721 or visit www.helpingfeedpeople.org and donate securely online.

4—Visit our website at www.helpingfeedpeople.org and sign up for our e-newsletter, become a fan of our Facebook page, or follow us on Twitter. You can stay up-to-date on news, events, public policy, and other hunger issues. We do not sell or share email addresses.

5—Educate yourself and others about hunger. Check out the Hunger Education Toolkit on Channel One's website, www.helpingfeedpeople.org and take the Hunger Quiz! Or read one of the many hunger related books listed on the resource section of our website.

6—Tour Channel One and see first hand how we distribute food to those in need! Contact Maggie Parham, (507) 424-1705 to set up one up today!



Getting Started

What to do when your organization wants to hold a food drive.

Cover the basics.

- Choose a coordinator to lead your drive and team leaders to take charge of areas such as promotion, competitions, kickoff and post-drive celebrations.
- Contact Channel One to request food collection containers and schedule for pick-up and drop-off of the containers.
- Set beginning and end dates for the drive.

Choose a theme.

- Generate excitement and boost participation by building your drive around a theme. Be creative! In order for the drive to be successful, themes are helpful in motivating participants.

Set a goal.

- Motivate donors by setting a goal (a dollar amount (every \$1 donated provides 5 meals), 10 cans for every participant, one million pennies, your group's weight in food, etc.)

Promote your drive.

- Display promotional materials in high traffic areas (break rooms, water cooler, lunch room, etc.)
- Publicize the drive in your bulletin, publications and e-mail.
- Use e-mail to send goal reminders and let everyone know how close the goal is and how the drive is progressing.
- Encourage staff to visit Channel One's website www.helpingfeedpeople.org to learn more about hunger.
- Raise awareness of the problem of hunger. When people understand the need in their community they are more motivated to contribute. Channel One has several staff members available for speaking engagements and presentations. Arrange for your group to volunteer at Channel One or to take a tour of our food distribution facility.

Make it fun!

- Have a kick-off event and make the admission price a certain number of food items.
- Challenge another group to see who can collect the most food or dollars or set up a competition within your organization to see which team raises the most. Build momentum with daily progress updates.
- Celebrate success! Have a post-drive party to congratulate yourselves on a job well done.



Food Drive Themes

Money Challenges

Plan a coin or dollar challenge between departments or classrooms. Each group collects coins in a container. Participants can place dollar bills into the container of another team to “cancel out” that team’s change. In other words, change in the container equals positive points while bills equal “negative” points. The team with the most positive points wins. (catchy names include: *It Makes Cents* and *The Power of Change*)

Food Day

Designate days of the week for specific foods, i.e. Macaroni Monday, Tuna Tuesday, etc.

Denim Day

Allow participants to “buy” a casual or jeans day for a certain amount of food or money. Channel One has stickers and flyers available to help promote a “denim day.” Contact Channel One at 507-424-1705 to request these materials.

Employee Match Donations

Employees will feel they are making an even greater impact if the company matches their contribution—such as \$1 for each pound of food raised—or a turkey for each barrel of food—or \$1 for every \$1 raised.

Challenges/Competitions

Set up a competition or challenge another company or group to see who can collect the most pounds of food. Friendly competition adds energy to a drive and helps people remember to donate.

- The team that raises the most food gets a pizza party.
- The team that raises the most gets their names entered in a drawing for a day of vacation.
- Set a poundage or monetary goal and when it is met the boss or team leader shaves their head or allows others to throw water balloons or pies at them. (This one is always a big hit!)

Should I Donate Cash or Food to Channel One?

Many groups organizing a drive prefer the connectedness they feel by donating, weighting, and delivering food items to Channel One. But, there are also many reason that a cash drive can be of great benefit to your food shelf and your hungry neighbors.

For the Donor:

- It is easier to write a check than to remember to bring a food item for the donation box.
- It is less labor-intensive. Cash is much easier to transport to the food shelf than cans and boxes of food.
- It is easy to use as a tax deduction.

For Channel One:

- Cash donations allow Channel One to purchase food items they don't receive as donations including produce, meat and dairy products.
- Cash donations are stretched. Channel One can turn every \$1 donated into enough food for 5 meals to feed people in our area.
- Cash doesn't spoil or expire so it can be used throughout the year to help the food shelf purchase items as the need arises and they have room to the store the items.



OR



S—T—R—E—T—C—H

your donation further.



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Believe it or not, because Channel One obtains donated surplus food from the food industry and the United States department of Agriculture, we can turn every \$1 donated into enough food for 5 meals to feed people in our area.



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That means that for every \$5 donated Channel One can provide 25 meals to people in need.

These slips can be used to encourage donations. Companies can insert them in paychecks or they can be inserted in employee mail boxes. School and clubs can include them with regular information distributions to parents or members. Simply fill in your food drive dates before copying.

Your Donation Counts...

Make Checks Payable to:

Channel One, Inc.

Or give online at: www.helpingfeedpeople.org

Make a Food or Financial Contribution Today!

Our Food Drive Runs From _____ Until _____

Channel One Food Bank and Food Shelf: 131 35th St. SE, Rochester, MN 55904



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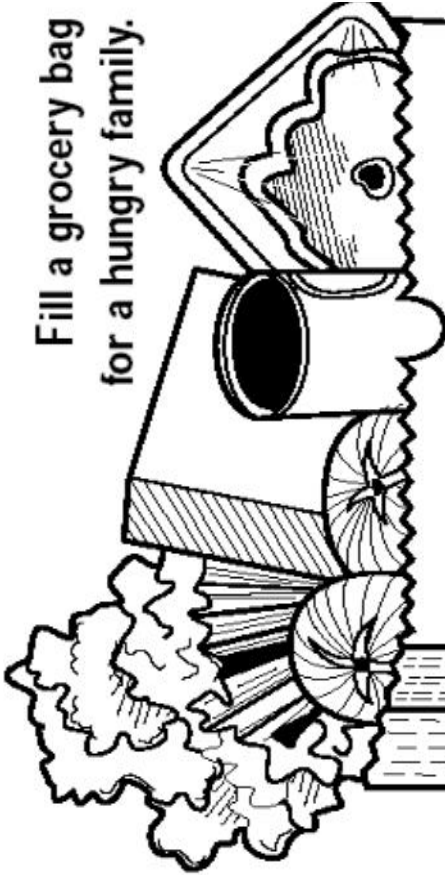
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**Fill a grocery bag
for a hungry family.**



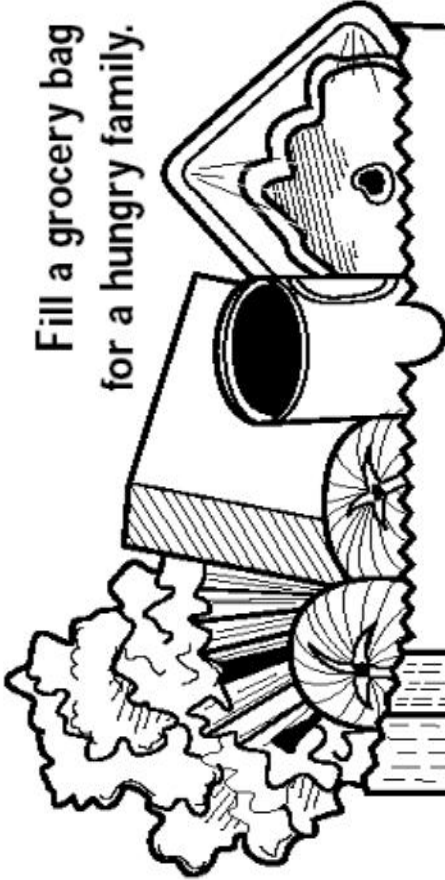
A donation to the Channel One Food Shelf can make a bag of groceries go a long way. The next time you're at the store, fill a bag for us.

- Rice and Pasta
- Baking Needs (oil, sugar, flour)
- Canned or boxed main dishes
- Peanut Butter
- Canned Soup
- Juice
- Canned Fruit
- Canned Meat

*Channel One requests that the community NOT donate baby food and products in glass jars.

Thank you for your
donations!

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Food Drive



Please Donate!

(Non-perishable foods only)

All drive proceeds benefit Channel One Food Bank and Food Shelf—
Helping feed people in need in Olmsted County and throughout SE Minnesota.



Ending Hunger...
with your help!

Food Drive

Location:

Dates:

Time:

Thank you for
Your support!

*All proceeds benefit:
Channel One Food Bank and Food Shelf
www.helpingfeedpeople.org
(507) 287-2350*