



LISTEN Community Services
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FOOD DRIVE TOOLKIT

HOSTING A SUCCESSFUL FOOD DRIVE

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INTRODUCTION

Thank you for downloading our Food Drive Toolkit! Together we can make a difference in our community and help our neighbors facing food insecurity. This toolkit will provide you with the resources you need, including:

- Tips for a successful food drive
- A list of needed items
- An info sheet for collecting and delivering items
- Customizable flyers to advertise your drive
- Food drive signs for collection boxes/bins

QUESTIONS? PLEASE CONTACT US!

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THANK YOU!

Thank you for organizing a food drive on behalf of LISTEN's Food Pantry. With your support, we will ensure people across the Upper Valley are able to feed their families. Your partnership means that we can combat hunger right here in our community.

About LISTEN

For almost 50 years, LISTEN has provided vital assistance to thousands of low-income people in the Upper Valley community who are struggling and need help to make ends meet.

LISTEN's service coordinators connect local residents with a variety of resources, and make sure that those who are the most vulnerable can stay in their homes, have heat and electricity, and keep food in their cupboards.

Our food pantry in Lebanon, NH serves 24 towns in NH and VT with food, produce, and personal care items each week. The pantry is open 5 days a week and everyone who visits is served regardless of their income.

Volunteers play a key role in the operations of our food pantry. Under the supervision of our food programs coordinator, volunteers sort, organize, assist and contribute to the day to day operations.

Our food pantry relies on donations to stock the shelves. Many of the generous donations come from local food or fund drives.

UNDERSTANDING HUNGER AND SUPPORTING OUR COMMUNITY

- In 2019, 4,497 people were provided with personal care items and shelf stable food and produce through our food pantry. We expect to serve more people in 2020.
- In 2019, 9.1% of NH residents and 11.9% of VT residents were food insecure, and we know that the current situation is only exacerbating the need for Upper Valley residents. Before the COVID-19 crisis, LISTEN's food pantry experienced a 40% increase in demand from 2018 to 2019. Due to the national crisis, many Upper Valley neighbors now find themselves unemployed and struggling to meet their basic monthly expenses. Many who come to the food pantry for help are among the most vulnerable - seniors, families, people who regularly work two or even three jobs - those who are without the resources to weather the storm of unexpected income loss or mounting bills.
- Those who struggled with hunger are often forced to choose between paying for medicine and utility bills or purchasing food.
- Every \$1 raised for LISTEN's Food Pantry supplies 2 meals to people in need. \$186 will feed a family of four for one month.

GETTING STARTED

PLAN your event

Choose your date(s), location(s), and what kind of event you'll be holding.

Some questions to consider:

- Are you collecting food – or raising money – or both?
- Monetary donations via cash or check will also be accepted to help our food pantry purchase food and ingredients directly.
- Does the event conflict with any significant events planned for that time?
- Is your collection location easily accessible to all?

PROMOTE your event

Tell everyone about your event—family, friends, coworkers, and neighbors. You can use the templates we have provided in this toolkit to create flyers and share on social media. Keep us updated so we can help spread the word too!

Key questions:

- How can you ramp up and/or sustain interest from your initial announcement of your drive to the time of your event?
- What networks can you use to further promote your drive?

PREPARE your materials

Make sure that you have the appropriate materials and space to carry out your drive in the days leading up to your event! Feel free to print the flyer included in this toolkit for collection bins and attach it to a container, cardboard box, or other heavy-duty bin to collect your donations.

Key questions:

- Do you have enough collection boxes/space for your anticipated quantity of donations?
- If you are collecting funds alongside food, do you have a safe place to store cash and checks?
- Do you have a group of organizers to help you receive and monitor donations?

If you have any additional details that you would like to discuss with LISTEN's staff, please contact Valerie Thompson, the Food Programs Coordinator at (603) 448-4553 or valerie@listencs.org.

TIPS FOR A SUCCESSFUL FOOD DRIVE

- **Location is key** — Wherever you decide to hold your drive, make sure it's a place where a lot of people are available to contribute. Schools, neighborhoods, churches, clubs, or other community groups are a great start! Places where food is available to purchase nearby is a bonus!
- **Advertise** — Make sure you advertise your drive. Use the flyers provided in this kit to spread the word. Mention the drive in a newsletter or email potential participants. Create an event on Facebook to help get the word out. Consider using Twitter or other social media sites to communicate with participants.
- **Make it competitive** — Contests can motivate people. If you are holding the drive at your school or workplace, challenge different departments, grades or teams to bring in the largest amount of food. Offer a special prize to the winner!
- **Maintain momentum** — Keep participants updated on the progress of the drive to maintain interest and involvement throughout the collection period.
- **Thank your donors** — Thank your donors and teammates for their assistance in making your food drive a success! On behalf of all of us at LISTEN, we greatly appreciate your support and hope that you will convey

DELIVERING ITEMS TO LISTEN

Please bring the donated items to LISTEN's Food Pantry located at 60 Hanover Street in Lebanon, NH. If you are unable to deliver your collection, please contact us at (603) 448-4553.

- The pantry is open for donations 10AM - 4PM on Monday - Friday. When you arrive, LISTEN staff will help you unload your food items.
- We will weigh your donations so that you can share this accomplishment with your network.
- A donation receipt can be provided upon request.
- We encourage you or your group to stay and help sort and stock your items in the food pantry when you deliver your items! This is a great way to finish out your drive.



SAMPLE FACEBOOK TEXT

1. We are partnering with LISTEN Community Services to collect non-perishable food items for their food pantry. Join us! Together we will supply food for our neighbors in need in the Upper Valley.

2. Approximately 1 in 7 men, women and children in New Hampshire and 1 in 4 in Vermont struggle with food insecurity. We are partnering with LISTEN Community Services to help fight hunger in the Upper Valley. You can support us by donating non-perishable foods during the month of X.

3. We need your help! We are hosting a food drive to support LISTEN Community Services food pantry. We will be collecting non-perishable food items at X. Stop by today to learn more or check out their wishlist for most needed items. Together we can fight hunger in the Upper Valley.

4. Hunger exists in the Upper Valley but so does a solution! Please join us for our upcoming food drive for LISTEN Community Services. We will be collecting non-perishable food items through the month of X. Stop by X to drop off your donation.

SAMPLE GRAPHICS

A JPEG or PDF version of the below graphics can be downloaded to personalize. Click the link at the bottom of the page.

1.



2.



3.



4.





We are holding a *Food Drive* FOR LISTEN

Donate your non-perishable food items to the food pantry at LISTEN Community Services and help feed the hungry in our community.

**Drop your items off at our
food drive, located at:** _____

Date: _____

Sponsored by: _____

Needed items include soup, canned fruit, jelly/jam, condiments, cooking oil,
condiments, crackers, beans, etc.

Monetary donations via cash or check will also be accepted to help our food pantry purchase food and ingredients directly.



60 Hanover Street | Lebanon, NH | 03766 (603)448-4553 | www.listencs.org

Food Drive
FOR LISTEN
Community Services

Drop food items here





WISHLIST

LISTEN provides services and support to meet the critical needs of Upper Valley individuals and families

FOOD PANTRY

Canned soups
Fruit cups
Jelly/Jam
Canned tuna/chicken
Baby formula/food
Quinoa
Herbs/Spices
Cooking oil
Crackers
Baked Beans

Special Diets

Gluten free
Dairy free
Nut free

PERSONAL CARE

Toothbrushes
Toothpaste
Shampoo/conditioner
Deodorant
Feminine products
Soap/Body Wash
Diapers sizes 4,5,6
Baby wipes
Toilet Paper
Razors
Laundry Detergent

DROP OFF?

All food and personal care donations can be dropped off at our Main Office, 60 Hanover Street in Lebanon during the hours of 10am-4pm, Monday thru Friday.

THANK YOU FOR YOUR SUPPORT!

