



Food Drive Guide

Thank you for planning to support The Mississauga Food Bank. Food Drives, whether alone or as part of an event, provide us with the necessary resources to sustain our programs and ensure that a supply of emergency food is available to those who may need it.

The aim of this guide is to provide you with the necessary information required to host your own Food Drive, as well as how to incorporate Food collection into your existing event.

About The Mississauga Food Bank

We are the largest food bank and food distribution program in Mississauga, Ontario supporting over 12,000 clients each month. The Mississauga Food Bank sources, warehouses, and distributes food valued at over \$6 million per year. Food is sourced through corporate and individual donations, sponsorships, and through our collaborative membership with the Ontario Association of Food Banks and Food Banks Canada.

The Mississauga Food Bank and its member agency food banks (Eden Community Food Bank, St. Mary's Food Bank, and OICS Food Bank) and food programs currently record over 140,000 client visits each year. We annually distribute over 2 million pounds of donated food through our growing network of food banks, soup kitchens, shelters, addiction centres, and breakfast programs. In addition, The Mississauga Food Bank enjoys reciprocal agency relationships with many food banks and food programs across Ontario.

The Mississauga Food Bank operates from a 10,000 square foot leased warehouse with seven full-time staff members, many dedicated volunteers (26,000 hours/year), and a refrigerated delivery truck.



Drive Checklist

Follow these easy steps to a successful drive! Don't hesitate to contact us if you have any questions along the way.

- Get the support from the decision-makers in your organization and ask if they'll match participant contributions.
- Pick the date(s) for your drive. It's best to concentrate on a shorter timeline to maintain the interest of your colleagues, unless you're incorporating donations into existing or new activities (page 3).
- Set a goal. (See "Setting and Achieving Goals" below)
- Let us know about your initiative! Fax or email us the Food Drive registration form at the end of this guide. Please give as much detail as possible — registration allows us to better track your drive and provide recognition for your efforts when it is complete. **Please take the time to register!**
- Need informational facts about hunger and The Mississauga Food Bank for your promotional materials? See the "Did you Know" download in the About Us Section of www.themississaugafoodbank.org.
- Execute your Food Drive.
- Contact The Mississauga Food Bank to arrange a method of transportation for your drive's donations.



Setting and Achieving Goals

Setting a target for the amount of food to be raised will generate momentum for your drive. While it's important to set a challenging goal, try to be realistic. But remember – whether you reach your goal or not, you'll be helping to fight community hunger. Every bit of support makes a difference!

Ideas for Determining Goals

- Set a goal of pounds. This amount can be based on a goal per participant/employee or another number you feel is appropriate.
- When collecting food, set a goal for a number of items or boxes. Aim to fill the lobby, the lunchroom, or an office!
- Aim to exceed a previous food or fundraising amount. If you raised 400lbs of food last time, try for 600lbs.
- Generating 100% participation is a goal. Your Food and/or Fund Drive can be an engaging team-building activity. If you can get everyone to participate in some capacity, you'll be able to celebrate your success together.

Achieving Goals

- Track your progress. Send emails, post an update of the tally in prominent staff areas, spread the word through the halls!
- Announce your final totals and celebrate the success with your team.



Food Drive Ideas

You don't have to jazz up your Food Drive, simply spreading the word about your collection will pique your colleagues' generosity and generate donations. However, if you're looking to do something a little different, check out the ideas below or execute your own!

Can Sculptures: Collect food and make a piece of art in your office. Visit <http://www.canstruction.org> for inspiration.

Casual-Dress Day: Employees can dress casually with a set food donation to The Mississauga Food Bank.

Healthy Competition: Organize a contest between departments, teams or groups with prizes for the group that raises the most!

A collection for The Mississauga Food Bank can be easily incorporated into existing events and activities within your organization. Collect food at your holiday party, team-building meetings, or organizational conferences.

Publicize Your Drive

Communication is key to the success of your Food Drive. Now that you've decided to collect for The Mississauga Food Bank, how will you let participants/colleagues know? Put up posters in common areas and send emails to communicate when, how and what participants should donate. Post information about the drive on your intranet.

When you register your Drive/Event with us you're able to request event materials free of charge. We can help with posters, and food barrels. You can also find Food Bank Facts on www.themississaugafoodbank.org.



Collecting Food

The Mississauga Food Bank accepts donations of non-perishable food items. Be sure to check best before dates and only donate food you would eat yourself. See www.themississaugafoodbank.org for a list of our most needed items. We encourage you to use your own boxes (bulk paper boxes work very well!), but The Mississauga Food Bank can also supply you with barrels.

Getting Donations to The Mississauga Food Bank

Once your Drive is over, arrange for the food to be delivered to The Mississauga Food Bank. Drives that plan to raise more than 300 lbs of food can indicate a preferred pick-up date on their Drive Registration Form and we will try our best to accommodate.

While The Food Bank appreciates collections of all sizes, we encourage donations to be dropped off at our warehouse at 36-2550 Goldenridge Road (Monday to Thursday, 9am to 5pm or Friday, 9am to 12pm) or alternatively dropped off to any Mississauga fire hall. See www.themississaugafoodbank.org for a list of locations.

We understand that delivery is not always an option; we simply ask for your help in maximizing our resources.



Food Drive – Group Registration Form

Organization: _____

Contact Person: _____

Phone Number: _____

Email: _____

Full Mailing Address: _____

What is your goal? _____ pounds of food

If you require a pick-up for your food donations, please indicate your preferred

date: _____

Requested Materials (free of charge):

_____ # of barrels _____ # of posters

I would like information on The Mississauga Food Bank's volunteer program.

Completed forms can be emailed to info@themississaugafoodbank.org or faxed to 905-270-4076. When we receive your registration form, we will email you a Food Drive kit to help you organize a successful food drive! Registering allows us to better track your drive and provide recognition of your efforts when it is complete.