



Youth Food Drive Guide

How to Engage youth and students in supporting The Mississauga Food Bank

The following is a guide for school/groups and families on how you can organize a food drive, construction event, fundraiser, birthday party or combination of all of them in support of The Mississauga Food Bank (TMFB)!

Of course, feel free to get creative in a way that works for your school/group, and don't hesitate to reach out to us if you need any help!

Table of Contents

Table of Contents	1
Best Practice for a School/Group Food Drive	2
CANstruction	4
Fundraisers: Raise Cash Instead of Food	5
Use Social Media to Amplify Your Event	6
Parties - Feed Your Neighbours with Your Birthday	6
Need Help?	7

Best Practice for a School/Group Food Drive

Why run a food drive:

- Help youth of Mississauga to be accountable, foster school/group spirit, build teamwork, learn collaboration, and help develop a sense of belonging to the community and the school/group.
- Create a positive school/group environment fostering civic engagement.
- For a chance to become one of the top donor school/groups in Mississauga.

It's easy to get your school/group involved:

1. Review the suggested roles below below.
2. Teachers/Leaders - Select Ambassador Food Drive Team members.
3. Select dates and goals for your campaign. Make it attainable, but stretch yourself! If you raised 500 items last year, how about 700 this year?
4. Register your Food Drive on TMFB's website.
5. See additional ways to amplify your Food Drive - canstruction, fundraising and social media - and decide if you want to add any to your plans.
6. Get started!
7. Complete your Food Drive and get food and funds to the food bank.

Teacher/Leader Role (1-3 People):

- Select Students to participate and assign roles.
- Set up meeting times with Ambassador Team.
- Provide Ambassador Team with Information needed.
- Complete a regular check in with the Team Lead.
- Be supportive to the students.

Criteria for Ambassadors:

- Want to be involved in the community and school/group.
- Want to develop strong communication and teamwork skills.
- Organized, punctual, and engaging.

Ambassador Roles:

Here are the suggested student roles:

1) Ambassador Team Coordinator (1 Student)

- Organizing student ambassadors: email Reminders, checking in on team, setting deadlines.
- Communicating with Teachers/Leaders and TMFB.
- Documenting Information.
- Email TMFB midpoint through Food Drive for a check in.



- Completing the Food Drive Final Report.
- Relay Information to Supervising Teacher/Leader Every 2-3 Days.

2) Marketing/Social Media Ambassadors (1-2 Students)

- Posting on Twitter, Instagram & Facebook throughout Food Drive.
- Encouraging other youth/students to participate in the Food Drive.
- Capture Videos or Photos.
- Use the hashtags/handles (below).
- Reporting back to the Team Lead.

3) Classroom Ambassadors (3-6 Students)

- Visiting Classrooms/Groups for to relay key messages about the Food Bank.
- Explaining the importance of the Food Drive.
- Encouraging other youth/students to participate in the Food Drive.
- Answer questions from youth/students.
- Reporting back to the Team Lead.

4) Food Collector Ambassadors (10-16 Students)

- Setting up collection boxes from TMFB in the cafeteria, gym or front entrance of school/group.
- Responsible for bringing down food donations on the last day of the Food Drive.
- Documenting how many items from each group/class were donated.
- Report Can Numbers to Team Lead.

CANstruction

One way to amplify your food drive is to organize a CANstruction event. Building sculptures from non-perishable foods is a fun way to engage students in increasing their food drive donations and get creative while doing it!



How It Works:

- Get the students of the school/group to work together for an end project.
- Groups/Classrooms develop a design. They will work together to create an outline, colour coordinate cans, and raise food for The Mississauga Food Bank to build their structure.
- On the last day of the food drive an event will be held in the gym for one period. Each group/class will bring their food down and have 45 minutes to build their design.
- The designs will be ranked by the leader/principal and TMFB Staff (if available).

It's easy to get your school/group involved:

1. Register your Food Drive on TMFB's website.
2. Set date and time for your Canstruction Challenge on the day of Food Drive pick up.
3. Send out emails to homeroom classrooms/each group about Canstruction.
4. Create a list of classrooms/groups involved.
5. Ask Principal/Sr. Leader and TMFB Staff to be available for judging the Canstruction.
6. Send teachers/leaders the Canstruction criteria and details for the event.
7. Hold the event in the gym. Have Ambassador Team set up.
8. Finish Canstruction and pack up food to be donated.

Fundraisers: Raise Cash Instead of Food



Cash donations deliver food!

Fundraising puts gas in our trucks, buys boxes to pack food, and keeps the lights on in our warehouse. For every \$2 raised, 5 meals will be distributed in the community!

You can organize just a fundraiser (money is easier to move than cans!) or add it as a way to amplify your food drive.

It's easy to get your group involved:

1. Register your fundraiser on TMFB's website.
2. Send an email to staff/leaders asking for classrooms/groups to set a goal on funds they want to raise.
3. Provide coin jars for students to collection donations in (TMFB has labels you can print out for your jars).
4. Collect all the donations and bring them to TMFB.
5. Find out how many meals you are able to provide.

Fun Way to Raise Money

- Debate Jars - Put out 2 jars and ask students to put a loonie in the jar representing their choice. Here are some options:
 - Iphone Vs. Samsung
 - Texting vs. Calling
 - Ice Cream Flavours
- Sell Something - Host a bake sale, lemonade stand, homemade jewelery, items you don't need anymore, pumpkins, cookiegrams, etc.
- Pay for a Privilege: Charge a loonie or toonie for a casual day, to throw a pie at your principal, extra recess time, etc.
- Fundraise Online: If you are going to raise more than \$1,000, the food bank can set you up with your own online giving page!





Use Social Media to Amplify Your Event

Engage your youth/students and connect with the community at large online.

Don't forget to use the following hashtags and tag The Mississauga Food Bank

Twitter: [@food_bank](https://twitter.com/food_bank)

Instagram: [@themississaugafoodbank](https://www.instagram.com/themississaugafoodbank)

Facebook: [The Mississauga Food Bank](https://www.facebook.com/TheMississaugaFoodBank)

We love seeing photos of your great ideas and events, so please share them with us.

#Canstruction

#school/groupname

#TMFBstudents

#KidsWhoCare

Parties - Feed Your Neighbours with Your Birthday

Want to have fun and give back to your community? This year, why not try asking for donations for the food bank in addition to or instead of asking for toys and gifts as birthday presents?

We love it when kids bring in their food drives to the food bank. We have a certificate and small gift for kids under 14 who donate.



There are lots of ways to make this fun:

- **Themes:** The birthday person could select a theme that reflects what the birthday person likes or is interested in. For example, if the birthday person really enjoys breakfast food, the Breakfast Theme for the birthday party may be selected. Here are some other themes:
 - **Baby:** baby food jars, boxes of baby food, juices, diapers, rattles, biscuits and crackers for babies, formula, baby powder, baby wipes, and baby lotion
 - **Back-to-School and snack time:** small bags of pretzels, chips, granola bars, popcorn, snack size chocolate bars, jars of peanut butter, jelly
 - **Breakfast:** boxes of cereal, oatmeal, pop tarts, cereal bowls, canned fruit, nutri-grain bars, breakfast drinks, jelly, pancake mix
 - **Clean House:** sponges, Handi-Wipes, window cleaner, Comet, dusting products, floor cleaner, room air fresheners
 - **General:** non-perishable items, which include the various food groups and basic household supplies
 - **Health and Beauty Aids:** toothpaste, toothbrushes, dental floss, mouthwash, bar soap, liquid soap
 - **Healthy Eating:** Applesauce snack cups, tuna, low-fat mayonnaise, canned vegetables and fruits, V-8 juice, raisins and dried fruit
 - **Italian Dinner:** pasta, spaghetti sauce, canned tomatoes, stewed tomatoes, canned mushrooms
 - **Kitchen Supplies:** plastic lunch bags, aluminum foil, storage bags, garbage bags, saran wrap
 - **Paper:** paper towels, toilet paper, tissues, lunch bags, napkins, paper plates and cups



- **Vegetables and Fruits:** Make a game of trying to collect all the different types of fruits and vegetables. This could be an educational experience at the same time
- **Specific Number of Items:** Ask for the same number or bags of items as the birthday person's age. Wouldn't it be great each guest brought 8 items for an 8th birthday party?!
- **Engage Your Guests:** Don't forget to send them a thank you note! Let your guests know how much you raised, and how many meals that will provide. Staff at the food bank can give you this number.

Need Help?

Our team is happy to help make your event a success! Please contact us at events@themississaugafoodbank.org or 905-270-5589.