KALAMAZOO LOAVES & FISHES

FOOD + FUND DRIVE CHECKLIST

Thank you for your interest in coordinating a food and/or fund drive to help alleviate hunger in our community! Here are some helpful hints to guide you:

PREPARATION

- ◯ **Do you want to collect food, funds, or both?** All types of drives are helpful to us! Feel free to collect both. It is always helpful to have a fund donation option for those who do not want to go shopping or forget to bring food items.

- ◯ **How long do you want your drive to last?** We suggest at least a week, but not too long that people stop paying attention.

- ◯ **What is your collection method?** Consider where you will be holding your drive, the space you have available, and how much you hope to collect.

  For Food:

  - *Boxes* - You can use any size boxes, but make sure they are sturdy. Boxes get very heavy when full of cans! We are not able to provide boxes at this time.

  - *Barrels* - We have collection barrels available that are 2' wide x 3' tall. Each barrel is wrapped in a Kalamazoo Loaves & Fishes banner and holds up to 150 lbs. of food (approximately a grocery cart amount). If you need one or two barrels, it would be helpful if someone could pick them up at our warehouse. If you need more than that, contact our Development & Communications Coordinator, Erin Lowe, at erin@kzoolf.org for barrel delivery.

  For Funds:

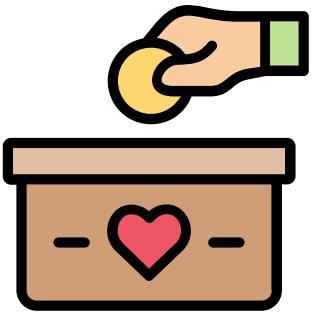
  - You can collect cash and checks however works best for you. If you want to track online donations, we can set up a button for your group to select on our donation page. To do so, contact Greta Faworski, Associate Director, at greta@kzoolf.org.

- ◯ **Do you want to set a goal?** That is completely up to you. Sometimes a goal helps motivate people to give to the drive. Friendly competition between departments or teams can also be fun!

- ◯ **Promote the drive!** Send out social media posts, text messages, emails, and office memos to promote your drive. Put table tents on break room tables with information on the drive and how to participate. Include drive information in a newsletter article or monthly publication. Encourage participants to visit kzoolf.org to learn more about hunger in Kalamazoo County.

  If you need help with marketing, visit the Food and Fund drive section of our website. You will find printable posters, food wish lists, and stickers to help you. You are welcome to create your own flyers if you want to customize your look. Contact Erin Lowe, Development & Communications Coordinator, at erin@kzoolf.org if you need a copy of our logo or assistance with promotion.

DURING THE DRIVE



- **Keep people excited about the drive!** Send creative messaging to keep the drive on everyone's mind. The last minute push is often what puts a drive over goal or gets everyone to participate. Don't forget to provide an option for donating money for those who forgot to bring a food donation!

- **Monitor the amount of food and funds donated so you can keep participants up-to-date on the drive's progress.** Let KLF know if we need to pick up a full barrel or crate, or drop off additional collection receptacles. If you are tracking online donations and would like periodic updates, let us know.

- **Tag Kalamazoo Loaves & Fishes on social media so we can see your progress!**

WRAPPING UP

- **Drop off donations at Kalamazoo Loaves & Fishes.** If you are able to drop off food donations, we appreciate it. Food donations can be dropped off at our Warehouse at 901 Portage Street in Kalamazoo between 8 am - 4 pm, Monday through Friday. Our food donation door is located on the north side of our building, off of Jackson Street. Food donations are weighed, and you will be issued a receipt for the pounds you collected.

  If your drive collects more than 300 pounds or you have used our barrels for collection, we can pick up the donation. To schedule a pickup, please contact our Development & Communications Coordinator, Erin Lowe, at erin@kzoolf.org.

  Cash and check donations can also be dropped off at the food donation door or through the front door of our facility. A receipt will be issued for your donations. KLF can provide a final total of all online donations given to your drive.

- **Take Pictures!** Our staff and volunteers are happy to take photographs of you and your collections when you drop off or we pick up. If you post photos on social media, tag KLF so our followers can see the good work you are doing!

  If you focused on collecting funds and would like to hold an official check presentation, please contact Greta Faworski, Associate Director, at greta@kzoolf.org to schedule.

- **Celebrate!** Share the final totals of your food and/or fund drive with everyone who participated. This is an important step to celebrate your collective efforts.

- **Stay Connected with KLF.** Our partnership doesn't end when your food or funds are dropped off. Stay connected through our social media and newsletter so you continue to see how your generosity is making an impact. Consider scheduling a volunteer event. Volunteering is a great team-building activity for groups of all sizes. *Contact our Volunteer Coordinator, Jillian Bryant, at jillian@kzoolf.org to learn more!*

KALAMAZOO LOAVES & FISHES

NEEDS + GUIDELINES

FOOD WISH LIST

- Jelly/Jam
- Cereal
- Canned Soups and Stews
- Meals in a Box (e.g. Hamburger Helper)
- Shelf-Stable Almond or Rice Milk
- Baking Mixes (e.g. Jiffy or Bisquick)
- Protein Drinks
- Canned Meat
- Shelf-Stable Soft Tortillas
- Granola Bars and Snacks
- Microwaveable Meals and Items (e.g. Rice)
- Special Diet Foods (e.g. Gluten-Free)
- Cooking Oil

✳ **KLF ACCEPTS PERISHABLE ITEMS including fresh produce and meat processed through a licensed vendor.** ✳

NOT ACCEPTED for the safety of our clients:

- Rusty, badly-dented, or unlabeled cans
- Homemade items
- Non-commerical canned or packaged items
- Alcoholic beverages or mixers
- Open or used items
- Non-perishable items over one year past the expiration date

Should We Donate Food or Funds?

- Food donations provide a direct connection between donors and those who need food assistance.
- Donated food provides variety and access to items that are difficult to purchase in bulk.
- Food drives provide a great visual - it's very satisfying to see a barrel or box fill up!
- We rely on community food drives for 10-15% of the food we distribute.
- Cash donations allow us to keep our pantry shelves stocked, our freezers cool, and our trucks on the road.
- We rely on fund donations to purchase 55 - 60% of the food we distribute.
- KLF has tremendous purchasing power through the wholesale market and charitable food network. With a cash donation, we can often purchase food at a much lower price than the average consumer.

KALAMAZOO LOAVES & FISHES

QUICK FACTS

Our Mission: Kalamazoo Loaves & Fishes will feed hungry people and engage our community in the fight to end hunger.

1982

KLF has been the primary charitable food assistance provider in Kalamazoo County since 1982.

10

KLF has 10 pantry locations throughout Kalamazoo County offering curbside pickup and in-person shopping.
KLF also has 15 pantries located inside public schools and offers home delivery county-wide.

6

KLF alleviates food insecurity through six programs - Grocery Pantry Program, Weekend Food Pack Program, Mobile Food Distributions, Senior Commodity Program, Partner Agency Program, and Targeted Outreach.

750

On average, we are serving 850 people per day through our food-assistance programs.

HUNGER IN KALAMAZOO COUNTY

In Kalamazoo County, **nearly 35,260 individuals experience food insecurity - about 13.5% of the county's population.** This includes 8,700 children or 15.6% of the children in Kalamazoo County. Nearly 8% of senior citizens live on less than $12,000 per year. Families continually face difficult decisions on how to survive on limited budgets, frequently choosing between food and utilities, medical care, housing, childcare, and transportation.