



FOOD DRIVE GUIDE

Register your food drive with Food Bank for the Heartland.

- Determine a timeline.
- Set a goal for your food drive based on the number of expected participants.
- Obtain sturdy collection bins or boxes, label them with food drive information and establish drop-off locations. Or arrange to use the Food Bank's blue barrels.

Promote your food drive.

- Host a kick-off event.
- Place posters or flyers in high traffic areas.
- Send email reminders with a shopping list of the most needed items.
- Foster that competitive spirit between organizations or departments.
- The Food Bank has marketing materials available to help you promote your food drive.
- Encourage participants to visit the Food Bank's Web site at www.FoodBankHeartland.org.

Collect food and funds.

- All donations should be non-perishable, and no items should be in glass containers.
- For those who prefer to make a financial donation, checks should be made out to Food Bank for the Heartland. For every \$1 donated, the Food Bank distributes \$3 worth of food.

Make delivery arrangements.

- Before the food drive ends, contact the Food Bank to discuss delivery options. Deliveries are welcome Monday through Friday from 7:30 a.m. to 4:00 p.m.
- The Food Bank will send you a receipt for the total pounds collected. Be sure to publicize your results.
- Set the date for next year's food drive.

On behalf of Food Bank for the Heartland, thank you for your support! By hosting a food drive, you are helping the Food Bank educate people about the plight of hunger in our community and empowering them to make a difference.

HUNGER STATISTICS

- 21,900 different people seek emergency food assistance in any given week in our service area.
- 15.9 percent of Nebraskans reported at least one time in the past 12 months when they did not have enough money to buy food that they or their family needed.

Contacts

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HUNGER IN THE HEARTLAND

76 percent of people we serve have incomes below the federal poverty line.