



**Interfaith Food Pantry**  
Serving Morris County

# Food Drive Kit



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## Introduction

Thank you for volunteering to conduct a food drive on behalf of the Interfaith Food Pantry. As you may know, more than 4,400 families in Morris County rely on us for supplemental groceries year round. Last year we distributed **more than one million pounds** of food to low-income working families and senior citizens living on fixed incomes. We would not be able to continue to meet this need without the help of volunteers like you.

## Overview

There are four phases to a food drive:

- Planning the Drive
- Promoting the Drive
- Collecting the Food
- Delivering the Food

This guide provides information on how to conduct each phase and includes tips and tools to help you to be successful!

## Planning the Drive

The planning phase will be slightly different depending on whether you're conducting the drive with an organization or company, with a small group or independently. The following list summarizes the basic steps needed for all cases.

1. Decide on the type of drive (hold the drive at one or more collection sites, collect door-to-door), the location(s), and if you wish, a theme. Also, consider setting a goal for your drive. You can base it on a number of bags or pounds or on a goal of filling up a certain space, such as an office or a particular type of container. **Tool:** Refer to **Ideas and Themes for Food Drives** for suggestions to get you started.
2. Decide on the date and length of the drive.
3. Decide how, or if, to accept monetary donations during the drive. You can collect the donations in a container or provide your donors with a coupon that they can mail directly to the Pantry. **Tool:** We've provided a coupon to use. **Tip:** Keep a log names and addresses for those who donate cash and send to the Pantry. The Pantry will mail receipts. Or, ask people to donate online and specify your drive as the designee.
4. Gain support from a leader in the organization, corporation, or community, or from friends, co-workers, or associates. **Tip:** consider asking your company to make a matching gift or challenge grant in conjunction with the drive. For example, they could donate a dollar for every pound of food collected. **Tool:** We've included sample letters to use as models.
5. Develop a plan to promote the drive. Refer to the section **Promoting the Drive** for tips on how to do this effectively.
6. Gather the necessary materials: boxes and/or bags for groceries, container and/or coupons for monetary donations, promotional materials, and the list of current Pantry food needs, which we've included in this package.

7. Designate a specific contact who will work with the Pantry to arrange for the food delivery or collection once the drive is complete.
8. Kick off the drive with a meeting or special event. **Tip:** Consider inviting a representative from the Pantry to speak to your group prior to the drive.

## Promoting the Drive

Encourage participation by displaying posters and flyers, sending email, posting information on your website or in your bulletins and newsletters, and announcing the drive at meetings.

Publicize the drive within your community with posters and flyers. If you'd also like to announce the drive using local TV, radio, and newspapers, please contact us for assistance in preparing a press release. **Tools:** We've provided a copy of our flyer and brochure. You could bring the flyer to a local quick print shop, enlarge it, and mount it on a poster or foam board.

## Collecting the Food

As you plan how you'll collect the food, focus on making the donation process as easy as possible. If you are collecting food door-to-door, consider dropping off bags at each house ahead of time with a note attached. **Tip:** Be clear about the date when you will return to collect the food and where you would like the donation to be left.

If you are holding a drive at a collection site, place sturdy, well-marked containers in a visible location. Check the site frequently and remove some of the donations periodically. **Tip:** If you are conducting the drive within your own organization or business, consider providing bags ahead of time that people can take home.

## Delivering the Food

Contact the Pantry to set up a specific day and time when you will drop off the food and any monetary donations you received, and also provide a rough estimate of the amount of food that will be delivered. Be sure you have provided directions to the Pantry to all volunteers who are helping with the delivery.

When you come to the Pantry, we will ask you to fill out a Donation Information form and we'll weigh your donation. You will receive a follow-up thank you from us in acknowledgment of your food drive. **Tip:** Consider combining the food delivery with a tour of the Pantry or a "work project" for your volunteers.

## After the Drive is Over

Thank your volunteers and celebrate your success. Consider having a party to show your appreciation. Publicize the results of your drive within your company, organization, and/or community.

The following are some suggestions on **how to set up your drive**:

- Collect food outside a supermarket
- Establish a collection point in a central location at your work-place, business, or your organization's headquarters, such as the reception area, cafeteria, break-room, waiting room, or checkout counter.
- Hold a food drive at your swim club, local Y, summer camp, or as part of a sports event.
- Work with your community leaders to hold a food drive in conjunction with a town street festival or concert.
- Talk to your local library about doing a "Food for Fines" program, where they accept canned goods in lieu of overdue book fines. Or, see if they can tie a "Read to Feed" program into their reading clubs where they ask participants to bring food for each book they read.
- Throw a BBQ or block party and collect food.
- Ask for food as "admission" to a company or school event.
- Exchange a reward for a donation – allow employees/student to dress casual, etc.
- Ask for food donations in lieu of gift at your next special event. Establish a theme that fits with the type of gathering.

The following are some ideas for designing a **theme** for your food drive:

- Designate theme days, such as Macaroni Monday (plain pasta and macaroni & cheese), Tuna or Tomato Tuesday (canned tuna or canned vegetables), Wheaties Wednesday (cereals), Thirsty Thursday (juice and Parmalat milk) and Fruity Friday (canned fruit).
- Tie your drive into a holiday.
- Run a Brown Bag Buddy drive during the summer to collect breakfast and lunch items for children who normally receive these meals through a school program.
- Create a slogan and/or theme that relates to your organization or business, such as "Make Every Bean Count" – a canned beans drive at an accounting firm.

The following are some ideas for how to **create interest** in your food drive:

- Be creative with collection containers – set up playpens for collecting baby items, fill a car for a "Food DRIVE".
- Set creative goals – collect food to reach a certain height or weight, or to fill a specific container or room.
- Create competitions – department against department, class against class, team against team.
- Set up a calendar where you suggest a specific item for people to set aside each day of the drive, and then bring to the collection point at the end.

## Appeal Letter to Leader in Organization or Community

Date

Dear [LEADER],

Morris County is consistently ranked among the top five wealthiest counties in the United States. But as residents grapple with the disparity between low wages and the escalating costs of living, hunger and food insecurity continue to grow.

In light of this issue, [NAME OF GROUP OR INDIVIDUAL RUNNING FOOD DRIVE] will be holding a food drive on [DATES] to benefit the Interfaith Food Pantry.

We are contacting you today to ask for your support to help ensure there will be widespread participation and awareness of this event. If you have any questions or would like to discuss how you can champion this effort, please contact me at [CONTACT INFO].

Regards,

**About the Interfaith Food Pantry:** More than 4,400 families in Morris County rely on the Interfaith Food Pantry for supplemental groceries year round. Last year they distributed over one million pounds of food to low-income working families and senior citizens living on fixed incomes. For more information, call 973-538-8049 or visit the Interfaith Food Pantry website at [www.mcifp.org](http://www.mcifp.org)

## Appeal Letter to Participants

Date

Dear [COLLEAGUES/NEIGHBORS],

[NAME OF GROUP OR INDIVIDUAL RUNNING FOOD DRIVE] will be holding a food drive on [DATES] to benefit the Interfaith Food Pantry.

More than 4,400 families in Morris County rely on the Interfaith Food Pantry for supplemental groceries year round. Last year they distributed over one million pounds of food to low-income working families and senior citizens living on fixed incomes. They also deliver to housebound seniors and the disabled.

Together, we can make a difference in our community. [PROVIDE DETAILS ABOUT THE FOOD DRIVE.]

For more information about the Pantry, call 973-538-8049 or visit the Interfaith Food Pantry website at [www.mcifp.org](http://www.mcifp.org).

Regards,



## Interfaith Food Pantry

Serving Morris County

The Interfaith Food Pantry is a community of neighbors helping neighbors committed to ending hunger and supporting self-sufficiency. Through our community partners we provide food, education and resources to inspire confidence and hope to Morris County families in need.

The Interfaith Food Pantry was established in 1994 when a group from throughout the community, including individuals from churches already operating food closets, met to discuss the issue of hunger in our area. There already was a growing awareness that many families needed assistance in securing food. It was also noted that a centralized location was necessary, since many of those in need did not have transportation. The group decided to consolidate their programs working out of one central location in Morristown, and to seek the community's help in maintaining and staffing the project. The Pantry now operates in Morristown (Pantry only) and our main location (Pantry and Resource Center) at 2 Executive Drive, Morris Plains.

### WHAT WE DO

- **Client Choice Pantry** Having access to a greater variety of food and allowing people to choose which foods they want based on family size and personal preference empowers people to make their own decisions
- **Healthy Choices** provides a greater variety of nutritious foods and provides nutrition education, screenings for diet-related problems, cooking demonstrations and recipes to encourage healthy eating
- **Family Self Sufficiency** We provide referrals for services such as medical care, eye glasses, home energy assistance and other programs that help people get back on their feet.
- **Working Families Access** makes our program available on nights and weekend for working families
- **Mobile Pantry** by working with smaller food pantries in remote areas we are able to expand their offerings with healthier options without duplicating services. We also work with a number of Senior Housing Units to reach the elderly who cannot get to us and provide them with fresh and shelf-stable foods.
- **Home Delivery** connects those seniors and disabled who are homebound with volunteers who deliver their groceries on a bi-weekly basis.
- **Education and Civic Engagement** We work with students to promote volunteerism and advocacy among youth, and provide grade-specific curriculum to educate youth about the issue and causes of hunger.
- **Volunteers** A robust volunteer program allows us to keep our overhead costs down while providing hands-on opportunities for people to engage in our community
- **Kitchen to Table and Corporate Volunteers** We engage our corporate partners through volunteer programs. Our Kitchen to Table program is a specific team-build that allows 8-15 employees (or other group) to cook meals for our home-delivery clients that are healthy and easy to prepare. A \$1,000.00 donation covers the cost of food, packaging and nutrition staff.
- **Healthy Kids** We have a number of programs in place to promote healthy eating among our children including our "Sprouts" program, which takes place in our on-site community garden, and our Kids' Farmers Market which provides fresh produce to children and their families through other local organizations.
- **Food Rescue** We partner with local supermarkets to rescue frozen meats, dairy and bakery items that would otherwise be discarded.
- **Thanksgiving** To make the holidays a little brighter, we provide turkeys and all the ingredients for a holiday meal to those clients who request them. We also provide single-serving cooked meals to home delivery clients.
- **"We've Got Your Back"** Sponsored in part by our Corporate Advisory Council, this program provides children with backpack and school supplies to offset these costs for our families.



**INTERFAITH FOOD PANTRY DONATION**

Name (Mr., Mrs., Ms.) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Gift Amount: [ ]\$2,000 [ ]\$1,500 [ ]\$1,000 [ ]\$500 [ ]\$100 [ ]\$50 [ ]Other \$ \_\_\_\_\_

[ ]MasterCard [ ]Visa [ ] Amex [ ]Discovery

Card # \_\_\_\_\_ Security Code \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

Please make checks payable to: **Interfaith Food Pantry** and mail to **2 Executive Drive, Morris Plains, NJ 07950.**

You can also make your gift online at [www.mcifp.org](http://www.mcifp.org).

*Don't forget to check with your employer to see if they will match your gift.*

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