

# How to Host:

## Organizing Your Food, Funds, or Essentials Drive



**Thank you for choosing to support the  
Regional Food Bank of Northeastern New York!**

The Food Bank relies on the support of the community. Food, Funds, and Essentials drives help over 350,000 people each month. Every pound collected and dollar raised is used to help alleviate hunger.

Located in Latham, New York, the Food Bank distributes food and other essentials to food pantries, soup kitchens, homeless shelters, and other non-profits working with at-risk and low income populations across 23 counties of northeastern New York.

In 2019 the Food Bank distributed 41.3 million pounds of food and other essentials, providing the equivalent of nearly 34.5 million meals.

***That would not be possible without the support of donors like you.***



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Food Bank**  
OF NORTHEASTERN NEW YORK

# What do I want to collect?

## Whether you decide to collect...

non-perishable food, funds, or personal care items, or any combination of donations, everything generated from your drive will help people in need.

### Traditional Food Drive

Collecting donations of non-perishable food items is a great way to rally your school, business, community organization, or neighborhood around a common goal. It provides the opportunity to raise awareness of hunger in our communities. You can run a general food drive, collecting all types of non-perishables, or run a themed drive for a specific food item like peanut butter or cereal. Make it fun and get creative!

### The Care Necessities

Because the basics are anything but. Too many times people have to make the difficult decision between buying food or personal care items. These types of items are necessary to people's health and well-being. The Food Bank does not receive as many donations of personal hygiene supplies from retailers and manufacturers compared to food. Recognizing the need for these types of items, Bank of America, in partnership with the Food Bank, created The Care Necessities campaign. Consider running a targeted drive and collect as many personal care items as you can!

### Fund Drive

For every dollar donated, the Regional Food Bank can distribute the equivalent of 4 meals to people in need. Quadruple your impact by hosting a virtual drive. Simply create your own GoFundMe page, select the Food Bank as a recipient, and start sharing within your network! You can also designate your fund drive to a specific program like the Backpack Program, the Patroon Land Farm, the Care Necessities, or raise funds to direct towards a specific emergency feeding program in your immediate community through the Adopt-A-Program initiative.



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# ORGANIZE

## Next Steps:

Here are some suggestions to make your drive as efficient and productive as possible.

### 1. Determine the logistics.

Think about what will most effective way to set up your drive. Will you put out collection boxes in a common area of your office, school, or church for a specified length of time? Or, do you want to host one-time drive thru collection for a few hours on a particular day? If hosting a virtual drive, how long will the donation page be active? How and with whom will you be sharing it? What specific information do you want your donor pool to know and what materials will you need? Think about what will be the easiest for your network. Whatever works for you works for us! We're here to support you!

### 2. Set your goal.

Goals are important. Looking to collect 200 pounds of food? Maybe 300 pounds of personal care items? Raise \$500 so the Food Bank can distribute the equivalent of 2,000 meals? Set it and let your network know!

### 3. Register your drive online.

Visit [regionalfoodbank.net/host-a-food-fund-or-essentials-drive](http://regionalfoodbank.net/host-a-food-fund-or-essentials-drive). Click on the "Register Here" link and fill out the registration form. Here you can let us know what materials you will need- from boxes, street signs, informational flyers to promotional materials. If you need it, we can provide it!

### 4. Gather your materials.

Once your online registration is received, we will contact you to schedule a time to pick up/or deliver the materials you've indicated that you need. If you're doing an virtual fund drive, we will email you our logo and any additional content you'd like to include on your donation page.

### 5. Promote, promote, promote!

Ready, set, GO! Share the information with your network of supporters! Even if hosting a physical drive, share through your social media channels and email letting everyone know you're trying to alleviate hunger in your community!



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# MOST NEEDED FOOD DRIVE ITEMS



**Peanut Butter**



**Canned  
Fruits and  
Vegetables**



**Rice**



**Pasta**



**100% Juice**



**Canned Spaghetti  
Sauce**

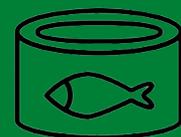


**No glass jars,  
please!**

**Cereal**



**Canned Tuna  
& Chicken**



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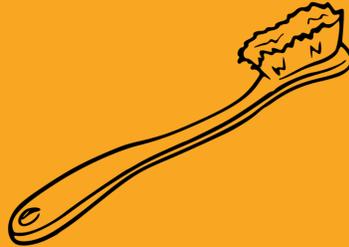
# MOST NEEDED PERSONAL CARE ITEMS



**Soap**



**Toothbrushes**



**Toothpaste**



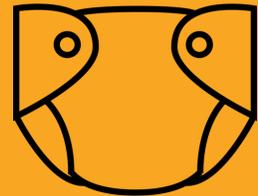
**Deodorant**



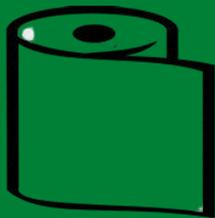
**Shampoo & Conditioner**



**Diapers**



**Toilet Paper**



**Shaving Razors**



**Feminine Hygiene**



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