

# Food & Fund Drive Kit

## 2024



HIGH  PLAINS  
FOOD BANK

815 Ross, Amarillo, TX 79102  
(806) 374-8562  
[www.HPFB.org](http://www.HPFB.org)

# Table of Contents

Thank you for joining us.....	1
Choose Your Drive Type .....	2
Getting Started .....	3
Most Needed Items .....	4
Suggested Themes .....	5
Fundraising Ideas .....	6
Promoting Your Drive .....	7
Deliver the Goods .....	8



# Thank you

Dear Friends,

Thank you for organizing a donation drive to help High Plains Food Bank feed neighbors who face food insecurity across the Texas Panhandle.

Coordinating a donation drive is an exciting opportunity for local businesses, schools, churches, and clubs to support the fight against local hunger. We strongly encourage a virtual donation drive, since it is the most efficient way to help the food bank provide food and hope to neighbors who need us. Physical donation drives require volunteers to inspect, sort, and repack donated food items after your drive. However, our onsite volunteer support plummeted during the COVID-19 Pandemic and hasn't recovered. When you host a virtual donation drive, your supporters' gifts can immediately support our feeding programs and allows HPFB to purchase the exact foods we need in our inventory at the time!

Whether you host a physical or virtual donation food drive, or a combination is up to you! Choose the best "fit" for your group! As the donation drive coordinator, you will be the liaison between your organization and the High Plains Food Bank.

This kit provides easy-to-follow instructions for starting and managing your donation drive, along with hints, tips, and valuable information. We hope you find the information helpful in setting your team up for success.

The donations you collect will help support our mission to alleviate hunger in the Texas Panhandle. Soon, the food or funds you raised will end up as meals on the tables of our neighbors who are at risk of going hungry. By joining the fight against local hunger, you provide more than a meal. You provide hope to a hungry child, senior, or family that faces the harsh reality of choosing between food and other necessities.

Thank you for choosing to provide food to neighbors facing food insecurity. You are a hunger hero! Your effort is making an impact locally! We wish you all success and FUN during your donation drive. If you have any questions, please contact Tess Matthews at [tess@hpfb.org](mailto:tess@hpfb.org) or 806.350.1428. We're happy to help!

*"for providing food and hope to  
our neighbors in need"*

# Choose Your Drive

**1 lb**

**of food is about .8 meals**



## Virtual Donation Drive

There's no product to haul, sort, and repack! There's no money to handle, count, and deposit! A virtual donation drive is the most simple, secure, and efficient way to support the food bank. With low overhead, high efficiency, and the purchasing power of our network, HPFB can stretch each dollar to provide up to 9 meals and spends \$0.94 of every dollar on food and feeding programs.

Create and personalize your page and invite family, friends, or coworkers to join you. They can donate virtually from anywhere!

Launch your virtual donation drive at:

[www.hpfb.org/food-and-fund-drive/](http://www.hpfb.org/food-and-fund-drive/)

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## Physical Food & Fund Drive

**\$1**

**provides up to 9 meals!**

Physical food drives are still welcome and appreciated. You can host a 1-day event or collect donations for any length of time. Fund drives are often held along with food drives, giving participants the choice to bring food or a cash donation. With every \$1 donated, we can provide up to 8 meals and \$0.94 of every dollar goes directly to food and feeding programs.

Groups may use their own containers to collect and deliver non-perishable food to the food bank. Due to critically low volunteer support, we ask ANY group registering for a physical food drive to schedule a group volunteer shift in our warehouse. You will inspect, sort, and repack donated food to help HPFB quickly distribute it. Plus, you will get to see the impact your food makes in our community!

**We no longer deliver and pick up food donation barrels.**

With inflation, higher operational costs, and plummeting food donations and volunteer support, we must devote every resource, including our staff, time, trucks, and fuel to distributing food to pantries and programs that feed neighbors across 29 counties.

# Getting Started

# 1

## Set Your Dates

Giving people a deadline creates urgency and will encourage them to support your drive in a timely manner. Typically, drives last between one day and three weeks. However, you have the flexibility to set the length and dates of your drive according to what works best for your group.



# 2

## Set Your Goals

Set a goal you think is attainable, based on the number of potential donors and how much you think you can reasonably expect each to bring. If you have hosted a donation drive for us in the past, try to beat last year's goal. Setting goals will get people excited about your drive. On average, a person donates \$25-\$50 or 3-5 pounds per drive.



# 3

## Drive Registration

Please complete the food and fund drive form online to register your physical food drive or to launch your virtual food-raiser at:

[www.hpfb.org/food-and-fund-drive/](http://www.hpfb.org/food-and-fund-drive/)

# 4

## Get Creative!

Make it FUN and engaging for your group! Get creative with competitions, themes, and incentives. Explore our list of themes and fundraising ideas. Share your creativity with us!



# 5

## Promotion!

Share information throughout your organization to raise involvement at meetings, with fliers, via emails, etc. Document your drive by taking photos and videos. Share your photos on social media and tag HPFB. See the "Promote Your Drive" section for some ideas!



# 6

## Wrap it Up!

Once you deliver your donations, we will share your results as the equivalent meal impact! Don't forget to thank and share your success!

Food: Deliver to HPFB Warehouse, 815 S Ross, Mon-Fri, 8-11 a.m. or 1-4 p.m.

Funds: Deliver to HPFB Admin Office, 1910 SE 8th Ave, Mon-Fri, 8 a.m.- 5 p.m.

## Follow the Food!

Please consider incorporating a volunteer experience with your donation drive. This is a great way to experience our mission in action, engage your team, or celebrate your drive's kick-off, midway push, or wrap-up. Volunteers are crucial in helping us inspect, sort, pack, and distribute food donations. However, volunteer support drastically decreased during the pandemic and remains critically low. Groups can schedule a one-time volunteer event or a regular-occurring experience.

<https://app.initlive.com/JE/lutm0altr4o75c>

# Most Requested Items

- Peanut Butter
- Canned meat (tuna, chicken, etc.)
- Shelf-stable milk
- Canned or dried beans
- Canned fruits in their own juice, no sugar added
- Canned vegetables, low sodium
- Rice
- Cereal
- Pasta
- Soup, chili, and stew
- 100% fruit & vegetable juice
- Macaroni and cheese
- Boxed meals
- "Pop Top" food items

To ensure food safety, HPFB does not accept:

- Home-canned or homemade goods
- Rusty or unlabeled cans
- Alcoholic beverages or mixes
- Over-the-counter or prescription drugs

In addition to providing food for today, your gift gives hope for a happier and healthier tomorrow.

**Every \$1 you donate  
will provide  
up to 9 meals for a  
hungry neighbor.**





# Suggested Themes



## Wakeup Call

Don't hit snooze on hunger! Gather non-perishable breakfast foods like canned coffee, non-dairy creamer, boxed cereal, shelf-stable milk, oatmeal, toaster pastries, breakfast bars, pancake mix, and more!



## Mix it Up!

Gather spices, seasonings, Shake 'n Bakes, dinner "Helpers", Rice-a-Roni, Zataran's Mixes, etc. Include shelf-stable items that can be combined with a limited number of ingredients to make quick and delicious dinners.



## Fruitopia

Feeling fruity? Collect canned oranges, peaches, pears, pineapple, fruit cocktail, applesauce, 100% juices, etc. Aim for low-sugar canned or shelf-stable varieties.



## Dinner's Served

Heat and eat dinner treats! Options like canned soup, stew, chili, pasta, pork & beans are a popular warehouse staple.



## Veggies for All

Bring canned vegetables of every color and variety. We especially love low-sodium options!



## Daily Theme

Use catchy names for a daily food focus. Try Meaty or Macaroni Monday, Tuna or Taco Tuesday, Whole Wheat Wednesday, Thirsty Thursday, and Fruity Friday. Daily color themes have been a hit, too! You are only limited by your imagination.

# Fundraising Ideas

- **Dollar Days**

Participants pay \$1 for for a long lunch, hat day, casual dress, or hat day.

- **Young Bucks/Old Bucks**

Bring your age in dollars to donate to HPFB.

- **Hold a bake sale, potluck, or pizza party**

Proceeds raised benefit the food bank.

- **Encourage friendly competition**

Foster healthy competition among departments, classes, grade levels, girls vs. boys, etc. Winner takes all!

- **The Power of Change**

Encourage participants to fill jars or plastic bottles with change to donate.

- **Heat or Eat**

Encourage participants to donate the amount of money it would cost to heat their home for 1 week in honor of families who have to choose one or the other.

- **Bag Hunger**

Encourage staff to pack a brown bag lunch and donate the cost of their favorite fast food meal to the food bank.

- **Rock the "Vote"**

Donations equal "votes" in the race for a favorite teacher, team, etc.

- **Hold an Auction or Raffle**

A premier parking space, an extra day off, fun baskets, lunch with the boss, or special donated services up for grabs by the highest bidder.

*Remember, we can provide about 9 meals with every \$1 to local neighbors in need.*



# Promoting Your Drive

Let your creativity flow, and promote your food and fund drive for success!

## Ways to Spread the Word

- Distribute shopping lists and donation forms to staff
- Send regular email updates to staff that include a hunger fact or story
- Post flyers in your break room, restrooms, and community bulletin board
- Distribute flyers at meetings
- Include information in your newsletter or other publications
- Visually display the food that has been donated to encourage others to give
- Share information about your food and fund drive with your friends, family, and co-workers on social media. Take photos of the donations you collected to encourage others to participate!

## Sample Social Media Posts

Adjust, as needed, to fit your audience and channel!

- Our food drive for @HighPlainsFoodBank starts today! Help us provide meals to our neighbors facing food insecurity by donating food or funds at (insert school/business name and/or custom link here).
- (School/Organization Name)'s goal is to raise \$(enter amount) for the @HighPlainsFoodBank. Help us feed Texas Panhandle families!
- Did you know that 1 in 6 of our Texas Panhandle neighbors, including 1 in 5 children, could go to bed hungry? Help us support @HighPlainsFoodBank in the fight against local hunger!
- We're collecting items from the @HighPlainsFoodBank's warehouse wishlist! Please bring your peanut butter & jelly, canned fruit/veggies, rice & beans, boxed dinners, cereal, and shelf-stable milk!
- \$1=up to 9 meals that @HighPlainsFoodBank can provide to neighbors facing hunger.
- We're helping @HighPlainsFoodBank feed Panhandle neighbors, kids, seniors, and families. Please help with a donation!

Our food & fund drive hashtag is:

## #TogetherWeCan

Share your progress and mention HPFB, to keep us in the loop!



@HighPlainsFoodBank



@hpfoodbank

# Deliver the Goods!

Your food and fund drive will generate a variety of contributions for our neighbors who face hunger, including:

- Financial donations
- Food donations
- Volunteer hours

## Financial Donations

Individuals can make secure online donations on our website. No postage or delivery is required, and donors receive instant receipts. This also takes some of the load of the drive coordinator/money handler.

Cash or check donations are always welcome. Donations may be mailed to:

High Plains Food Bank  
PO Box 31803  
Amarillo, TX 79120

The appointed fund handler for your group may deliver donations to the HPFB Administrative Office, located at 1910 SE 8th, Amarillo TX, 79102. For cash donations that require a receipt, please provide the donor's name, donation amount, and mailing address.

Important: Please ask your supporters to make checks out to High Plains Food Bank and include the name of your organization in the memo section.

We may also schedule a pickup or coordinate a meetup at a local bank branch if needed.

Matching gifts: Some companies have a matching gift program, which may double the impact of your gift. If applicable, remind your participants to apply for their employer's company match.

## Food Donations

Food donations are always needed and appreciated, too! Consider being creative in making your own food collection bins. You can schedule a time to bring your food donation out to HPFB with Tess at [tess@hpfb.org](mailto:tess@hpfb.org), or 806-350-1428. Deliver your food donations to HPFB's Warehouse, located at 815 Ross St. Food donations are accepted Mon-Fri, 8 a.m.-12 p.m. and 1 p.m.-4 p.m. Make sure to let the warehouse know you're delivering donations from a food & fund drive, so they'll weigh and record the weight for you.

## Finally, Say Thanks

When your drive is complete and processed, High Plains Food Bank will send a communication noting your total monetary and food donations. Feel free to share with those who donated to your drive and thank them for their contributions. We may also celebrate your impact via social media! Consider hanging a thank-you poster where each collection station was located in your break room, or include it in an email out to your donors.

Take your appreciation to social media, and post your drive results on Facebook, Twitter, Instagram, etc. thanking those who supported your drive. Don't forget to tag HPFB and #TogetherWeCan!