



HOW TO HOST A FOOD DRIVE

Guidelines & Tools

About Beverly Bootstraps

Beverly Bootstraps provides critical resources to families and individuals so they may achieve self-sufficiency. We offer emergency and long-term assistance including: access to food, housing stability, adult and youth education, counseling and advocacy. We are community funded and supported.

How your Food Drive Helps

Beverly Bootstraps Food Assistance Programs provide Beverly and Manchester-by-the Sea residents with access to food through a variety of programs. The items collected through your food drive will help provide food and toiletries to those in need through our Food Pantry.

Through the Food Pantry, Beverly and Manchester-by-the Sea residents receive fresh fruits and vegetables, meat, eggs and cheese along with nutritious non-perishable items and toiletries that are partially supplied by community food drives like yours.

The Food Pantry is open 6 days a week. Visitors may come once every 14 days and need to bring a piece of mail postmarked within the last 30 days every time they visit the pantry.

Statistics about Beverly Bootstraps Programs

Providing statistics about our programs will help your guests/participants learn more about Beverly Bootstraps and will motivate them to participate in your food drive.

Download our annual Fact Sheet from our website to share these numbers.

Getting Started

Food drives are easy to organize and are a great way to pull a company, congregation, school groups, Girl Scouts, Boy Scouts or any group together to help make a difference in our community. As a food drive organizer, there are a few things you should think about as you get started with your food drive.

- 1) Get approval from your company, school or group leader to hold your food drive.
- 2) Choose a date for your food drive.
- 3) Remember to contact Beverly Bootstraps to let us know about your food drive.
- 4) Choose a high traffic area to place your food collection bins.
Beverly Bootstraps does have a limited number of collection bins that may be available for your drive. If they are not available, signs to place on your collection bins are included in this kit.
- 5) Choose a theme for your food drive.
We have included a list of suggested themes in this kit.
- 6) Advertise your event to benefit Beverly Bootstraps via email, flyers, announcements, social media and memos – whatever works for your group.
We've included a flyer and suggested language which you can use to help promote your food drive.
- 7) Provide specifics on what types of donations are accepted.
We've included a complete list of the top ten items in this kit.
- 8) Set a deadline for collections and remind people when it's approaching. This will help motivate people to submit their donations.
- 9) Plan a drop-off time for the food you have collected. Get help from a colleague or friend to pack your car(s) with your donations and transport them to Beverly Bootstraps. Please note that as a nonprofit, we operate with a limited staff, so we are unable to pick up food drive collections. Please include arranging to deliver the food as part of your event.

Bring your donations to our office at **35 Park Street, Beverly, MA 01915**

Donations are accepted **Monday - Thursday from 8:30AM to 7:00PM** and **Friday from 8:30AM to 4:00PM** (*Summer Friday Hours: 8:30am to 1:00pm*).

We do ask that you try to avoid coming during food distribution hours which are:
Mon-Wed-Thurs-Fri 10:00AM - 12:15PM, Tues 5:00PM - 6:45PM

Food Drive FAQ

➤ **What's the best time of year to host a food drive?**

Anytime! Our clients need your help year round.

➤ **What kind of food do you accept?**

Non-perishable, canned or boxed items. The top ten most needed items list is included in this kit.

➤ **Can I collect anything other than food items?**

Yes! We accept toiletries such as shampoo, deodorant, soap, toothbrushes and toothpaste, laundry detergent, diapers, baby wipes and baby food.

➤ **Are there restrictions on the types of items Beverly Bootstraps can accept?**

Yes. Please no expired food or glass containers. No alcoholic beverages, mixes, soda or mouthwash. We also ask that you think about the nutritional value and try to donate items that are healthy. And be sure all donations have labels with ingredients on them.

➤ **What if I receive a financial donation during the drive?**

Great! Try to collect the name and mailing address of those donors so we can send them a tax receipt for their donation.

➤ **What about fresh food like leftovers from a luncheon or homemade food items?**

Unfortunately this type of food cannot be donated due to our strict food safety standards.

➤ **Can I just leave my donations outside your building at any time?**

No. Please do not leave donations outside. Stop in at our reception desk and make sure your donations make it inside the building.

➤ **Will I receive an acknowledgement of my contribution?**

Yes! Please complete the donation form included in this kit and be sure to bring it in with your collections. We will then send you an acknowledgement letter.

Food Drive Themes

To collect a specific item you can have theme days such as:

- Macaroni (Pasta) Monday
- Toiletry Tuesday
- Whole Grain Wednesday
- Peanut Butter Thursday
- Fruity Friday

To engage children, you can do a kid for kid campaign. To do this, you could have kids donate items they typically like, such as:

- Granola or Cereal Bars
- Applesauce Cups
- Cereal
- Macaroni and Cheese
- Pasta Sauce
- Peanut Butter

Some other fun themes might be:

- **Breakfast of Champions:** Cereal, bread, canned fruit, granola or cereal bars, oatmeal, pancake mix and syrup.
- **Hygiene Helpers:** Shampoo, toothpaste & toothbrushes, feminine hygiene products, and diapers.
- **Snack Time:** Animal crackers, pretzels, applesauce or other healthy non-perishable snack items.
- **Fill the Bag:** Give all participants a bag and ask them to fill the bag with non-perishable food items.
- **Souper Bowl:** Have a food drive around the Super Bowl and collect soups, stews and “meals in a can.”
- **Be a Neighbor - Feed a Neighbor:** Gather your neighbors together and collect food to donate to our food pantry to help others in our community.
- **Management “Weigh In”:** Weigh your management team and use that as your goal for pounds collected.

Suggested Copy for Announcement/Promotion of Food Drive

Our organization will be holding a food drive on [dates] to benefit the Beverly Bootstraps Food Pantry. This is a great opportunity to make a difference in our community and I encourage you to join this effort to help those in need.

Beverly Bootstraps Food Assistance Programs provide Beverly and Manchester-by-the Sea residents with access to food through a variety of programs. The items collected through our food drive will help provide food and toiletries to those in need through the Food Pantry.

Through the Food Pantry, Beverly and Manchester-by-the Sea residents receive fresh fruits and vegetables, meat, eggs and cheese along with nutritious non-perishable items and toiletries that are partially supplied by community food drives like ours.

You may donate any non-perishable food during the drive, including . . .

- Healthy cereal
- Canned tuna, fish, meat
- Peanut butter and jelly
- Soups, stews and “meals in a can”
- Spaghetti Sauce
- Shampoo, toothpaste & toothbrushes and feminine hygiene products
- Diapers (sizes 3-6)

If you would like to participate in the food drive but do not have time to go shopping you can participate in the virtual food drive: www.beverlybootstraps.org/HowToHelp/DonateFood.php

If you prefer to write a check, you may mail the check directly to **Beverly Bootstraps at 35 Park Street, Beverly, MA 01915** or bring to me (insert your name). I will bring all financial donations to Beverly Bootstraps when we deliver the food from our food drive.

Thank you for your help!

Signed by: Company Executive, Organization Leader or Food Drive Coordinator

Note: You can also download our Fact Sheet and include current statistical numbers about all of our programs and services. If you choose a theme, you may want to include that in your promotion.