



Help end hunger in our community.

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Every \$12 you give will provide a family a warm nutritious meal for a weekend.

#COMMUNITY HARVEST FOOD DRIVE TOOLKIT



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WHAT IS #COMMUNITY HARVEST?

Founded in 2016, #Community Harvest is a collaborative initiative to end hunger in our greater Gig Harbor and Key Peninsula community. Led by the Greater Gig Harbor Foundation, in partnership with area hunger-relief programs such as Food Backpacks 4 Kids (FB4K) and the Gig Harbor Basket Brigade, the #Community Harvest project focuses on helping to meet the nutritional needs of our community's families.

In its first year, the #Community Harvest project:

- Collected and raised more than \$75,000 in food and funds, equating to about 5,725 crockpot meals – enough to support 13 weekends of crockpot meals for 425 area families (about 1,800 individuals) in need.
- Distributed more than 27,600 pounds of food to two local hunger-relief programs that provide food free of charge to families on both the Key and Gig Harbor peninsulas.
- Provided about 1,200 hours of direct volunteer support to aid FB4K and the Basket Brigade as they met their missions.



In our community, about 1 in 4 children (and 1 in 7 adults) struggles with hunger. Most are working families. Half are children and the elderly.

#Community Harvest is a community-wide, cooperative project for the greater good in which all people, regardless of age or income, can easily participate.

#Community Harvest is local and “home grown.” One hundred percent of all food and funds raised stay right here in our greater peninsula community.

We are committed to nutrition. #Community Harvest crockpot recipes must be healthy and nutritious; the food collected meets the ingredient requirements of these recipes.

#Community Harvest is responding to unprecedented need. We need your help to meet the challenge. In total, \$144,000, or 12,000 meals, are required annually to fulfill our mission. A small gift makes a big difference! Just \$12 will provide two weekend meals for a family of four.

For \$50, you can feed a local family every weekend for a full month. You can help by donating, volunteering, hosting a **#Community Harvest** food and fund drive – and more.

HOLDING A FOOD DRIVE

1. Decide whether to hold your own drive, or if you would like to partner with a local business, school, shopping area, organization, etc., on a local **#Community Harvest** event.
2. Decide when you'd like to hold your drive. While holidays are a popular time of year, food is needed year-round. You might consider holding a drive during months such as August, September or February through May, when supply is especially low. Hosting a themed food drive, such as a collection to benefit kids during the summer months, is a great idea.
3. Decide how long to hold your **#Community Harvest** food drive. Will it be one day, a weekend, a week, a month? Or perhaps an ongoing effort? It's entirely up to you.
4. Do you want to collect food, money or both? **#Community Harvest** can feed a family of four one nutritious meal for \$6 – that's \$12 for a full weekend! We will turn all donations into needed ingredients to fulfill crockpot recipes.
5. Once you've decided on the details, complete and submit your food drive registration form at www.gigharborfoundation.org/CH-registration or download PDF from site and send by email to communityharvest@gigharborfoundation.org. A GGHF staff member or volunteer will contact you to arrange details.
6. Host your food drive and give it plenty of support: Email your co-workers, friends and neighbors. Promote your event on social media (Facebook, Twitter, Instagram, etc.). Make good use of our toolkit resources and choose central locations for your collection boxes.
7. Set a goal and monitor your progress. Hold a contest between departments, classes, troops, etc., to see who can raise the most. Offer incentives for those who contribute the most to your drive. With sample letters in this toolkit, update your audience and continue to ask for support.
8. Pat yourself on the back for a job well done. How many meals did you help serve to area families in need? We estimate that 1.5 pounds of food, or about \$1.50, serves one person one meal. Do the math and share your success with your participants!
9. Thank your donors. Use the enclosed form as a template and email your results to those who gave to your campaign!

Where will your food go?

After the food arrives at GGHF on Make A Difference Day (Oct. 28, 2017), it will be sorted by volunteers and packaged for distribution to our partners who serve our Gig Harbor and Key Peninsula community. On behalf of our neighbors in need, thank you for supporting **#Community Harvest!**

PLANNING WORKSHEET

Start Date: _____

Goal: _____

(meals, pounds, dollars)

End Date: _____

Theme Ideas:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Communication Ideas (posters, emails, events, etc.):

Important Dates:

_____	_____
_____	_____
_____	_____
_____	_____



Help end hunger
in our community.



Subject: Solving hunger in our community is possible. You are the solution.

Dear **[Name]**,

I recently learned that **1 in 4 children – and 1 in 7 adults – in our greater Gig Harbor and Key Peninsula community struggle with hunger**. With today's high cost of living and a variety of complex issues, many families throughout our community are struggling to put food on the table.

But I have good news! We have the power to make a difference by hosting a **#Community Harvest Food and Fund Drive**, which will help provide local hungry families the healthy and nutritious food they need to thrive.

Join **[organization, company, or school name]** in the initiative against local hunger. Every \$12, or two of each of the ingredients listed below, will help provide healthy and nutritious weekend meals for a local family.

- (2) Canned Meats (Tuna, Ham, Chicken)
- (2) Canned Soups
- (2) Canned Fruits
- (2) Canned Vegetables (Tomatoes, Beans, Peas, Carrots, Spinach, etc.)
- (2) Dried Goods (Pasta, Rice, Dried Beans, Other Grains)

Bring your non-perishable food items to **[insert barrel/box site location]** or donate online **[here](#)** **[link to your online progress page that you'll find in your confirmation email]**. Every little bit counts!

What's really special about the **#Community Harvest Project** is that 100% of the food and funds collected go directly toward programs that feed our local hungry children and their families.

Can we count on you to help us reach our goal of \$ **[]** and **[]** pounds?

Thank you for your support!

Sincerely,

[Name]

Right now **1 in 4** kids in our greater peninsula community struggles with hunger. On empty stomachs, kids don't have the energy to focus, engage, learn and grow.

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Food Drive

Location:

Date(s):

Time:

Goal:

Send an eye-opening progress update



Subject: There is still time! Together we can help end hunger in our community.

Dear [Name],

Thank you to everyone who has donated to our **#Community Harvest Food and Fund Drive** so far. Together, we've already raised [number] meals for our local hungry neighbors!

There is only [amount of time left] left and we need to raise \$[] and [] more pounds of food to reach our goal.

We can still make it happen. Bring non-perishable food items to [insert location], or make your donation online [here](#) [link to your online fundraising page] before [insert end date here]. Remember, every \$12 will create a weekend of nutritious meals for our neighbors who are struggling to put food on the table.

Our community's families are counting on us. We can do this!

Sincerely,

[Name]

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End with a celebratory thank you



Subject: Thank you

Dear [Name],

We did it!

Thanks to your incredible generosity and support, [organization / name] raised foods and funds to support [total number of meals] meals for local hungry families, kids and seniors through our #Community Harvest Food and Fund Drive.

We joined together to raise \$[] and [] pounds of food. That is something to be proud of!

It feels great to know we have made an impact on the lives of local families in need.

Thank you for all your hard work.

Sincerely,

[Name]

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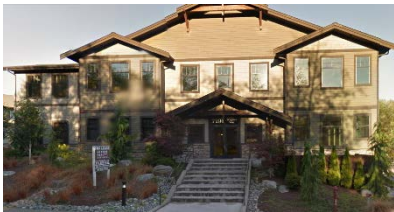
QUICK FACTS

- **#Community Harvest** helps provide local hungry families about 1,700 meals every month through hunger-relief programs that serve our community.
- **#Community Harvest** volunteers contribute about 1,200 hours to the project annually. That's equivalent to over \$32,500 of in-kind support.
- **#Community Harvest** can feed a family of four two nutritious meals each weekend for \$12.
- Last year alone, **#Community Harvest** distributed more than 27,600 pounds of food. That's the approximate weight of two adult female orca whales!
- **#Community Harvest** partners help feed about 3,000 people in our community throughout the year.
- More than 50% of those **#Community Harvest** serves are children and the elderly.
- About 60% of the **#Community Harvest** project's food is donated. The balance is purchased with sponsor contributions and other donations to the project.
- More than 95 cents of every dollar donated to **#Community Harvest** goes toward feeding people.

Do you prefer food or money? Yes! Both are valuable in our fight to eliminate hunger. Donated food allows us to offer recipients a variety of items, while cash donations allow us to purchase items with our impressive buying power.

#COMMUNITY HARVEST DROP-OFF LOCATIONS

Boxes for your food drive can be picked up at the Greater Gig Harbor Foundation. Once you have completed your food drive, the food can be dropped off on October 28, 2017 during Make A Difference Day at the GGHF site, or throughout the year at the locations below:



Greater Gig Harbor Foundation
7191 Wagner Way NW, Suite 102
Gig Harbor, WA 98332
253.514.6338

Please check the #Community Harvest website for additional locations for 2017/18.