Virtual Food Drive

101
Alameda County Community Food Bank

- Providing food for 49,000 people every week
- Distributed 24 million pounds of food in FY12
- Contributed revenue in FY12 was $9.4 million
- Individual giving in FY12 was $5.9 million – 60% + of all giving
- In FY12, 24% of contributions from individuals were given online
- **Virtual Food Drive was 16% of online giving**
  - leverage traditional food drives and volunteering with corporate and community groups
  - individuals for events – birthdays, weddings, holidays
Popular Software

Ready-to-go, turnkey, easy to use Aidmatrix – in quick review of food banks with Virtual Food Drives, Aidmatrix is a very popular option.
Convio – specializes in peer-to-peer fundraising experiences

Recently purchased by Blackbaud...
Blackbaud – this is a sample of their ‘standard’ set up

Curious to see if Blackbaud will create a hybrid Convio/BB product...
Food Banks are doin’ it for themselves...

* Using the Windows 2008 operating system, we’re hosting on a virtual server.
* The backend database is SQL
* Started in spring of 2008 – work in progress!
* Design – group process between IT and Development
* Launched October of 2008
  * $90,000 in giving through the virtual food drive by the end of December
  * No visible effect on regular online giving - it continued to increase
ACCFB Virtual Food Drive Landing Page: www.vfd-accfb.org

1. Drop down list for individuals looking for their VFD groups
2. Individuals shopping without a group affiliation
3. VFD coordinators returning – Log in
4. VFD coordinators – First-time sign-up
Registration page for coordinators (the page shown here is for returning coordinators)

We offer the option of adding teams within your group to encourage friendly competition
Group Home Page – for members of the group to see the progress of their virtual food drive

Click through to shop from here and all donations will be designated to your team
Shopping Page!

Flaunt your purchasing power – wow your donors with how far you can stretch their donations

Update your figures at least annually

Don’t forget the disclaimer!
Donation Page – standard fields with the addition of a designation to a specific group

Donations are processed through authorize.net
1\textsuperscript{st} year – even if you go with a pre-fab product, set aside more time than you anticipate

Be sure to have organization ‘Influencers’ on the VFD development team

- IT involved in entire process + fundraisers, marketers, online experts (outside of IT)
- Key management staff to set priorities and timelines for deliverables
When Building, Keep in Mind:

* The Virtual Food Drive should be auxiliary, not your main online donation vehicle

* Make sure group members and individuals not associated with a group are both able to donate

* Highlight your cost of food v. regular grocery store and don’t forget the disclaimer that funds go to purchase most needed items!

* Aim for a seamless connection to your main website and an easy experience
Day-to-Day Needs

* Staff for customer service, especially during the holidays. Recommend single staff as main contact person, and other fundraising staff familiar with the site for back-up

* Reporting – What do you want to measure? Standard by dates, groups, contact information, donations, etc.

* Maintenance – process in place for response from your own IT dept or external IT service for donor issues and back-end administrative issues
* Integrate the Virtual Food Drive into all of your marketing channels

  * Online
  * Offline (including in-person)

* Additionally, target volunteer and food drive groups and employers who provide matches and encourage employee giving

* Constant promotion is critical. We see a slip in participation if we don’t maintain a consistent marketing flow

* Keep Corporate and Foundation staff current on VFD groups to assist with their cultivation work.
Online Marketing

* Online:
  - E-news, bi-monthly
  - On the home page of our website, year-round
  - Facebook, occasional posts

* On the VFD Website:
  - Posters available by PDF
  - Tips/Suggestions PDF on website and in emails to coordinators
  - Auto-email reminders to VFD coordinators to maximize drive participation
Offline Marketing

- **Offline:**
  - Hard-copy newsletter
  - Food drive materials
  - Posters available – by pdf or mailed
  - Included on materials distributed to volunteers
  - Wrap-up with volunteer groups includes encouragement to do a Virtual Food Drive
  - Special pre-holiday mailings to targeted groups of previous VFD participants and recent:
    - Volunteer groups
    - Food drive groups
    - Local companies with matching gift/employee giving programs
Observations on VFD Donors

- Most participation is during the holidays
- Most participants donate as part of a group – either corporate or community
- Having a ‘Team’ feature for each group encourages friendly competition
- Great for encouraging employee giving and volunteering
- Great for companies that match employees’ giving and/or volunteer time
Challenges

- Year-round participation
- Internally, back end capabilities keeping up with front end development
Re-Thinking Food Drives
Presented by Ruthi Solari, Founder/Executive Director
Ruthi@SuperFoodDrive.org
THE FACTS: FOOD INSECURITY & POOR HEALTH

1 in 6 Americans visit food banks as a primary source of household food.

1 in 4 children do not have access to enough food to live a healthy life.

50% of children and adults in the U.S. are overweight or obese.

Over 50% of food insecure individuals have diabetes.

Obesity costs America over $190 billion in healthcare and loss in productivity.
CORRELATION: FOOD INSECURITY & OBESITY

U.S. citizens w/ Food Insecurity & Obesity

Millions

Year


Food insecurity Obesity
CORRELATION: FOOD INSECURITY & DIABETES

Dark green: highest rate of diabetes hospitalizations
Red dots: Food distribution sites

Map created July 2012
HealthyCity.org
WHY CAN FOOD INSECURITY & OBESITY CO-EXIST?

Risk factors associated with poverty:

- Limited resources
- Lack of access to healthy, affordable foods
- Fewer opportunities for physical activity
- Cycles of food deprivation and overeating
- High levels of stress
- Greater exposure to marketing of obesity-promoting products
- Limited access to health care

Food Research and Action Center (FRAC) (2011). *Food Insecurity and Obesity: Understanding the Connections.*
THE POWER OF FOOD DRIVES

- Relatively low % of food
- Public education
- Community engagement
- High visibility
**EXAMPLE SUPERFOODS**

*SuperFoods are whole foods* with high nutrient density per calorie. *Unprocessed or minimally processed.* Help prevent disease.

<table>
<thead>
<tr>
<th>Choose this...</th>
<th>Not that</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black beans</td>
<td>Refried Beans</td>
</tr>
<tr>
<td>Whole grains</td>
<td>Refined grains</td>
</tr>
<tr>
<td>Brown rice</td>
<td>White rice</td>
</tr>
<tr>
<td>Fruit canned in juice</td>
<td>in syrup</td>
</tr>
<tr>
<td>Peanut butter</td>
<td>added oil/sugar</td>
</tr>
<tr>
<td><em>low sodium</em> soup</td>
<td>added salt</td>
</tr>
</tbody>
</table>
EXAMPLE AWARENESS POSTER

When you donate to food drives, small changes make a big difference...
Good news! It doesn’t have to cost more to choose healthier foods for yourself or for a food drive. Buying to prepare a healthy meal can be more affordable than buying processed and pre-made foods. You can spend about the same for nearly double the servings of the nutrient-dense foods…

A great reason to ‘Give the Gift of Health’ to yourself & others!

<table>
<thead>
<tr>
<th>Choice</th>
<th>Cost</th>
<th>SuperFood Choice</th>
<th>SuperCost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instant Oatmeal Fruit &amp; Cream</td>
<td>$2.99</td>
<td>Rolled Oats</td>
<td>$3.29</td>
</tr>
<tr>
<td>(10 servings)</td>
<td></td>
<td>(30 servings)</td>
<td></td>
</tr>
<tr>
<td>Buttered microwave Popcorn</td>
<td>$3.49</td>
<td>Natural yellow popping corn</td>
<td>$1.99</td>
</tr>
<tr>
<td>(17 servings)</td>
<td></td>
<td>(24 servings)</td>
<td></td>
</tr>
<tr>
<td>Canned Refried Beans</td>
<td>$1.29</td>
<td>Dried black or garbanzo beans</td>
<td>$1.79</td>
</tr>
<tr>
<td>(3.5 servings)</td>
<td></td>
<td>(12 servings)</td>
<td></td>
</tr>
<tr>
<td>Canned potatoes</td>
<td>$0.99</td>
<td>Mixed canned veggies-no salt</td>
<td>$0.89</td>
</tr>
<tr>
<td>(3.5 servings)</td>
<td></td>
<td>(3.5 servings)</td>
<td></td>
</tr>
<tr>
<td>Fruit Snacks</td>
<td>$2.29</td>
<td>Natural dried raisins</td>
<td>$3.99</td>
</tr>
<tr>
<td>(6 servings)</td>
<td></td>
<td>(17 servings)</td>
<td></td>
</tr>
</tbody>
</table>

HEALTHY FOOD IS NOT MORE EXPENSIVE
SCHOOL SUPERFOOD DRIVES

Weekly themes

Macaroni Mondays
Bring whole-wheat pasta and low-sodium pasta sauce along with a handful of pennies.

Tuna Tuesdays
Bring canned tuna or chicken in water along with a handful of nickels.

PB&J Wednesdays
Bring jars of protein-packed peanut butter and low-sugar jelly along with a handful of dimes.

Veggie Thursdays
Bring cans of low-sodium vegetables along with a handful of quarters.

Fruity Fridays
Bring cans of fruit in their own juices and a $1 bill. Every dollar donated turns into six meals!

MyPlate Portion sizes for kids
COMMUNITY SUPERFOOD DRIVES

WHOLE GRAINS
- Brown or wild rice
- Quinoa or cous-cous
- Wheat berries, amaranth, teff
- Steel cut or rolled oats
- Whole wheat or brown rice pastas
- Whole grain cereals (with either oats, whole wheat or brown rice listed as the first ingredient and/or with at least five (5) grams of fiber per serving)

PROTEINS
- Canned cold water fish: sardines, tuna or wild salmon packed in water (not oil)
- Canned beans, legumes: black beans, garbanzo beans, aduki beans, kidney beans, lentils
- Nuts and seeds: pumpkin seeds, sunflower seeds, almonds, walnuts, cashews
- Nut butters: natural, non-hydrogenated nut butters such as almond, peanut, macadamia or tahini butter

FRUIT AND VEGETABLES
- Canned fruit and vegetables: packed in water (not syrup), low sodium
- Dried fruits (preferably with no added sugar): blueberries, prunes, cranberries, apples, Mangos, etc.
- Canned, low sodium soups

HERBS AND SPICES
- Green and white tea
- Herbs and spices to flavor beans and grains: oregano, basil, black pepper, garlic powder, rosemary, thyme, dill, etc.
- Olive oil, canola oil, sesame oil

For more information visit: www.superfooddrive.org

EXAMPLE OFFICE HEALTHY FOOD DRIVE

HEALTHY FOOD SHOPPING LIST
Give the gift of health by donating organic, nutrient dense non-perishable food items:

**Organic Whole Grains**
- Brown or Wild Rice
- Quinoa or Couscous
- Wheat Berries, Amaranth, Teff
- Steel Cut or Rolled Oats
- Whole Grain Grains
- Whole Grain Cereals

**Organic Herbs and Spices**
- Green and White Teas
- Herbs and Spices
- Olive Oil, Canola Oil and Sesame Oil

**Organic Proteins**
- Canned Beans/Legumes
- Nuts and Seeds
- Nut Butters
- Cold Water Fish packed in water

**Organic Fruits and Vegetables**
- Canned Fruits and Vegetables
- Dried Fruits
- Canned Low Sodium Soups

**Organic Whole Grains**
- Brown or Wild Rice
- Quinoa or Couscous
- Wheat Berries, Amaranth, Teff
- Steel Cut or Rolled Oats
- Whole Grain Grains
- Whole Grain Cereals

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Food recipient:
3rd Annual Summer California NTRLY!
Yippee! It's the Summer SuperFood Drive!
We are going to purchase and donate organic non-perishable foods at Jimbo's... Naturally!
GIVING THE GIFT OF HEALTH
August 6 - 26, 2012
Pick up a shopping list of the most needed non-perishable items at the customer service desk.
All donations will benefit the North County Community Food Bank.

How did we inform consumers about the Drive?
- August Newsletter Tag
- Store Signage included posters, shelf talkers & bag stuffers
- SuperFood representatives were present in all locations at least one time during the month long drive. The representatives set up at tables at the front of the store.
  - posters placed in high traffic areas throughout store, at registers, in windows
  - shelf talkers placed on items found on shopping list for easy identification
  - bag stuffers placed at registers staff either put into grocery bags or handed to customer with receipt

GROCERY SUPERFOOD DRIVE INFORMATION

**Barrels**

**Posters**

**Bag stuffers**

**Shelf-talkers**
SUPERFOOD PARTNERS
PROVIDE HEALTHY FOOD AND NUTRITION EDUCATION

1. Training and resources
2. Nutrition education
3. Increased access to healthy foods
Most Needed Items:
- Peanut Butter (Non-hydrogenated preferred)
- Whole Grain Pasta
- Low Sodium Pasta Sauce
- Whole Grain Oats and Cereal
- Brown Rice
- Canned Tuna & Chicken in water
- Canned Fruits in natural juices
- Canned Vegetables in water
- Canned Soup (low sodium preferred)
- Beans & Lentils

FASD is ‘Nourishing our Neighbors’ by hosting Healthy Food Drives

At a time when 1 in 5 San Diegans don’t know where their next meal is coming from, Feeding America San Diego (FASD) is leading our community in the fight against hunger. As we seek to create a healthy and hunger-free community, we know that the opposite of hungry isn’t full – it’s healthy. After all, hunger relief is more than about filling bellies – it’s about nourishing hearts, minds, and bodies. That’s why it’s so important that the food we provide our hungry neighbors is full – not of empty calories and harmful ingredients – but of wholesome, healthy, and nutritious goodness. We’re nourishing our neighbors, and we need your help. Thank you for your support!
www.superfooddrive.org

online healthy food drive resource center

• Healthy food drive tool kits
  – Food Banks and Food Pantries
  – Organizations working with youth
  – Community members

• Nutrition education materials

• Recipe database
“Let your food be your medicine. Let your medicine be your food” – Hippocrates

“The opposite of hungry isn’t full... ...it’s healthy!”
QUESTIONS

www.superfooddrive.org
Ruthi@SuperFoodDrive.org