

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 q quick review of food banks with Virtual Food Drives, Aidmatrix is a very popular option



Virtual Scouting for Food Drive



aidmatrix
technology. humanity. partnership.



Highmark's Virtual Scouting for Food Drive - Johnstown

HIGHMARK. Welcome to Highmark's Virtual Scouting for Food Drive. Through this internet-based solution, you will be able to make contributions to Highmark's Scouting for Food Drive.

Why use the Virtual Food Drive? The answer is simple - to get the most nutritious food items and units for your dollar.

The items on this page reflect the Food Bank's most needed items and also provide healthy choices for low-income families.

It's fast, it's easy, it's fun and it helps more people in need . . . so choose from the items on this page and start earning units!

Meats received by Food for Families will be used for the purchase



Your Donation
0

Total Units.
0



Item Name	Unit Value	Case Size	Price	Qty.	Units	Price	
Cereal (high fiber)	84	12-18 oz	\$13.00	0	84	0.00	+ -
Peanut Butter	72	12-18 oz	\$13.00	0	72	0.00	+ -
Tuna or Salmon canned	240	48-6 oz	\$20.00	0	240	0.00	+ -
Fruit Juice (100%)	96	12-18 oz	\$15.00	0	96	0.00	+ -
Vegetables and fruit (canned)	48	24-10 oz	\$12.00	0	48	0.00	+ -
Diapers (baby or adult)	24	4 - 56 count	\$30.00	0	24	0.00	+ -
Soap	80	16 count	\$16.00	0	80	0.00	+ -
Toilet, facial tissue	72	24 - 4 packs	\$14.00	0	72	0.00	+ -
Canned stews, meats	72	48 - 6 oz	\$19.00	0	72	0.00	+ -

- * Convio – specializes in peer-to-peer fundraising experiences
- * Recently purchased by Blackbaud...

Welcome to the Philabundance Virtual Food Drive!

Grab your shopping cart and join Philabundance in yet another easy way you can fight hunger in the Delaware Valley! By "shopping" in our "store" as a team, you and your friends, family, and coworkers can collectively multiply the amount of food your usual donation can provide to those in need. It's easy to get started:

Step 1. Register by picking your campaign below


Step 2. Personalize your page with a photo or graphic and your personal message

Step 3. Invite friends, family and coworkers to come shopping and help you meet your fundraising goal!




Get started on your Virtual Food Drive today!

BIRTHDAY



Start Now >

HOLIDAY DRIVE




Start Now >

WEDDING



Start Now >

SPECIAL OCCASION



Start Now >

SCHOOLS, OFFICES & GROUPS



Start Now >

YOU DECIDE!



Start Now >

TOP PARTICIPANTS

- 1 - --- [Booz Allen Hamilton - Philadelphia Office](#) (\$1,109.00)
- 2 - --- [Tyema Sanchez](#) (\$1,044.50)
- 3 - --- [Amanda Darragh](#) (\$597.00)
- 4 - --- [Ben Marder](#) (\$516.00)
- 5 - --- [Terrez Williams](#) (\$399.00)
- 6 - --- [Heather Hogan](#) (\$142.00)
- 7 - --- [Pamela Yau](#) (\$116.25)
- 8 - --- [Andrew Deussing](#) (\$100.00)
- 9 - [Shira Rosenwald](#) (\$75.00)
- 10 - [Construction 2013](#) (\$72.00)

[See All >](#)

- * Blackbaud – this is a sample of their ‘standard’ set up
- * Curious to see if Blackbaud will create a hybrid Convio/BB product...

The screenshot shows the website for the Charleston Area Food Bank, a Blackbaud Interactive Production. The page is titled 'Donate Funds' and features a navigation menu with options like 'Our Mission', 'Hunger 101', 'How You Can Help', 'Take Action', 'Virtual Food Drive', 'Stay Connected', and 'News & Events'. A 'Website Selector' dropdown is visible in the top right corner.

Below the navigation, there is a breadcrumb trail: [Home](#) > [How You Can Help](#) > [Donate Funds](#). A 'How You Can Help' sidebar on the right lists various options: Virtual Food Drive, Host a Food Drive, Donate Food, Donate Funds, Send an eCard, Volunteer, and Take Action.

The main content area is titled 'DONATION INFORMATION' and contains a form for selecting donation amounts. The form includes a list of donation options with radio buttons and their corresponding costs:

Amount:	Description	Price
<input type="radio"/>	35 lbs of fresh fruits and vegetables	\$10.50
<input type="radio"/>	90 1 lb loaves of whole grain bread	\$14.41
<input type="radio"/>	20 18-oz boxes of low-sugar cereal	\$21.72
<input type="radio"/>	50 6-oz cans of tuna fish in water	\$24.00
<input type="radio"/>	40 18-oz jars of peanut butter	\$35.90
<input type="radio"/>	20 whole chickens, 4 lbs each	\$56.00
<input type="radio"/>	75 1-doz cartons of grade-A eggs	\$75.32
<input type="radio"/>	20 4-person holiday dinners	\$105.17
<input type="radio"/>	Other	\$ <input type="text"/>

Below the list, there is a 'Designation:' dropdown menu set to 'Virtual Food Drive' and an 'Add donation' button.

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

Main Components

- * 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

The screenshot shows the ACCFB Virtual Food Drive landing page. At the top, the logo for Alameda County Community Food Bank is displayed with the tagline "Donate. Volunteer. Advocate. Make Us Stronger." Below the logo are navigation links for "ACCFB Home", "VFD Home", and "Tips for a successful VFD". A vertical menu on the left contains "Volunteer", "Food Drive", and "Advocate". The main content area features a "Virtual Food Drive" heading and a promotional message: "We can stretch every \$1 you donate into \$4 worth of food with the Food Bank's bulk purchasing power and ultra-efficient distribution network." Below this, it says "It's easy!" and lists two options: "Grab a virtual shopping cart, start shopping ... and see for yourself how we earned our stripes as one of the nation's most efficient charities." and "Have some fun while you are at it!" with sub-points for signing up as a group or an individual. A shopping cart icon is shown. On the right side, there are four numbered callouts: 1. A dropdown menu labeled "Start Shopping!" with the option "<Select your Group>". 2. A red button labeled "Shop as an Individual" with the note "(Your donations are tax deductible)". 3. A section for "Returning Group Coordinators" with a "Log In..." link and a login form with fields for "Email:" and "Password:", a "Forgot My Password" link, and a "Log In" button. 4. A section for "New to the Virtual Food Drive?" with a green "Enroll a Group" button. At the bottom left, there is a section titled "Why a Virtual Food Drive?" with three bullet points and a carrot icon: "It's the greenest (and easiest) of all food drives", "You save the Food Bank precious resources – schedulers, drivers, food sorters and fuel", and "Your donations allow us to purchase our most-needed items". To the right of this is a red box with white text: "We need your help NOW! With demand at an all-time high, the Food Bank has to purchase more food than ever in order to meet the needs of our 275 food pantries, soup kitchens and community agencies."



Managing MLK Day of Service

* = denotes required info

Welcome Shannon Lee-Rutherford Hide Group Info... Group Homepage

STEP 1: Group Information

Thank you for enrolling a Virtual Food Drive again!

Please make sure you complete **all** the following steps for a successful re-enrollment of your group:

- 1. — Verify you group name and all contact info is correct** (to the right). Remember that the "**Short Name**" is what appears in the drop down menu on the VFD Home Page so make sure it's a name that's easy for your group to recognize
- 2. — Open a drive.** You'll find the drive information below the contact information – just scroll down and click the "**New**" button to start a new drive!
- 3. — Add teams** to encourage some friendly competition! (optional)

Coordinator's Email: *

Group Type: *

MLK Day of Service

Short Name: * [Up to 20 characters, for display on the drop-down menu.]

Number of Employees or Group Members: [Create teams for a friendly competition. [Learn more](#)]

Address: *

Address Line 2:

City: *

State/Zip: *

Telephone:

Fax:

Coordinator Contact Information

Name: *

Position/Title: *

Telephone: *

- * 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



Welcome to the Bechtel WTP Oakland Virtual Food Drive

Most Recent Drive: WTP Oakland Food Drive 2012

Team Name	Goal	Total so Far	
Mechanical/Process	\$0.00	\$340.00	Shop/Donate
Protein Power Walk	\$300.00	\$220.00	Shop/Donate
Plant Design	\$0.00	\$160.00	Shop/Donate
Management/Admin/IS&T	\$0.00	\$125.00	Shop/Donate
CSA	\$0.00	\$50.00	Shop/Donate
C&I	\$0.00		Shop/Donate
Electrical	\$0.00		Shop/Donate

Group Coordinator
Login:

Bechtel WTP Oakland Virtual Food Drive Progress Report

Drive	\$ Goal	\$ Raised	% of \$ Goal	# of Donations	Start Date	Ending Date	Days Remaining
WTP Oakland Food Drive 2012	\$1,000.00	\$895.00	89.5 %	19	5/7/2012	5/24/2012	0
Team	\$ Goal	\$ Raised	% of \$ Goal	# of Donations			
Mechanical/Process	\$0.00	\$340.00		8			
Protein Power Walk	\$300.00	\$220.00	73.3 %	1			
Plant Design	\$0.00	\$160.00		6			
Management/Admin/IS&T	\$0.00	\$125.00		3			
CSA	\$0.00	\$50.00		1			
C&I	\$0.00	\$0.00		0			
Electrical	\$0.00	\$0.00		0			

Previous Food Drive











Drive	\$ Goal	\$ Raised	% of \$ Goal	# of Donations	Start Date	Ending Date	Days Remaining
WTP Oakland Food Drive 2011	\$1,000.00	\$1,117.38	111.7 %	23	5/2/2011	5/20/2011	0

- * 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



**Bechtel WTP Oakland Virtual Food Drive
Mechanical/Process**
See our purchasing power in action!
Buy in bulk at our price!

- * 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!

Qty 0	 Milk 24 8-oz 1% milk boxes Our price: \$10.53 Retail price: \$36.72	Qty 0	 Peanut Butter 24 18-oz jars of peanut butter Our price: \$43.00 Retail price: \$102.00
0	 Dried Beans 24 1-lb. bags Our price: \$17.98 Retail price: \$68.55	0	 Low-sugar Cereal 24 18-oz boxes Our price: \$26.84 Retail price: \$105.55
0	 Fresh Produce 300 lbs of fresh produce* Our price: \$30.00 Retail price: \$457.06	0	 Canned Tuna 124 5-oz cans of tuna Our price: \$90.52 Retail price: \$182.28
0	 Whole Grain Bread 90 1-lb. loaves of bread Our price: \$55.08 Retail price: \$494.10	0	 Soup 120 10-oz cans Our price: \$67.20 Retail price: \$334.80
0	 Children's Backpack 15 bags filled with nutritious food including fresh produce Our price: \$54.10 Retail price: \$196.05	0	 Family Meal 20 meals; whole chicken, green beans, potatoes and gravy Our price: \$80.00 Retail price: \$367.80

If you wish to bypass the virtual store, enter your donation amount:
\$ 0
DONATE NOW

Shopping Cart

Proceed to Checkout
TOTAL DONATIONS:
\$0.00
The retail price if purchasing these items yourself is:
\$0.00
Clear Fields

**Produce is donated to the Food Bank and distributed to member agencies free of charge. Our price reflects transportation cost.*

Thank you to the local growers and food companies whose contributions make it possible for us to stretch our donation dollars so far! All virtual food drive donations are used to obtain and distribute nutritious food. Funds are used to purchase most-needed items.

Yes! I want to provide food to Alameda County's children and adults facing hunger!

Your donation is tax-deductible. The Alameda County Community Food Bank tax ID# is 94-2960297.

* = required field.

\$ 10.00 (\$10.00) will be charged to your credit card. Please complete the form below.

Keep Shopping

(Care to round up or add to your donation? Simply enter the new amount in the box above.)

Please make sure my donation is credited towards my group drive goal:

<Not Part of a Group>

Name (first and last): *

Address: *

Address 2:

City: * State: * California Zip Code: *

Telephone: Email: *

Name on Card: *

Credit Card Type: * Visa Credit Card Number: *

Card Security Code: * Expiration: * 01 Jan 2011 (month and year)

Additional Donor Name(s): This gift is a joint gift from myself and:

Anonymous Designation: I would like my gift to be anonymous

Gift Information: on behalf of: in memory of: in honor of: none

Name:

Matching Donations: Yes, my company will match my donation!

Company Match: Name of company to match my gift:

How did you hear about the Food Bank? Your answer will help us with our outreach efforts.

Text area for "How did you hear about the Food Bank?"

Stay up to date with Food Bank news! We respect your privacy and do not sell or share your email address with any other organizations or businesses.

Please click here if you do not want to receive emails regarding updates, event invitations, etc.

Process Payment

- * Donation Page – standard fields with the addition of a designation to a specific group
- * Donations are processed through authorize.net

Resources Needed for Development

- * 1st 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

Marketing

- * 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



GIVE
the gift of
HOPE

The Food Bank serves
49,000 people every week.
Nearly half of them are children!

HELP the Food Bank
purchase its most needed items!

For every \$1 you donate
the Food Bank distributes \$4 worth of food.

Go to the Virtual Food Drive at www.accfb.org.
Select your group and shop!

Our group name is:

START SHOPPING

**ALAMEDA COUNTY
COMMUNITY
FOOD BANK**

PEANUT BUTTER
24 18-oz Jars of
peanut butter
OUR PRICE: \$43.74
Retail price: \$131.76

Tuna Fish
124 5-oz cans of tuna
OUR PRICE: \$83.96
Retail price: \$321.16

**CORN
FLAKES**
24 18-oz boxes of
low-sugar cereal
OUR PRICE: \$25.09
Retail price: \$119.76

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



VOLUNTEER SPOTLIGHT

Thinking outside the barrel

Ingrid Seyer-Ochi gets things started.

The professor of education created Virtual Food Drives at two local institutions of higher education: University of California, Berkeley, and Mills College in Oakland. Over the holiday season, the drives she inspired raised more than \$2,555 for the Food Bank.

It all began when she was a professor at UC Berkeley's Graduate School of Education.

"It was around the holidays, and I had this thought: As students and teachers, we could do a little bit more to address local problems," she said. "The link between hunger and education is really clear. So many families have significant nutrition needs when school is out for December break and in the summer."

MORE THAN JUST CALORIES

Going hungry, she said, is about more than a lack of energy. It's about missing the chance to gather and share with your family. "The thing that's absolutely devastating is not being able to come together around food," she said.

But to be successful, she had to be strategic — she needed to think "outside the barrel."

"Students in the dorms don't usually have kitchens with food around," Ingrid said. "So I went online to find

another idea — and that's where I found out how powerful **Virtual Food Drives** are."

EVEN A LITTLE GOES A LONG WAY

Virtual Food Drives are a unique way for people to "shop" online for food. Instead of buying items to donate to the Food Bank, shoppers make a cash donation that allows the Food Bank to purchase food — at bulk-rate prices — on the donor's behalf. These gifts are not only easy for the donor; they also save precious resources like fuel.



Ingrid (second from left) smiles alongside students she recruited for our Halloween volunteer event, *Night of the Living Fed*.

"The VFD at Berkeley became an institution. Despite leaving Cal, the legacy Ingrid started has lasted beyond her tenure, with students hosting a Virtual Food Drive over the recent holidays.

Ingrid took that experience with her when she became head of the Center for Urban Schools and Partnerships at Mills College. Students at Mills had been hosting barrels for years, but when Ingrid took her post, she encouraged them to launch a VFD as well.

The Mills College Virtual Food Drive passed its goal of \$1,600 this holiday, while barrels collected an additional 660 pounds.

"The link between hunger and education is really clear."

"Whenever you donate, you're reminded that you have food," she said. "It reminds you of how much you take for granted."

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

Questions?

Shannon Lee-Rutherford
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Alameda County Community Food Bank
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California Association of Food Banks (CAFB)
Sacramento, California
April 23, 2012



GIVING THE GIFT OF HEALTH

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.

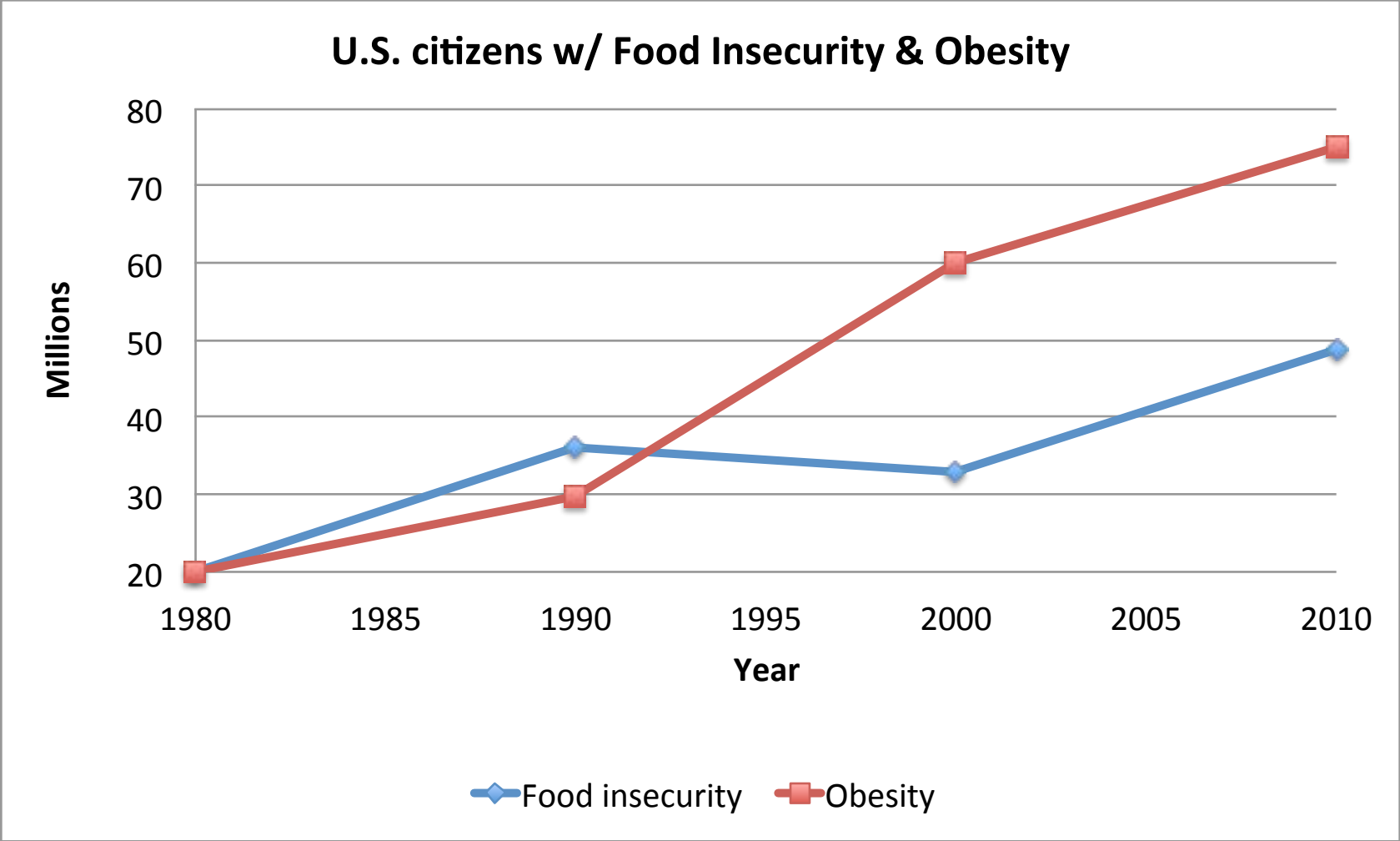
1 in 4 children do not have access to enough food to live a healthy life.

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



CORRELATION: FOOD INSECURITY & DIABETES



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

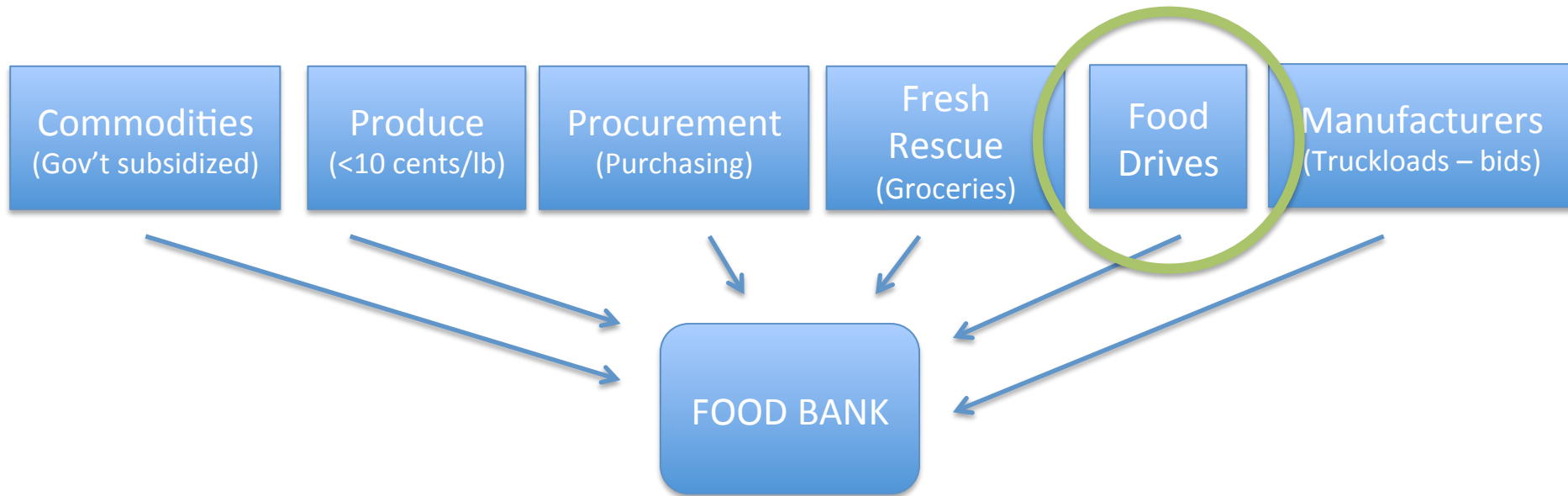
Map created July 2012
Healthycity.org

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

THE POWER OF FOOD DRIVES



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

RETHINKING FOOD DRIVES

Food Drives



SuperFood Drives



EXAMPLE SUPERFOODS

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

Choose this...

Black beans

Whole grains

Brown rice

Fruit canned in juice

Peanut butter

low sodium soup

Not that

Refried Beans

Refined grains

White rice

in syrup

added oil/sugar

added salt

EXAMPLE AWARENESS POSTER

When you donate to food drives,
small changes make a big difference...



HEALTHY FOOD IS *NOT* MORE EXPENSIVE



Cost-Comparison Chart

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!

Choice		SuperFood Choice!	
Instant Oatmeal Fruit & Cream (10 servings)	\$2.99	Rolled Oats (30 servings)	\$3.29
Buttered microwave Popcorn (17 servings)	\$3.49	Natural yellow popping corn (24 servings)	\$1.99
Canned Refried Beans (3.5 servings)	\$1.29	Dried black or garbanzo beans (12 servings)	\$1.79
Canned potatoes (3.5 servings)	\$0.99	Mixed canned veggies-no salt (3.5 servings)	\$0.89
Fruit Snacks (6 servings)	\$2.29	Natural dried raisins (17 servings)	\$3.99

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


Child's Age	Fruits	Vegetables	Grains	Protein Foods	Dairy/Calcium rich foods	Oils Allowance
2-3 yrs	1 cup	1 cup	3 oz equivalents*	2 oz equivalents**	2 cups	3 teaspoons
4-8 yrs	1-1.5 cups	1.5 cups	5 oz equivalents*	4 oz equivalents**	2.5 cups	4 teaspoons
9-13 girls	1.5 cups	2 cups	5 oz equivalents*	5 oz equivalents**	3 cups	5 teaspoons
9-13 boys	1.5 cups	2.5 cups	6 oz equivalents*	5 oz equivalents**	3 cups	5 teaspoons
14-18 girls	1.5 cups	2.5 cups	6 oz equivalents*	5 oz equivalents**	3 cups	5 teaspoons
14-18 boys	2 cups	3 cups	8 oz equivalents*	6.5 oz equivalents**	3 cups	6 teaspoons

*1 oz equivalent of Grains: 1 mini bagel, 1/2 cup of cooked rice, 1/2 cup of cooked pasta, or 1 regular slice of bread


**1 oz equivalent of Protein Foods: 1 egg, 1/2 oz of nuts or seeds, 1 oz of cooked meat/poultry, fish, 1/2 cup of cooked beans, or 1 tablespoon of peanut butter.



COMMUNITY SUPERFOOD DRIVES



SUPERFOODPARTNER
healthy food found here



SHOPPING LIST

GIVE THE GIFT OF HEALTH
By providing nutrient rich non-perishable food items to populations in need. On the back of this card is a shopping list of the most needed items to help you select the healthiest food to donate!

WHOLE GRAINS

- Brown or wild rice
- Quinoa or cous-cous
- Wheat berries, amaranth, teff
- Steal 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

GROCERY SUPERFOOD DRIVE INFORMATION

Barrels



Posters

JIMBO'S
...Naturally!

Holiday Food Drive

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

<p>Organic Whole Grains</p> <ul style="list-style-type: none"> - Brown or Wild Rice - Quinoa or Couscous - Wheat Berries, Amaranth, Teff - Steel Cut or Rolled Oats - Whole Wheat or Brown Rice Pastas - Whole Grain Cereals 	<p>Organic Proteins</p> <ul style="list-style-type: none"> - Canned Beans/Legumes - Nuts and Seeds - Nut Butters - Cold Water Fish packed in water
<p>Organic Herbs and Spices</p> <ul style="list-style-type: none"> - Green and White Teas - Herbs and Spices - Olive Oil, Canola Oil and Sesame Oil 	<p>Organic Fruits and Vegetables</p> <ul style="list-style-type: none"> - Canned Fruits and Vegetables - Dried Fruits - Canned Low Sodium Soups

Brought to you by: **SuperFood Drive**

Food recipient: **NORTH COUNTY COMMUNITY SERVICES**
FOOD BANK & CHILD DEVELOPMENT SERVICES

3rd Annual Summer
SuperFood Drive

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. **JIMBO'S** ...Naturally!

NORTH COUNTY COMMUNITY SERVICES

Bag stuffers

SuperFood Drive

SHOPPING LIST
August 9 - September 12, 2010

Give the gift of health by providing organic, nutrient dense food items to populations in need. On the back of this card is a shopping list of the most needed items to help you select healthy items to donate today! After you purchase one or more of these items, please place in the barrel at the front of the store.

SuperFood Drive seeks to transform local food drives, national food banks and global humanitarian aid into providers of nutrient dense non-perishable SuperFoods. By educating both the givers and receivers of non-perishable SuperFood items, they promote health and well-being to individuals and their communities.

For more information visit www.SuperFoodDrive.com
Contact: info@superfooddrive.com

JIMBO'S
...Naturally!

SHOPPING LIST

Organic Whole Grains

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

Organic Proteins

- Canned Beans/legumes: chick beans, garbanzo beans, adzuki beans, kidney beans, lentils, etc.
- Nuts and seeds: pecan, almond, macadamia, almonds, walnuts, cashews, etc.
- Nut Butters: natural, non-hydrogenated such as almond, pecan, macadamia, etc.
- Cold Water Fish: salmon, tuna or wild salmon packed in water, not oil

Organic Fruits and Vegetables

- Canned Fruits and Vegetables: packed in water, not syrup, low sodium
- Dried Fruits: preferably with no added sugar: blueberries, grapes, cranberries, apples, mango, etc.
- Canned Low Sodium Soups

Organic Herbs and Spices

- Green and White Teas
- Herbs and Spices: organic, fresh, black pepper, garlic, rosemary, thyme, etc.
- Olive Oil, Canola Oil and Sesame Oil

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Shelf-talkers



SUPERFOOD PARTNERS

PROVIDE HEALTHY FOOD AND NUTRITION EDUCATION

1. Training and resources
2. Nutrition education
3. Increased access to healthy foods



EXAMPLE HEALTHY FOOD DRIVE FLIER



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

NO GLASS PLEASE

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 you medicine be your food” – Hippocrates



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



QUESTIONS



GIVING THE GIFT OF HEALTH

www.superfooddrive.org

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