

Hunger Action Toolkit



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Tools for your Food Drive or Virtual Food Drive

Lending a Hand

Ending hunger in Vermont is possible when you offer a helping hand. It's a hand that drops a can of food into a donation barrel; a hand that writes a check to feed neighbors; hands that sort and package food in boxes and bags before it's passed along to a person in need. Whether your gift of time and energy is through a food drive, or virtual food drive, we can provide support and guidance to make your experience a success.

The following pages include helpful tips, promotional materials, and guidelines to walk you through planning your activity. Clicking on underlined text will link you to other pages within this document or external links, such as our email address or website.

First, determine what type of activity you are planning, then use the Table of Contents to proceed to the appropriate section of this toolkit.

A **food drive** has a singular focus: collecting non-perishable food items for neighbors facing hunger. These are typically multi-day or weeks-long undertakings.

A **virtual food drive or fund drive** has a singular focus: collecting financial donations for the Vermont Foodbank. These can be of any length of time and occasionally take place along with a special event.

Food Drive ABCs



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The Vermont Foodbank partners with a network of food shelves, meal sites, and other community organizations that actively work to feed people in need in their communities. A food drive is a great way to partner with one of those local food shelves. They appreciate the support and it feels good to know that the food you're collecting will stay local.

Working directly with the Vermont Foodbank

If you anticipate that your food drive may raise more than your local food shelf can handle at once, the Vermont Foodbank would be happy to work with you. Please consider the following questions before placing your request: Do you expect to collect at least 500 pounds of food? If you're hosting an annual activity, did your collection exceed 500 pounds last year? Will your food drive last two weeks or longer?

If the answer to these questions is yes, please contact us.

info@vtfoodbank.org

- A: Set a time and date for your food drive.
- B: Contact your local food shelf and talk to them about your event! Please be sure to connect with them ahead of time so that you can coordinate a drop off time and date. You can find a list of Vermont Foodbank Network Partners on our website by [clicking here](#), or contact us at info@vtfoodbank.org and we can help match you with your closest facility.
- C: Obtain sturdy collection containers of your own and promote the food drive ahead of time. Emails to friends, family, or coworkers is a great idea.

We've compiled a handy list of [preferred food drive items](#) in the Templates section of this toolkit but you should also speak with your local food shelf about their unique needs. We also have a [Food Drive flyer](#) in the template section. Remember to Like us on Facebook and then feel free to tag us! We'll engage back and share with our network.

Once your food drive has concluded, contact your partner organization for drop-off or delivery options. Ask if they are able to provide you with a total for the pounds you've collected.

If you wish to donate directly to the Vermont Foodbank rather than a local partner, simply call the front desk at the Foodbank and schedule a time to deliver your food ([see page 8 for locations](#)). Share your results through email, social media, and in local media ([see sample press release on page 5](#)). Then celebrate!

Virtual Food Drives



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Did you know that \$1 donated to the Foodbank provides \$4.14 worth of food to neighbors accessing our services? A virtual food drive allows the Vermont Foodbank to do the shopping for you, making your dollar stretch further. Here are a few tips to help make your virtual food drive a success!

The rising cost of food is worsening food insecurity

With skyrocketing food prices, too many people are being forced to make impossible decisions between paying for groceries and other necessities like rent and medication. In Vermont, the cost of groceries has increased by nearly 11%.

Similarly, the Vermont Foodbank is struggling with rising prices. Every aspect of the Foodbank's operations are seeing significant cost spikes, from purchasing and transporting food, to the utilities it costs to keep our facilities up and running.

Your fundraising efforts could not come at a better time! We are grateful for your support.

Choose the dates for your drive, then create your [Virtual Food Drive!](#)

Find out if your employer has a matching gift program. If so, engage them! It's a great way to increase your impact.

Personalize your drive with a logo, photo, or team name. You'll also be able to set a customized URL for your fundraiser.

Promote the link to your virtual food drive through email, social media, company newsletter, flyers, and just plain old word-of-mouth. Send a message to your would-be supporters and share the Foodbank website, www.vtfoodbank.org, where they can learn about hunger and the impact of their support.

You will be able to access your drive at any time to check on the status of your goal and share the news! There is a message board on each fundraising page, where updates and thank-yous can be posted. If you're hosting an annual activity, make it a goal to "beat last year!"

Once your virtual food drive has concluded, we will let you know the total you raised to help feed your neighbors. Each of your donors will also receive an emailed receipt for their donation.

Your efforts make a real difference for children, families, and older adults facing hunger in Vermont. Celebrate your success and then review the event to set a new goal and date for next year!

THANK YOU!

Hunger in Vermont

Thank you for your enthusiasm and initiative! Here you will find up-to-date information about hunger in our state. We hope it will inspire you and help to educate your community.

2 in 5: The number of people in Vermont who have experienced food insecurity in the past year, a significant increase from 1 in 10 before the pandemic and an increase from 1 in 3 at the height of the pandemic in 2021.

The Foodbank distributed 12.5 million pounds of food to communities across Vermont in 2022. Of that, 4 million pounds was fresh fruits and vegetables, and over 53% of the food distributed was fresh food (produce, meat and dairy). Context – this is a decrease from 2021 and nearly all of that decrease was due to Vermont receiving less TEFAP food from the federal government. In 2023 we anticipate that the Foodbank will distribute 12.5 million lbs. of food.

More than 300: Community partners (including food shelves, meal sites, senior centers, housing sites, schools, and hospitals) that the Vermont Foodbank works with to get food to people in every county in the state.

About the Vermont Foodbank:

The Vermont Foodbank is Vermont's largest hunger-relief organization, providing nutritious food through a network of more than 300 community partners – food shelves, meal sites, schools, hospitals, and housing sites. Food insecurity has increased dramatically as a result of the pandemic and recent economic conditions. The Vermont Foodbank and its network have been on the front lines, working to ensure that everyone has the nourishing food they need. Last year, the Vermont Foodbank provided over 17 million pounds of food to people throughout Vermont. The Vermont Foodbank, a member of Feeding America, is nationally recognized as one of the most effective and efficient nonprofits and food banks in the nation. Learn more at www.vtfoodbank.org.

How to get help:

If you could use a hand getting the food you need, you are not alone. Visit vtfoodbank.org/gethelp to learn more about resources that can help you access food, and consider applying for 3SquaresVT - a program that can help provide funds to purchase groceries. We're all in this together.

How to give help:

- You can help ensure that everyone in Vermont has enough to eat by donating to the Vermont Foodbank. Visit vtfoodbank.org/give.
- To ensure we can most efficiently meet the needs of our communities during this time of heightened need, we encourage individuals to donate funds rather than product.
- Sign up to volunteer and help get more food onto neighbors' plates, at vtfoodbank.org/volunteer.
- Help spread the word. Follow us on Twitter, Facebook and Instagram, and help amplify our messages about how to get and give help.
- [Sign up for our emails](#) today, and get updates, stories, volunteer opportunities, and advocacy efforts delivered fresh to your inbox.

**This data comes from the University of Vermont's College of Agriculture and Life Sciences. Specifically we are using data from their most recent study: <https://scholarworks.uvm.edu/calsfac/192/>*

Stories of your impact



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Jody is a family outreach worker at Academy School in Brattleboro, where she sees firsthand the benefits for kids when they have enough food to eat.

Thanks to your help, she is able to provide food to students facing hunger to take home when school is out.

For many kids, a school day might also mean a day with a nourishing breakfast and lunch, needed for growing bodies and minds. This need doesn't disappear when the school bell rings on Friday afternoon. Which is why the Vermont Foodbank, with help from school partners and help from you, runs the Backpack program, which [sends food home with kids](#) when school is not in session.

“Having the snack bags as a resource for students, some in particular, is such a comfort. Without the program, my guess is that we would be trying to put together bags of food on a Friday afternoon for children that we know are experiencing food insecurity,” shares Jody.

The Backpack program works through collaboration — guidance counselors, school nurses, and other school staff send information and permission slips home inviting families who might benefit to participate. The Vermont Foodbank packages and distributes bags of kid-friendly, nonperishable, nourishing foods to participating schools, which are then shared in ways that are inviting and comfortable for kids. Your support helps to get food into kids' backpacks!

When Jody asks her students about the food they take home, they talk about some of their favorites: cereal, mac and cheese, grahams, and the fruit cup. One student says that the bags are heavy. Around 60 bags of food are distributed each week at Jody's school which has around 360 students enrolled.

Throughout Vermont, an estimated 1,350 kids will receive approximately 42,000 bags of food, helping to ensure full bellies over the weekend and other school recesses.

One school staff member describes the impact the Backpack program has on the kids, “They seem to have a sense of calm knowing that they have food on the weekends.”

Templates

The following pages are editable templates to help you with your marketing and promotional efforts



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Press Release

FOR IMMEDIATE RELEASE

[YOUR ORGANIZATION'S LOGO]

Contact: [NAME]

[PHONE] [E-MAIL]

[WEB ADDRESS]

[HEADLINE]

[SUBHEAD]

[(CITY, STATE - DATE)] –

Begin with a paragraph stating exactly what is happening, including time, date and location (in that order).

Second paragraph should detail the attractions of the event.

Third paragraph should explain why it's important for the community to become involved.

Final paragraph should include additional ways to get more information: (Web site/e-mail/phone, etc...)

A good press release does not exceed one page. It is straightforward, easy to read, and relatively brief.

[YOUR ORGANIZATION'S BOILERPLATE – OPTIONAL. See below for the Vermont Foodbank's boilerplate as an example.]

About the Vermont Foodbank

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Click on the food drive poster below to open it as an editable PDF.

Or use a free program, such as [canva.com](https://www.canva.com) to make your own!



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Food drive poster



FOOD DRIVE

HOSTED BY:

TO BENEFIT

Date:

Time:

Location:

Click on the PDF below to print.

Or use a free program, such as canva.com to make your own!



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Food drive list

WHAT WE NEED:

**CANNED TUNA, SALMON OR OTHER PROTEIN;
CANNED VEGETABLES
DRIED HERBS AND SPICES
WHOLE GRAINS
COOKING OILS
CANNED/CUPS OF FRUIT (IN WATER OR JUICE. NOT SYRUP)
CANNED SOUPS & CHILI
CANNED TOMATOES
FLOUR, SUGAR & BAKING SUPPLIES;
BISQUICK OR SHELF-STABLE BISCUIT MIX
PEANUT BUTTER OR ALMOND BUTTER
OATS
BOXED MEALS (MAC & CHEESE ETC)
HOT OR COLD CEREAL
100% JUICE (INCLUDING JUICE BOXES)
NUTRITIOUS SNACKS
PAPER TOWELS & TOILET PAPER
DISH SOAP & SPONGES
DIAPERS
TOILETRIES OF ANY KIND,
INCLUDING FEMININE PRODUCTS**



Connect with us



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*All branches of the Vermont Foodbank are open
Monday – Friday from 8:00 AM – 4:00 PM.
We are closed on holidays.*

Social

Remember to Like our Facebook page and follow us on Twitter and Instagram. Tag us when you post about your event so that our fans and followers can see all the good things you're up to! Click the icons below to connect directly:

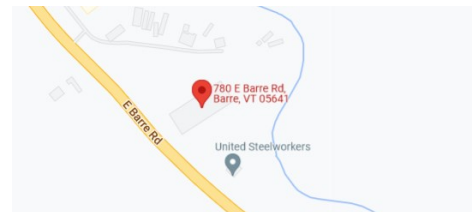


BRANCH LOCATIONS

Please note that the physical address and the mailing address are the same at all locations.

[Barre Distribution Center](#)

Vermont Foodbank
33 Parker Rd
Barre, VT 05641
800-476-3341



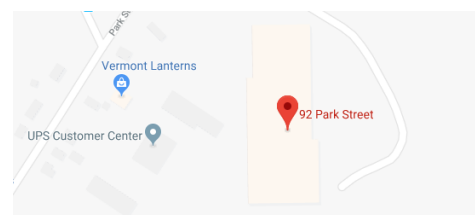
[Brattleboro Distribution Center](#)

Vermont Foodbank
22 Browne Ct #108
Brattleboro, VT 05301
802-246-0993



[Rutland Distribution Center](#)

Vermont Foodbank
92 Park Street
Rutland, VT 05701
802-476-0315



For additional questions: info@vtfoodbank.org