



COMMUNITY ACTION COALITION
FOR SOUTH CENTRAL WISCONSIN, INC.

Food Drive

Information Resource Packet

Community Action Coalition for South Central Wisconsin, Inc.

Food Security Program

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The Facts

about Hunger and Food Security in Dane County

- Demand is on the rise for Dane County food pantries. The number of households using food pantries increased by 12% between 2009 and 2010.
- Well more than ½ of the households using food pantries in our community have someone who is working.
- 21% of the 1572 respondents to a recent Dane County food pantry client survey reported getting most of their food from pantries and free meal sites.

Such heavy reliance upon these limited sources is very hard on the families. Housing and other living costs are expensive in our community and many hard-working families and seniors have a difficult time stretching their incomes to cover expenses over the course of a month.

CAC's Food Security Program

CAC's Food Security Program works to increase food access and food security among people experiencing poverty by mobilizing and distributing food resources.

- CAC coordinates the Dane County Food Pantry Network, which includes 49 community and faith-based food pantries in both urban and rural areas.
- CAC facilitates food drives, takes donations and purchases food in bulk. We track, sort, warehouse and deliver *food free of charge* to more than 100 organizations in Dane Jefferson, and Waukesha Counties. These organizations in turn help nearly 20,000 people every month, nearly half of whom are children and infants. Through our collection, warehousing and delivery, approximately 3 million pounds of food is channeled every year to those who need it most.
- CAC operates The Emergency Food Assistance Program (TEFAP), which distributes government commodities to participating pantries in Dane, Jefferson and Waukesha Counties.
- CAC also operates the CAC Gleaners program, a food recovery program that collects and distributes perishable food to Madison area meal sites, food pantries and homeless shelters. Restaurants, grocers, bakeries, farmers and wholesale distributors generously donate leftover goods that are picked up and delivered by a network of over 60 dedicated volunteers. CAC Gleaners collects and distributes approximately 1 million pounds of food per year.



Steps for Hosting a successful food drive!

We want you to have the most successful food drive possible! This information packet contains all you need to plan and host your food drive, and if you have any questions along the way, contact CAC's Food Security Program at (608) 246-4730 Ext. 206. Here are the steps to planning your next food drive:

1. Early planning. Form teams to work on publicity, food collection, food delivery, and/or a kick-off event. The more people you've got working on your food drive the more involvement, creativity and enthusiasm you will have for your drive! Contact us for suggestions for our greatest current food item needs.



2. Learn more about hunger.

We want you to have an understanding of how hunger affects people in Dane County, and how your food drive will help. This packet contains information about CAC, hunger in the Madison area, and more.

3. Set a goal for your drive. Setting a goal before you start collecting food will help give your group something to work towards. One CAC barrel full of food typically weighs about 175 pounds which equates to 140 meals (1 meal = 1.25 lbs)! Consider doing a competition between classrooms, work teams, or departments. You could offer a prize to the group that brings in the most food! Also try creating a "thermometer" or chart to track the progress of your drive.

4. Set aside a place for food collection. Cardboard boxes or plastic bins work well for collecting food. CAC can supply you with plastic barrels as requested. If you have a loading dock, we can also supply you with large cardboard boxes that require a pallet jack to move. These are convenient for moving large quantities quickly.

5. Publicize your drive. Publicity is the key to a successful drive! Tell everyone about it at your company, school, church or organization. People need to know that your drive is going on in order to make it successful!

6. Prepare for delivery or pick up. When you are finished, CAC can pick up your food to bring back to our warehouse for distribution to area food pantries. Call to arrange a pick up day, time, and location that work best for you. You can also help reduce our costs by bringing your food to our warehouse yourself.

7. Receive results. Once we have received your donation, CAC will weigh the food and calculate the total poundage and/or financial contributions you brought in. We will report these numbers back to you promptly.

What Works

Ideas for Successful Food Drives

Advertising your Drive. Put collection bins by entryways or large gathering areas to remind people to donate food. Place posters in and around food collection areas to attract attention. Include the dates of the drive, goals of the drive, and location or collection bins on posters. Use large letters, color, and pictures! Include hunger facts on your publicity to educate potential donors. Send a mass e-mail to members of your organization to promote the food drive. Write articles about your drive for school newsletters and web pages.

Working with the Media. Submit information about your food drive to local newspapers, radio, and TV outlets for possible coverage in their community events columns. The more unusual and visual the drive is, the more likely it is to attract their attention. Create a one-page press release including the following information: Who is sponsoring the drive; How food will be collected; What types of food will be collected; When the drive is taking place; Where the drive will be held; Why you are having the drive; and any other interesting facts about your drive. We can supply you with a CAC logo for promotional use.



Food Drives Combined with Special Events. Food drives in conjunction with other events are often very successful. Partner your food drive with an event, using four or more cans of food as a ticket for full or reduced admission.

Competitions. Create competitions between classrooms, departments, groups, or floors to see who will collect the most food or money. Make sure the winners get a special prize for their winning donation!

Preferred Food Items. Utilize our list of preferred food items and designate "items of the day" or focus on one food type or meal combination for the whole drive.

Brown Bag Lunch / Hunger Fast. Encourage your group to bring in a brown bag lunch or skip one meal, giving what money they would have spent on the skipped meal to the hungry.

Offering. Encourage your church to do a food offering rather than money offering, with all donations going to CAC for area food pantries.

Company Matches. Encourage your company to match your food or money donation to CAC's Food Security Program by setting up a \$ per pound match for all food collected. Speak to your company's management or Human Resource Department about a financial match program.

Raffles. Solicit local businesses, your company or your co-workers for prizes to raffle. Give tickets to the raffle for each can of food or dollar amount donated.

Pie in the Face! Who wouldn't want to see their boss or principal hit with a pie in the face? How about seeing your favorite coach get his head shaved? These are just some of the creative things that people will do if their group meets their food donation goal.

Preferred Food Items

Grains and Cereals: *Rice, Pasta, Breakfast Cereals, Oatmeal, Grits, Pancake Mix and Syrup, Bisquick

These foods provide complex carbohydrates, which are an important source of energy. They also provide vitamins, minerals, and fiber. The Food Guide Pyramid suggests 6 to 11 servings of these foods per day.

Vegetables: Canned Green Beans, Peas, Corn, Tomatoes, Potatoes



Vegetables provide a wide range of vitamins and minerals, are naturally low in fat, and provide important dietary fiber. The Food Guide Pyramid suggests 3 to 5 servings of these foods per day.

Protein Items: Canned and Dry Beans, Tuna, Peanut Butter, Canned Meats, Canned Salmon, Nuts

These foods supply protein, B vitamins, iron, and zinc. The Food Guide Pyramid suggests 2 to 3 servings each day of foods from this group. The total amount of these servings should be the equivalent of 5 to 7 ounces of cooked lean meat, poultry, or fish per day.

Fruit: Canned Fruit, Fruit Juice



Fruit and fruit juices provide important amounts of vitamins A and C and potassium. They are low in fat and sodium. The Food Guide Pyramid suggests 2 to 4 servings of fruit each day.

Milk: Powdered, Canned, and UHT only

Milk products provide protein, vitamins, and minerals, including essential calcium. The Food Guide Pyramid suggests 2 to 3 servings of milk, yogurt, and cheese a day – 2 for most people and 3 for women who are pregnant or breastfeeding, teenagers, and young adults to age 24.

Meals in a Can: Soups, Stews, Chili, Ravioli

Meals in a Box: Macaroni and Cheese, Rice Meals, Pasta Meals

Baking Items: Flour, Sugar, Vegetable Oil

Baby Formula: Similac, Isomil (powdered or concentrated liquid)

Other Ways to Help

Your group could hold a drive for items that are much needed by families served by CAC's Family Development Division. These include personal hygiene products, new bedding, baby diapers or new, unopened containers of household cleaning supplies.

Hosting a fundraiser for CAC is another great way to support our work fighting poverty. Be creative!

- Carwash
- Children's Art Auction
- Ice Cream Social
- Penny Drive
- Bake Sale
- Leaf Raking
- Garage Sale
- Holiday Gift Wrapping
- Host a Dinner
- Lawn Mowing
- Host a Tournament