



Second Harvest Food Bank
of Santa Cruz and San Benito Counties
Food Drive Kit
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Please call Lisa at Second Harvest Food Bank if you would like more information:
722-7110, ext. 226 or go to our website at: www.thefoodbank.org
Second Harvest Food Bank

Who We Are

Second Harvest Food Bank of Santa Cruz and San Benito counties is a non-profit organization providing food and basic necessities to people in need throughout Santa Cruz, San Benito and the Greater Pajaro Valley. We distribute food through a collaborative network of 180 human service agencies and programs that serve an average of 47,000 clients every month – 50% of whom are children. We are governed by a Volunteer Board of Directors, which is elected by our member agencies.

Second Harvest was created originally as an emergency food pantry in 1972. Second Harvest acquired its first warehouse in Watsonville in 1979, which quickly filled with commodities from the US Department of Agriculture. Farmers began to call and donate their surplus crops and the County of Santa Cruz gave the program its first van and its first truck for the neighborhood food distribution programs.

The eighties saw great change in our community, and at the end of that decade, Second Harvest took on a new role in Santa Cruz and San Benito Counties. The Loma Prieta Earthquake in 1989 severely damaged many things in our community, but not our spirit. Neighbors began helping neighbors. Ten VISTA volunteers and hundreds of other volunteers contributed thousand of hours to build a network of food pantries, soup kitchens, shelters, and other facilities that fed people in need. Thus was born the first Food Bank in California.

AGENCIES AND PROGRAMS

Second Harvest provided 6.5 million pounds of food in 2007 to local hunger relief organizations. Second Harvest is legally a co-op owned by the member agencies. Agencies collect food from Second Harvest Tuesday-Thursday each week to support their hunger relief efforts. Agencies pay a small shared maintenance and transportation fee for food. However, to encourage healthy eating and to avoid waste, produce and bread are free.

VOLUNTEERS

The number of Second Harvest volunteers in FY 2007-2008 was over 3,000, with the number of volunteer hours totaled 48,000. With the help of volunteers, Second Harvest is able to keep its administrative overhead under 5%.

STAFF

At Second Harvest, we work as a TEAM of 25 people. We work collaboratively on events and food drives. Each department plays an important role in overall operations. It is by working together that we achieve our highest potential and offer the resources needed to reach our goals and continue our fight against hunger.

HOW TO RUN A FOOD DRIVE

While the way you decide to conduct your food drive is completely up to you, most coordinators follow these basic steps:

1. Decide on the dates, locations, and supplies needed for your drive.
2. Sign up with Second Harvest for barrel delivery and pick up by filling out an Enrollment Form (these can be mailed, faxed or e-mailed to you.)
3. Promote your drive to the prospective participants (employees, customers, members, etc.)
4. Start collecting food and money!
5. At the end of your drive, Second Harvest will pick up and weigh your donations. (If your barrel(s) become $\frac{3}{4}$ full during your drive, call 722-7110 and we will pick it up and leave an empty barrel.)

Selecting dates

First, decide on dates for your food drive. Food drives can run as little as two hours or for up to two months. Some donors even collect food and money year 'round. The average drive is usually about 2 to 3 weeks.

Setting a goal

Setting a goal is a good way to motivate your donors and it provides a sense of accomplishment at the end of your drive.

Choosing your locations

If you have multiple locations, you may want to recruit someone at each of those sites to help you manage donations at each building. Select high-traffic areas where the barrels will be noticeable and convenient for donors to access. Be sure to consider safety and security issues when choosing your locations.

How many barrels?

Determine how many barrels to order, one barrel holds an average of 125 pounds of food. A good way to estimate this is by dividing your goal by 125. This will tell you how many barrels would be needed to hold the amount of pounds you are trying to collect.

Scheduling Delivery and Pickup

Once you have planned your drive, you should contact Second Harvest to arrange for delivery of barrels, donation envelopes, bags and other supplies you may need to conduct your drive.

Second Harvest provides these support materials to promote your food drive!

Please be sure to indicate quantities requested when ordering.

- Barrels:** Each food collection barrel comes wrapped in a large full color label. Capacity will vary, but they generally holds about 125 pounds of food. The most needed food items include powdered milk, peanut butter, canned meats and stews, cereal, fruit juices, tuna, pasta, rice and beans.
- Printed Grocery Bags:** Paper themed grocery bags are printed with Second Harvest information. We recommend distributing one to each potential participant in your food drive.
- Donation Envelopes:** Envelopes may be distributed to participants who may be interested in making a financial donation. For every \$1 donated, Second Harvest can distribute \$9 worth of food.
- Piggy Banks:** Green Piggy Banks with Second Harvest information are available on loan. These can help to decorate your office and provide a reminder to all participants and make giving spare change just a bit easier.

Participation Form

Please fill out and return by fax or mail

Fax: 831-722-0435 Attn: Lisa

Mail: Second Harvest Food Bank, 800 Ohlone Parkway, Watsonville, CA 95076-7005

Company/Organization _____

Branch/Department _____ # of Employees _____

Contact/Coordinator Name _____ Title _____

Mailing Address _____ City _____ Zip _____

Delivery Address _____ City _____ Zip _____

Phone _____ Fax _____

E-mail address _____

_____ Number of Food Drive Barrels

_____ Number of Food Drive Bags

_____ Requesting a Red Bucket

_____ Number of Cash/Check Donation Envelopes

Our final pick up day preference would be _____