



Ottawa Food Bank

Food Drive/ Fundraising Event Handbook

Holding an Event/ Food Drive for the Ottawa Food Bank

**HELP US
FILL PLATES**



Ottawa Food Bank

Introduction

Thank you for thinking of the Ottawa Food Bank for your food drive/fundraising event. Your efforts will help us with our vision that no one goes hungry in the Ottawa area. Food and fund drives, provide the Ottawa Food Bank with the necessary resources to sustain our programs and ensure that a supply of emergency food is available to those who may need it.

Handbook

Welcome to the Food Drive/Fundraising Event Handbook for the Ottawa Food Bank. This guide covers information for any scale of food drive/event in support of the Ottawa Food Bank. Please take a moment to read our handbook. This will help us work together to achieve the best possible results and help your donation go even further. Included in this handbook is our food drive/ event guidelines, tips and tricks for holding a food drive/funding event, support materials, donation information and more.

Quick Steps

Here are some quick steps to get you started on your event.

1. Identify what type of food drive/fundraising event you wish to organize
2. Read our useful handbook including our guidelines
3. Register your food drive/ event
4. Promote your event
5. Have fun!



You can register your food drive/ event [here](#). A member of our Events Team will contact you about your event.

If you have any questions please contact Maggie Rose, Event Coordinator at 613-745-7001 x121 or maggie@ottawafoodbank.ca

Event and Food Drive Guidelines

Pick Ups & Food Donations

- Donation pick ups are available for food drives that raise more than 400 pounds of food which is approximately four Ottawa Food Bank food drive boxes or eight paper/banker boxes. **This guideline does not apply to Holiday Food Drive registrations during the month of November and December.**
- Make your donations go further by delivering them directly to the Ottawa Food Bank. This helps us save on transportation and fuel costs
- We have food drop off locations in many grocery stores around Ottawa (you can find a map of drop off locations [here](#)). You may drop off a maximum of four Ottawa Food Bank boxes or eight paper/banker boxes in the red Ottawa Food Bank cage. Please do not drop off monetary donations in these bins.
- Pick ups are available Monday through Friday (sorry we are unable to provide weekend or holiday pick ups)

Monetary Donations

- Monetary donations can be delivered to the Ottawa Food Bank (1317 Michael Street), Monday through Friday from 8 a.m. to 4 p.m.
- Cheques are payable to the *Ottawa Food Bank*.
- Cheques can be mailed to the Ottawa Food Bank (1317 Michael Street, Ottawa, Ontario, K1B 3M9). Please mark it to the attention of the *Events Department*. This way we can ensure we give credit where credit is due!
- Please do not send cash through the mail.
- You can make a secure donation online through our website [here](#). In the comments section online, please include the name of your event so we can track accordingly.

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**EVERY DOLLAR
BECOMES 5
TIMES THE FOOD**

Tax Receipts

- If a donor would like an official tax receipt for their donation of \$10 or more, a donation form ([found here](#)) must be filled out and included with your financial collection. We require the name, full address, phone number and gift details in order to process a tax receipt.

- Only those making a gift can claim a tax receipt. Tax receipts cannot be issued due to another individual making a gift or group collection.
- The tax receipt information must be submitted at the same time as the financial donation.
- We do not issue tax receipts for items won at a live or silent auction.
- Tax receipts are mailed and take 3-4 weeks to process once donations are submitted.

Speaking Engagements

- If you wish to have an Ottawa Food Bank speaker at your event, please complete the speaker request form. Please note we have a small staff team but we will do our best to find a speaker for your event. Contact us for a form.
- Speaker requests must be submitted **two weeks before your event** date (three weeks during the Holiday season – October to January).

Use of Ottawa Food Bank Logo and Name

- If you create materials to promote your event, please send a copy to maggie@ottawafoodbank.ca before printing.
- We can provide you with an electronic copy of our logo to use.
- We reserve the right to approve the use of our logo.



Promotion of your Event

- If your event is open to the public, we can promote it on our website and social media (Facebook and Twitter).
- For reasons of privacy and confidentiality, we do not share our donor, corporate supporter or media contact list nor can we send an email/mail out for your event.
- We'd love to add a thank you message on our website following your event. We can also add pictures from your event, so remember to snap a couple shots!
- Due to our limited resources and the number of events that support our work, we are not able to send out third-party event news releases or media advisories.

Tips & Fun Ideas!

Align your event with a pre-existing event or holiday

Offer a reduction in admission price to guests that bring a donation or if your event is free suggest a donation as entry. Consider a door prize incentive for those who make a donation. Collect food and/or funds at your holiday party, team-building meetings, or conference.



Everyone likes a challenge

Make it interesting – try to create a friendly competition with neighbors, co-workers or other businesses/ organizations. Challenge them to meet your contribution! Remember to choose an easy way to pick a winner (example: most cans, based on weight, monetary amount etc.). See below in fun ideas for fun prize ideas.

Donations in exchange for gifts

Have your friends and family give donations of food and/or funds instead of gifts for your birthday party, retirement party, baby shower, anniversary, etc.

Fun Ideas!

- Hold a workplace/ school challenge and have prizes for the winning team.
- Have the losing team do something silly like wear funny hats or clean the office fridge!
- Hold draws for a reserved parking space, day off with pay, hockey tickets etc.
- Have a "Casual Dress Day" and donate to participate.
- Have a themed food drive – Italian themed (pasta sauce, dried pasta, etc.) or baby items (diapers, formula, wipes, bottles, etc.)
- Have an "empty your pockets" day (or week) and collect change from everyone in the office.
- Host a golf or bowling tournament.
- Make can sculptures. Collect food and make a piece of art out of it. Visit <http://www.canstruction.org> for inspiration
- Host a used book sale or bake sale
- Host a silent auction
- Have a pot luck lunch



- Have a Pizza Party! Order pizza and charge a set amount per slice (make sure to cover your costs and still include a donation to the Ottawa Food Bank.).
- Start a treat cart. Sell treats or baked goods
- Host a chili cook off
- Have a staff BBQ with proceeds donated to the Ottawa Food Bank.
- Hold a “Game Day” where participants provide a donation to gain access to the activities which can include card games, board games, bingo etc.

Remember to advertise your event

- Send out email blasts to your colleagues, friends and family about when, how and what they should donate.
- If you’re doing a fundraiser, include donation cards with pay stubs or employee newsletters.
- Post information about your event on your intranet or staff bulletin (if available)
- Put up posters in highly visible areas. Create your own, or [print off](#) some of ours!
- Use your social media to get the word out.



We love to see what you are doing!

Your effort and creativity is appreciated by us and we encourage you to send us your posters, other collateral and pictures of your event! We would love to showcase them on our website.

Promotional Material

We have some promotional materials available to help with your food drive/ event (free of charge)

Boxes and Food Drive Materials

- Make your donation go further by using your own boxes. Bulk paper boxes/banker boxes work great! You do not need to use the Ottawa Food Bank boxes but if you do not have access to your own, we can certainly provide them for you.
- Print your own posters (printable poster found [here](#)). If you do not have access to a printer, we can provide posters for you (size 11x17).
- Do not write on or alter any food drive materials (food drive boxes and money containers), we re-use our food drive supplies. This includes sticking tape/ stickers on plastic money containers (and lids) and writing on the boxes.
- Please include any unused Ottawa Food Bank food drive boxes with your donations. Boxes are costly to replace.
- We are extremely conscious of using our resources wisely, and therefore do not provide t-shirts, memorabilia or prizes for events.

Donation Box (small): Small plastic reusable box (or paper box). You can place these on your counter, on your desk or registration table. Containers come labelled with the Ottawa Food Bank logo.

Donation Container (large): Large plastic collection containers. These are great when canvassing a room or area for donations. They have convenient handles for easy grip and transport. Containers come labelled with the Ottawa Food Bank logo.

Donation Boxes: Cardboard boxes with the Ottawa Food Bank logo. Boxes are approx. 20" squared. They come flat and need to be assembled. Using your own boxes is always welcome.

Box poster: Posters to use on your own boxes (Bilingual). These are printable from our [website](#). Do not attach posters to our branded boxes.

Large Collection Bins: These bins are used for large events. We have a limited number of bins. These metal bins are on wheels and fit through any average door. Bins are 40" (L) x 31" (W) x 30" (H).

Posters: Generic food drive posters with areas to add in your own details. These are printable from our [website](#). Posters are available in English and French.



**Large Money Collection
Container**



**Small Money Collection
Container**



Food Collection Box



**Large Food
Collection Bin**

Support Existing Events

Want to raise money for an existing Ottawa Food Bank event? Here is a fun event for your workplace or organization to join.

4th Annual Food Sort Challenge

Gather your colleagues together for a great team building experience where the outcome is helping to feed local families and individuals in need. There are no beige walls, presentations, or trust building exercises. We promise! There will, however, be an opportunity for your team to work together in fighting community hunger. And nothing is better for team building than working together for a great cause. Compete in teams (maximum 10 people) to see who can sort through one ton of food the fastest! This event runs annually in October after Thanksgiving. [Click here](#) for pictures and information from last year's event. Registration opens August 2015.

