

# Food Drive & Fundraising Handbook





## About Us

Thank you for thinking of the Ottawa Food Bank for your food drive, fund drive or fundraising event. Your efforts will help us with our vision to provide healthy, accessible and sustainable food for all. Your support will help sustain and build up our local programs and ensure that a supply of emergency food is available all year round. This guide covers all the information you will need and provides tips and ideas for your food drive and/or fundraising event.

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## Steps on Holding a Food Drive or Fundraising Event

### Quick Steps

1. Identify when you want to host a food drive, fund drive or fundraising event
2. Register your food/fund drive or fundraising event at <http://www.ottawafoodbank.ca/register/>
3. Promote it via email, social media and word of mouth
4. Have fun!

**After registering, a member of our Events Team will be in touch with you about your event.**

If you have any questions, please email [events@ottawafoodbank.ca](mailto:events@ottawafoodbank.ca)

### Food & Fundraising Ideas

Are you planning a food or fund drive or fundraising event? Not sure when to begin or what to do? Here are some fun ideas to get you started. We encourage you to have fun and to get creative! **Easy ways to get started:**



- **Align your drive with a pre-existing work event:** Turn a dress down Friday into a fund drive by collecting \$2 to participate that week.
- **Everyone likes a challenge:** Create a friendly competition with friends, co-workers or other organizations. Challenge them to meet your contribution!
- **Donations in exchange of gifts:** Have your friends and family give donations of food and/or funds instead of gifts for your birthday party, retirement celebration, baby shower, etc. We have toolkits that make it easy!

### Food/Fundraising Drive Ideas

Food Drive Ideas	Fund Drive Ideas
Drive through Food Drive – Set up a drop of station in your workplace parking lot and have participants drop of non-perishable items.	Set up a virtual fundraising page! A unique fundraising link with a customizable platform to share through email, and online social channels.
Hold a workplace/school challenge and have prizes for the winning team who collects the most food.	Hold a workplace/school challenge and have prizes for the winning team who raises the most money.
Make can sculptures. Google or Pinterest “Canstruction” for inspiration.	Have a "Casual Dress Day" and donate to participate.
Theme your food drive – Align with national holiday themes, monthly holiday staples, and more.	Host a golf or bowling tournament.
Three Meals a day – Collect for a specific type of meal (Breakfast, Lunch, Dinner)	Host a used book sale or bake sale.
Event Admission – Reduce admission for every can or box brought	Have a staff/school BBQ
Fill the principle or boss’s office challenge	Hold a raffle in your office or at your event
<b>OR DO BOTH!</b>	

## Register Your Event!

Registering your food drive, fund drive or fundraising event online at <http://www.ottawafoodbank.ca/register/> is crucial to ensuring we capture all necessary information about your food/fund drive or fundraising event.

This allows the events team to better help and support you throughout the entire process!

This also allows us the chance to set up donation picks ups if warranted (see pickup regulations below).



## Promote Your Event!

*Remember to spread the word about your event!*

- Send out email blasts (with unique link if virtual)
- Post information on staff bulletin/forums
- Put up posters in highly visible areas.
- Use your social media to get the word out.
- Create a Facebook event page.
- **Tag us during your event so we can share! @ottawafoodbank**

***\*HINT HINT\* Word of mouth is still one of the most effective forms of promotion!***

## We love to see what you are doing!

Your efforts and creativity are appreciated by us and we encourage you to send us your posters, other collateral and pictures of your event! We would love to showcase your event on our social media (if open to the public). Email [events@ottawafoodbank.ca](mailto:events@ottawafoodbank.ca)

**Note:** Due to confidentiality we do not provide our sponsor, donor or media list nor do we send out 3<sup>rd</sup> party event details to our mailing lists.

## Physical Materials You May Need

We have some promotional materials available to help with your food drive/fundraising event (free of charge). Materials are available to pick up from our office during business hours.

**Food Drive Donation Boxes:** These are cardboard boxes with the Ottawa Food Bank logo. Boxes are 15 x 15 inches. They come flat and need to be assembled.

- Make your donation go further by using your own boxes. Box posters (bilingual) available to print [here](#).
- Please note food drive boxes are the property of the Ottawa Food Bank. Please do not write on the boxes, as we re-use our food drive materials. Please return any unused boxes.

**Holiday Monetary Donation Box:** Small paper box with coin slot. You can place these on your counter, on your desk or registration table. These come labeled with the Ottawa Food Bank logo.

**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.



## Virtual Materials You May Need

**Personal Fundraising Page** – Set up your very own online fundraising page. User friendly, participant centre to track your progress and immediate tax receipt by email function, for donations over \$10. Do so here <http://www.ottawafoodbank.ca/register/>

**Team Fundraising Page** - Set up your very own team fundraising page. User friendly, participant centre to track your team's progress and immediate tax receipt by email function, for donations over \$10. Member can easily join and fundraise under one team umbrella. Do so here <http://www.ottawafoodbank.ca/register/>

**Company Campaign Page** – Interested in holding a company wide campaign and need some help customizing a virtual fundraising platform? Email [events@ottawafoodbank.ca](mailto:events@ottawafoodbank.ca) for additional support and assistance.

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## Event and Food Drive Guidelines

### Food Donation Pick-ups

- Donation pick-ups are available for food drives that raise more than 400 pounds of food which is approximately six Ottawa Food Bank food drive 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 donation 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 six boxes in the red Ottawa Food Bank cage. Please do not drop off monetary donations in these bins.

*\* (Note: During the Holiday season we have volunteers that assist with the drop off materials and pick-up of your donation)*



## Monetary Donations



- Monetary and food donations can be delivered to the Ottawa Food Bank (1317 Michael Street), **Monday through Friday from 8 a.m. to 4 p.m.** Cheques must be payable to the *Ottawa Food Bank*. Please mark it to the attention of the *Events Department*.
- Please do not send cash through the mail.
- You can make a secure donation online through our website [here](#). If you require a tax receipt, please contact us for the appropriate donation link.

## Tax Receipts

- Donations of \$10 or more are eligible for an official tax receipt. Items won at live or silent auctions or raffle tickets are not eligible for such receipts.
- If a donor would like an official tax receipt for their donation of \$10 or more, we require the name, full address, phone number and donation details in order to process a tax receipt.
- Only those making a gift can claim a tax receipt. Tax receipts cannot be issued to another individual making a gift or group collection. For more CRA tax guidelines please visit [www.cra-arc.gc.ca](http://www.cra-arc.gc.ca)
- The tax receipt information must be submitted at the same time as the financial donation.
- **Please note offering the tax receipt as a prize for a raffle is not allowed by CRA.**

## Online Donations

- Some donors prefer the convenience of making a monetary donation on-line. Customized online donation pages are available for events. Please contact [events@ottawafoodbank.ca](mailto:events@ottawafoodbank.ca) if you wish to receive more information about online donation web pages.

## Speaking Engagements

- If you wish to have an Ottawa Food Bank speaker at your event, please contact [events@ottawafoodbank.ca](mailto:events@ottawafoodbank.ca) Please note we have a small staff team, but we will do our best to find a speaker for your event.
- Speaker requests must be submitted **two weeks before your event** date (three weeks during the Holiday season – October to January).



Ottawa Food Bank

## Use of Ottawa Food Bank Logo and Name

- If you create materials to promote your event, please send a copy to [events@ottawafoodbank.ca](mailto:events@ottawafoodbank.ca) before printing. **Do not alter the Ottawa Food Bank logo in any form.** We reserve the right to approve or request changes to all marketing materials using our logo. An electronic copy of the logo can be provided.



**Thank you again for collecting food and raising funds for the Ottawa Food Bank!  
Your efforts help us provide food for 112 agencies across Ottawa who feed over  
39,000 people each month.**