



Dear Friends,

In Greenville County, approximately 15% of the population lives below the poverty line. If a family is living paycheck to paycheck, a temporary financial problem can quickly escalate into a crisis. United Ministries' Emergency Assistance Program can stabilize a family with something most people take for granted: food, life-sustaining medicine, and utility/rent assistance. Last year, United Ministries provided food to 2,562 families, helping to feed 5,346 people.

Families come to us when they are struggling to make ends meet, and we are committed to compassionate care for the immediate crisis as well as intentional intervention to help prevent future crises. United Ministries' goal is not only to provide immediate assistance, but also to create a vision of long-term financial stability for the families we serve.

People who come to us for help with food are also introduced to our programs and services aimed at increasing financial stability, such as Adult Education, Employment Readiness, Financial Stabilization, and Matched Savings & Emergency Loans. In this way, we are often able to address the root causes of poverty through education and employment. By participating in a food drive for United Ministries' Food Pantry, you are offering a hand-up to our neighbors in need. For that, we are truly grateful.

Sincerely,

Tony McDade  
Executive Director  
United Ministries

# FOOD DRIVE TOOLKIT FOR BUSINESSES

WWW.UNITED-MINISTRIES.ORG | 864-335-2614

# One CAN Transform Lives



United Ministries spends approximately \$40,000 each year purchasing food for people with food insecurity in Greenville County. Your donation helps to ensure that food is available and that no one is turned away because of an empty food pantry. Our Food Drive Toolkit will help make your drive easier and more successful. Be creative and have fun.

## 2,562

Families received food  
last year

## 82

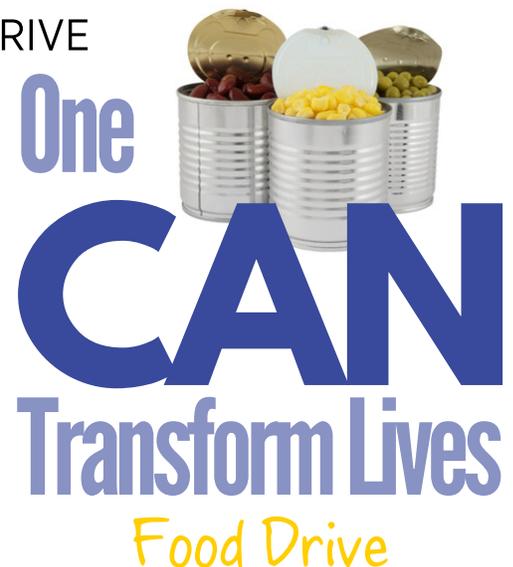
Groups donated food  
last year

## 26

Items in a food bag

## WHAT'S INSIDE?

- STEPS TO HOLDING A SUCCESSFUL FOOD DRIVE
- IDEAS FOR A SUCCESSFUL FOOD DRIVE
- NEEDED FOOD ITEMS
- SAMPLE LETTER
- SAMPLE FLYER



# STEPS TO HOLDING A SUCCESSFUL FOOD DRIVE

## **Step 1 - Plan it!**

Choose a team leader who is passionate and can oversee the event as well as motivate people. Enlist help, choosing a group of individuals who feel strongly about hunger and helping others. Assign specific tasks to individuals within the group (i.e., publicity and promotion, e-mail updates, food collection, food delivery).

## **Step 2 - Schedule it!**

Food drives can last a day, a week or even weeks. The key is to give your participants enough notice so they are prepared to bring in donations. Whether it's serious or fun, your food drive theme should evoke a desire to help. Once your food drive is scheduled, please notify United Ministries so that we can include those dates on our food drive schedule.

## **Step 3 - Set a Goal!**

The most successful food drives include a financial component. That's because some individuals would prefer to simply write a check to United Ministries rather than make a trip to the grocery store for canned goods. Offering the option of either donating cash or canned good is always a good idea. Goal setting is a great motivator and it also provides a sense of accomplishment for all involved. Examples include: filling up X number of boxes, collecting X number of jars of peanut butter.

## **Step 4 - Promote it!**

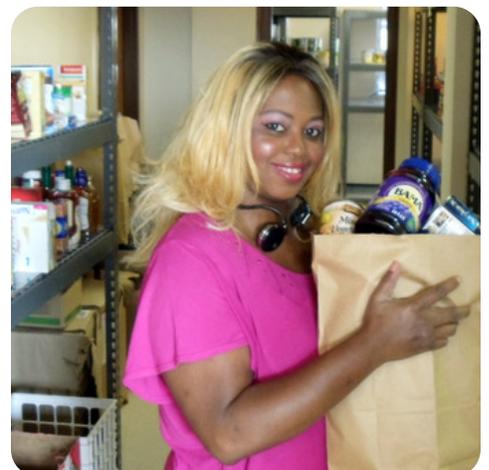
Tailor the food drive flyer we provide in this tool kit to your specific food drive dates. Use the sample email message and social media postings we have provided in this tool kit. Plan to include a notice in your regular newsletter and on your marquee. Publicity is the key to a successful food drive. Take photos and share them however you are able. Please share any photos with United Ministries so that we can share them on our Facebook page.

## **Step 5 - Collect it!**

Place your collection bins or boxes in high-traffic areas where everyone will notice them.

## **Step 6 - Donate it!**

Once your food drive is completed, please contact us to schedule a drop-off or to arrange for United Ministries staff to pick up your donations: [fooddonations@united-ministries.org](mailto:fooddonations@united-ministries.org) or 864-335-2614.



# IDEAS FOR A SUCCESSFUL FOOD DRIVE

- Kick-off party.
- Communicate the needs; share stats of local poverty or food insecurity.
- Competition between departments with an award or prize for those who collect the most food.
- If people bring in donations, they can wear jeans to work that day.
- If they meet their goal, the director will shave his mustache or a similar idea.
- For every \$100 or 100 pounds of food collected the director goes to jail for 15 minutes.
- Challenge another business to a food fight.
- Award for the person who collects most food.
- CANstruction: After the food has been collected, build structures using cans. Judge each and reward winning group.
- Measure distance around hallways and display points of measurement based on food collection goal.
- Share photos and goals on social media.



## NEEDED FOOD ITEMS

CANNED FRUIT

BEEF STEW

CANNED TUNA

MACKEREL

TRETT

RAMEN NOODLES

POWDERED MILK

PEANUT BUTTER

MAC & CHEESE

CANNED POTATOES

CANNED GREEN BEANS

CANNED GREEN PEAS

CANNED SOUP

CEREAL

CANNED CORN

DRIED BEANS

RICE

CANNED PASTA

GRITS

SALTINES

# SAMPLE LETTER

Subject Line: One CAN Transform Lives

Dear friends of [Your Business],

Our [business/group] is holding a food drive to benefit the food pantry of United Ministries from [insert starting date] to [insert ending date].

United Ministries' Emergency Assistance Program provides hopeful options, strong encouragement and a measure of stability to people finding themselves in financial crisis. The program provides financial assistance with rent, utilities, and life-sustaining medications. The program also provides food through a food pantry.

Our goal is to raise [insert number of pounds] and [insert number of dollars] for United Ministries. Your investment in United Ministries gives people right here in our community a hand-up when they most need it. Your generosity makes the difference. Last year, Emergency Assistance was able to provide help to nearly 3,000 families in the Greenville community.

Many of these families benefited from the food pantry which provides a bag of food that contains three days' worth of nutritional meals.

Your gift is extremely important because it offers immediate resources to those in the Greenville community who need it most. Can you commit to 25 cans of food or a gift of \$25?

We are grateful for your help. Should you have any questions, please contact [insert name and contact information].



**United Ministries**

Transforming Lives Together



Please help us meet our goal!  
Bring donations to:



One  
**CAN**  
Transform Lives

Food Drive