

HOW TO ORGANIZE A **FOOD DRIVE**

"We envision a resilient, connected and vibrant community where everyone has access to good food."



**GLOUCESTER EMERGENCY
FOOD CUPBOARD**

WELCOME

Thank you for your willingness to help (y)our community by supporting the Gloucester Emergency Food Cupboard. We are very grateful.

The Gloucester Emergency Food Cupboard's Food Drive Guidelines will help you with organizing and planning your wonderful event while making a valuable contribution to your community.

Thank you for dedicating your event to support the Gloucester Emergency Food Cupboard! We are here to help!

In this toolkit you will find:

- Information About GEFC
- Food Drive Guidelines
- Our most needed items
- Contact Info and social media links



ABOUT GLOUCESTER EMERGENCY FOOD CUPBOARD



Since our founding in 1989, the Gloucester Emergency Food Cupboard (GEFC) has been a critical part of the social infrastructure in east Ottawa, providing up to 3,600 residents a year with emergency food.

**In 2021, we gave away
enough food to make
357,000 meals**

Almost half are children and newcomers. We were the first community food bank to offer the 'shopping model', and the dignity of choice. Our model has been adopted by many other food banks.

We focus on providing fresh, healthy choices. We have significantly increased our purchasing of fresh fruit and vegetables and culturally appropriate foods such as halal meats, cooking oil, cornmeal and dry beans. Every school-aged child also receives healthy snacks and fresh fruit. Recognizing that there are many ways to support food security, we run a community garden and have established our own farm plot at the Just Food Farm. In this way we engage the community in growing fresh food to share and programs that help people grow their own food.

ABOUT GLOUCESTER EMERGENCY FOOD CUPBOARD



Our Vision

We envision a resilient, connected and vibrant community where everyone has access to good food

Our Values

- Accountability
- Collaboration
- Caring
- Responsiveness
- Innovation
- Empowerment

Our Mission

Our mission is to alleviate food insecurity in our community by working together to create opportunities to access and share good food. We do this through innovative food programing, partnerships, and civic engagement.



HOW TO ORGANIZE A FOOD DRIVE GUIDELINES

1. Choose a date and location for your drive

Food is needed year-round, so there is no bad time to conduct a food drive. Select a start date that allows sufficient time to organize, prepare and promote your food drive. Single-day food drives can be very successful because the focus is on one particular day. Some food drives last for two weeks, leaving enough time for donors to remember their donations! Some occur at one organization and people bring the food donations. Or you can flyer a neighbourhood and collect the food on a specific date. Decide which method works best for you and your group.



2. Let us know about your food drive

Please call us at 613-749-4728 or email gefc@gefc.ca to let us know you are holding the food drive and to arrange a drop off time. We can also confirm our most needed items then and send you a copy of our logo if you would like to use it on your publicity material. We do ask to approve any materials that have our logo in advance.

3. Brainstorm and plan

Create a collection system. Often, the best way to collect food donations is to use small to medium-sized boxes that are easy to lift. Are you planning the drive with a theme, competition or decorations? Get creative and have fun to make your food drive unique.



HOW TO ORGANIZE A FOOD DRIVE GUIDELINES



4. Promote your food drive.

Use posters, word of mouth and social media to spread the word to let everyone know about your food drive. Be sure to tag us in your social media so that we can share too. (Our social media links are on page 9.)

5. Start your food drive

Use this as an opportunity to talk about why food insecurity persists in our community and what we can do about it.

When people donate, thank them and ask them to share why they are donating.

As the donations come in, help us

out by sorting them and checking the expiry dates. We can give out food with a Best Before date in the previous year.

6. That's a wrap!

You did an awesome job! You can bring all of your donations to 2040 Arrowsmith Drive. If you have already informed us about your food drive, someone will have spoken to you about when to bring your collections. Otherwise, call or email the office to set up a time.

Officially end the food drive by thanking everyone who donated and sharing the results.

Photos are a great way to show everyone how much food you collected, so make sure you take a picture with all of your donations! Post the photo on social media or email it if you can. Be sure to tag GEFC so we can help spread the gratitude! (Our social media links are on page 9.)



OUR **MOST NEEDED** ITEMS

- Canned Fruit (no sugar added)
- Canned tuna & salmon
- Soup (esp. Chunky & Cream of Mushroom)
- Dry Pasta
- Canned tomatoes, kidney or black beans, chickpeas
- Cans or jars of pasta sauce & tomato paste
- Cake mixes (for birthdays)
- Baby Food (especially single ingredient fruit, vegetable & cereal for beginners)
- Dish soap, liquid laundry soap, toilet paper
- Tampons & pads



HEALTHY SCHOOL SNACKS

- Fruit & applesauce cups
- Peanut free granola bars



Please check best before and expiry dates - too old for you is **too old** for us.

CONTACT US

Gloucester Emergency Food Cupboard

2040 Arrowsmith Drive,
Ottawa ON K1J 8V9

Phone Number

613-749-4728

E-mail Address

gefc@gefc.ca



OUR SOCIALS



Facebook

<https://www.facebook.com/GloucesterFood>



Instagram

https://www.instagram.com/gloucester_food/



Twitter

https://twitter.com/gefc_

Our Charitable Registration number is: 132864943RR0001