

Food Drive & Event Handbook

Holding a Food Drive or Event 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 ensure that a supply of emergency food is available to those who may need it. 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.

Steps on Holding a Food Drive or Event

Quick Steps

1. Identify what type of food drive/fundraising event you wish to organize
2. Register your food drive/ event
3. Promote your event
4. Create your event
5. Have fun!

You can register your food drive/ event [here](#). After registering, a member of our Events Team will be in touch with you about your event.

If you have any questions please contact Maggie Rose, Event Coordinator at maggie@ottawafoodbank.ca



Identify your Event

Come up with a plan for the type of event or food drive you would like to hold and how you can raise donations at this event.

Here are Some Ideas:

- **Align your event with a pre-existing event or holiday:** Offer a reduced admission price to guests that bring a donation or if your event is free suggest a donation as entry. Collect food and/or funds at your holiday party, team-building meetings, or conference.
- **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.

Fun Ideas!

- Hold a workplace/ school challenge and have prizes for the winning team.
- Hold draws for a reserved parking space, day off with pay, hockey tickets, etc.
- Have a "Casual Dress Day" and donate to participate.
- Theme your food drive – Italian themed (pasta sauce, dried pasta, etc.) or baby items (diapers, formula, wipes, bottles, etc.).
- Host a golf or bowling tournament.
- Make can sculptures. Collect food and make a piece of art out of it. Google Construction for inspiration.
- Host a used book sale or bake sale.
- Have a pot luck lunch.
- 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" with board games. Charge an admission fee or donate to play.





Promote your Event

Remember to spread the word about your event.

- Send out email blasts to your colleagues, friends and family about when, how and what they should donate.
- 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.
- Create a Facebook event page.
- Tag us on your event! @ottawafoodbank
[Facebook](#)
[Twitter](#)

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 your event on our website and social media (if open to the public).

Creating your Event

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

Food Drive Donation Boxes: We can provide boxes for your food donations. These are cardboard boxes with the Ottawa Food Bank logo. Boxes are 19x17 inches. They come flat and need to be assembled.

- Make your donation go further by using your own boxes. Bulk paper boxes/banker boxes work great! 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.

Monetary Donation Box: Small paper box with coin slot. You can place these on your counter, on your desk or registration table. These come labelled 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.



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 six 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 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.
- Pick ups are available during business hours, Monday through Friday (sorry, we are unable to provide weekend, evenings 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 payable to the *Ottawa Food Bank* can be mailed to 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](#). Please use Food Drive & Events designation at the top of the page. Remember to write your event name/description in the comments sections so we know it is from you!



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, a [donation form](#) must be filled out and included with your donation. 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
- The tax receipt information must be submitted at the same time as the financial donation.

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.
- 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'd be happy to 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.
- 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.
- 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!
- We are extremely conscious of using our resources wisely, and therefore do not provide t-shirts, memorabilia or prizes for events.

