2018 MHA FOOD & FUND DRIVE
PROJECT LEADER’S HANDBOOK
HOW TO PLAN AND CONDUCT A NONPERISHABLE FOOD & FUND DRIVE
Regional food banks work with more than 3,000 local food agencies in Michigan. Call the regional food bank listed for your area on page 6 with questions on these agencies or for assistance with the food collection effort. Encourage your colleagues to make online contributions at www.FeedMichigan.org.

INTRODUCTION

The Michigan Harvest Gathering (MHG) is a food and fund campaign to benefit the Food Bank Council of Michigan (FBCM) and its member food banks. The MHA Food & Fund Drive Project Leader’s Handbook is designed to provide those who manage MHG food and fund drives at MHA-member organizations with everything they need to know about conducting an MHG campaign to help the FBCM provide vital nutrition for needy people throughout the state. Since every organization and food bank is unique, not every suggestion here will work for every food and fund drive. So join forces with your food bank and adapt as necessary!

WHY ARE WE PARTICIPATING IN MHG?

ABOUT THE MHG

MHG is a one-of-a-kind emergency food program benefiting hungry Michigan families through the FBCM’s member food banks and more than 3,000 community agencies including food pantries, soup kitchens and shelters. Through donations to this food and fund-raising campaign, Michigan’s private businesses, foundations and nonprofit agencies have provided over 81 million meals; every dollar helps provide five meals. All the food and other products collected during the campaign stay in the community to help residents in need. The MHG campaign’s financial donations can be designated to regional food banks in your area; however, the campaign is unable to allocate funds to individual food pantries. Participation in this campaign is a tangible way for MHA members to convey the integral role they play in enhancing their communities’ quality of life.

WHAT FOOD BANKS DO

The FBCM is dedicated to alleviating hunger through its statewide network of food banks in all of Michigan’s 83 counties. With 15 percent of Michigan residents and 18 percent of all children considered food insecure, eight regional food banks handle and distribute food and grocery products to local community agencies, such as soup kitchens, pantries and emergency shelters, to be given to those in need. Community donations and statewide activities, like the MHG, cover costs for warehouse operations and transportation, while helping to fulfill the mission of FBCM to create a food secure Michigan.
COLLECTING AND MAKING CASH DONATIONS

Michigan food banks purchase groceries in large quantities and collaborate with food banks nationwide, allowing them to buy food for pennies on the dollar. Therefore, cash donations often yield more emergency meals than contributions of actual food. Every dollar donated helps secure five meals.

Monetary donations may be made online with a credit card at www.FeedMichigan.org by following the online instructions. To ensure that donations are attributed to your organization, the facility’s name must be provided on the electronic form. Individuals making electronic donations at www.FeedMichigan.org should click on “Michigan Health & Hospital Association participating hospital” and then choose the hospital they are affiliated with. They should send a copy of the emailed receipt to you or your designee for record-keeping purposes.

Monetary contributions can also be made by making checks payable to Michigan Harvest Gathering/FBCM. Checks and cash donations should be accompanied by a completed donation card, which may be ordered by using the Promotional Items Order Form at www.mha.org/Harvest. Be sure to note the name of your organization on the card. Monetary donations and the cards should be mailed to the Food Bank Council of Michigan at 330 Marshall Street, Lansing, MI 48912.

Cash donations to the FBCM are deductible for federal income tax purposes (the state of Michigan has discontinued its food bank income tax credit). Donations made electronically or accompanied by a card will be acknowledged with a receipt. If you have questions on monetary donations, contact Moreen Crum, accounting manager, FBCM, at (517) 664-9901 or mcrum@fbcmich.org.

LET THE FOOD AND FUND CAMPAIGN BEGIN!

MICHIGAN HARVEST GATHERING TIMEFRAME

The 2018 kickoff for Michigan Harvest Gathering will take place at 10 a.m., Tuesday, Oct. 2, at Cristo Rey Community Center, gymnasium, 1717 N. High St., Lansing, MI 48906. A celebratory luncheon will be held Nov. 8 from 11:30 a.m. to 1:30 p.m. at the Country Club of Lansing.

The food and funds collection process should take place over any two-week period between Oct. 2 and Nov. 30. To confirm your totals for years past, contact Andrea Duguay (aduguay@mha.org) at the MHA.

Details and logistics of your food drive must be coordinated with the food bank representative.

PROMOTIONAL MATERIALS

Raise awareness of your campaign within your facility by ordering complimentary promotional materials through the MHA at no charge. Simply go to www.mha.org/harvest to place your order. Items available include:

- Donation pledge cards
- Posters
- Table Tents

You can also create your own promotional materials by downloading the MHG logo, available on the campaign’s website.

POST-FOOD-DRIVE REPORTING

Results of your campaign should be submitted to the MHA no later than Dec. 7. Results reported after this date may or may not be included in statewide reporting totals. To report your results, go to www.mha.org/harvest and click the “Report Your Results” button at the bottom of the page.
Conducting a successful campaign to help your organization benefit the community can be easy! Divide the necessary tasks into manageable segments, and you’ll be able to check them off in no time. Use the following checklist as a guideline.

THE BASICS
1. Contact Your Regional Food Bank
2. Establish a Project Team
3. Set a Timeline and Theme
4. Promote the Food and Fund Drive
5. Send Results to the MHA and Announce to Participants

THE DETAILS

Setting Goals and Planning
- Contact your regional food bank representative (see page 6 to determine the location of the food bank that serves your community).
- Arrange a tour of the food bank to motivate your team.
- Get input on potential collection goals.
- Ask for suggestions on obtaining appropriate collection bins.
- Explore food storage options.
- Discuss pickup details and locations.
- Get specifics on the best items to collect for your community.
- Establish a project team of staff members and/or volunteers.
- Schedule team meeting dates, establish agendas, etc.
- Develop a timeline for the campaign.
- Develop a theme or competition to help create awareness and participation; link with corporate United Way campaign.
- Determine your collection goal: be realistic, but aim high!

Preparing for the Food and Fund Drive
- Identify one person in each department to serve as that department’s coordinator.
- Select safe, convenient sites for food collection bins and designate who will collect monetary donations and online receipts.
- Help coordinators set collection goals for their departments.
- Consider asking vendors to donate on behalf of the organization in lieu of giving a holiday gift.
- Develop promotional materials (posters, paycheck stuffers, voicemail/email reminders, etc.).
- Help department coordinators obtain/decorate food collection bins.
- Initiate healthy competition among departments/groups.
- Send news releases, promote through internal newsletter, etc.

During the Food and Fund Drive
- Distribute promotional materials (posters, table tents, paycheck stuffers, voicemail/email reminders).
- Monitor bins/barrels to ensure there’s still space for donations.
- Oversee storage/pickup of food.
- Keep project team and department coordinators informed throughout drive about amount collected.

Be sure to notify the MHA of your final food and fund drive results by Dec. 7!
Submit them electronically with the form at www.mha.org/harvest.
After the Food and Fund Drive

☐ Announce final results to project team, department coordinators and participants within 24 hours.

☐ Notify the MHA of final results by Dec. 2 (submit online at www.mha.org/harvest). Be sure to include your organization’s name and the name and address of the organization that receives your donation.

☐ Send news release to notify public of the results/benefit to the community.

☐ Hold evaluation meeting/party to answer the following questions:
  ☐ Did the timeline truly reflect the time needed?
  ☐ Did the committee structure help or hinder?
  ☐ Were volunteers effectively involved?
  ☐ Was there strong community involvement? and fund drive?
  ☐ What types of internal and external publicity did the drive receive?
  ☐ Was the food bank responsive to your requests?
  ☐ How can we improve for next year?

☐ Send thank-you letters to everyone who helped.

Questions?
Contact Andrea Duguay (aduguay@mha.org) at the MHA.

A common question throughout your food drive will relate to the types of grocery products that should be donated. Food safety standards prevent food banks from accepting certain items, and storage and transportation factors need to be taken into consideration.

It’s a good idea to post a list of suggested items on the collection bins and/or include the list as a paycheck stuffer reminder.

POPULAR FOOD BANK ITEMS

Most valuable food items:
- Baby food and formula
- Beans, canned: kidney, navy, pinto, pork & beans, refried
- Fish, canned: salmon, tuna
- Fruit juice, 100 percent (canned or boxed)
- Canned fruit and vegetables
- Cereals
- Instant pudding or gelatin
- Meals, boxed: complete dinners, helper & pasta meals
- Meats, canned: beef stew, chili, hash
- Oil, vegetable (bottled)
- Pasta
- Peanut butter
- Rice
- Potatoes, instant
- Soup, canned and boxed
- Snack items: fruit snacks, granola bars
- Staples: flour, spices, sugar, syrup
- Tomato products: canned tomatoes, sauce, paste

Personal care items:
- Combs
- Deodorant
- Diapers
- Disposable razors
- Feminine hygiene projects
- Shampoos and soaps
- Toothbrushes and toothpaste
- Toilet paper

Food banks CANNOT accept home-canned or home-made goods, opened or damaged items, fresh or perishable items, or expired items. Only commercially processed foods that are in perfect condition and currently dated can be accepted due to food safety standards.

Check with your food bank to learn what items are most requested in your community.
FOOD PICKUP GUIDELINES AND CONTACTS

In order to have food picked up from your building or hospital, please call the food bank contact listed under the area where your organization is located.

- It may take a few days to coordinate the pickup – please be sure to contact your area’s coordinator two weeks in advance to schedule pickup.
- Provide your food bank contact with your name, phone number, email and detailed directions for food pickup.
- To save time, and for accuracy, please move all food to one, central location.
- If your building has security, please let the food bank contact know the proper procedures.
- Please have all food donations on the dock by 8 a.m. the date that they are scheduled for pickup.

Food Bank of Eastern Michigan–Flint
Erin Miller (810) 396-0228 or emiller@fbem.us
Todd Parks (810) 396-0207 or tparks@fbem.us

Food Bank of South Central Michigan–Battle Creek
Marsha Keefer (269) 441-4426 or mkeefermfoodbankofscm.org

Kalamazoo Loaves & Fishes–Kalamazoo

Greater Lansing Food Bank
Janette Miller (517) 204-9671 or janette@glfoodbank.org
Scott Wilson (517) 204-9671 or scott@glfoodbank.org

Gleaners Community Food Bank of Southeastern Michigan–Detroit
Josh Aliard (313) 571-0397 or jallard@gcfb.org

Forgotten Harvest–Oak Park (serves Oakland, Macomb, Wayne)
Ellen Busch (248) 298-3426 or ebusch@forgottenharvest.org

Food Gatherers–Ann Arbor
Sebastian Wreford (734) 761-2796 or sebastian@foodgatherers.org

Feeding America West Michigan Food Bank–Comstock Park
Nate Maroulis (616) 389-6351 or NateM@feedwm.org

Map Key
★ FBCM Member Food Bank
● Local supporting distribution warehouse
HELP US REACH OUR GOAL OF 2 MILLION MEALS