FOOD & FUND DRIVE TOOLKIT
HUNGER IN MINNESOTA

- Nearly one in eleven Minnesotans experience food insecurity.¹
- 12.5% of children in Minnesota are food insecure.¹
- 9.5% of Minnesotans live below the poverty level.²
- Over 3,000,000 visits are made to Minnesota food shelves each year.
- More than 624,000 Minnesotans are served by SNAP. 45% of those served by SNAP are children.³
- More than 40 percent of NorthPoint’s food shelf clients had incomes at or below poverty and nearly 50% of clients served were 17 years old or younger.
- Over the past five years, visits by seniors to food shelves in Minnesota have increased by 49 percent – more than any other group. 8.3% of seniors in Minnesota reported being threatened by hunger. Senior hunger is expected to continue rising as more Baby Boomers reach age 60+.

OUR IMPACT

NorthPoint’s mission is “partnering to create a healthier community” and meeting basic needs for food is the first step towards health for all. For over forty years NorthPoint’s Community Food Shelf has been available to those facing hunger in our community.

Last year the Food Shelf provided more than 590,324 pounds of nutritious food to over 15,425 individuals and families fighting hunger in our area. Nearly 50% were one-time users. The Mobile Food Marketplace Program—one of the ways we are addressing the increase in hunger among seniors— provided nearly 13,000 pounds of food along with health screening and nutrition support to more than 430 seniors. The Summer Outdoor Produce Events addressed hunger and worked to improve the community’s overall health and well-being by distributed more than 149,651 pounds of free fresh fruits and vegetables to community members and their families.

1. Feeding America, Map the Meal Gap, 2019
2. U.S. Census Bureau, Decennial Census and American Community Survey
3. MN Dept. of Hum. Svcs., SNAP and MFIP food portion caseload count
WHAT IS A FOOD & FUND DRIVE?

NorthPoint relies on food and fund drives to supply a large percentage of the food that we provide to our clients. Food and fund drives are a great way for schools, businesses, neighborhoods, families, and other organizations and groups to address hunger and contribute positively to our community!

It can be conducted by churches, neighborhoods, businesses, service clubs, schools, military units, scouts, sports teams, or any group of dedicated people who realize it takes a local effort to solve a local problem.

We have posters along with returnable collection bins and donation envelopes available. We also have a “most needed items” list to help in your collection efforts.

Your healthy food donations will go directly to NorthPoint’s food shelf to support those in need.

Become a direct partner with NorthPoint in our fight to end hunger.
EASY STEPS FOR A SUCCESSFUL FOOD/FUND DRIVE

Hosting a food and fund drive is easy! Here are a few steps to help you.

1. Set your Goals
Having a goal for the amount of food and financial contributions will give your group something to work toward. Cash donations are extremely important for our food shelf, not only because it allows us to purchase items that aren’t donated, but most importantly, because of our ability to purchase food at bulk pricing—each dollar donated has at least 3 times the buying power.

2. Organize
The length of your drive is up to you. The key is to give your participants enough notice so that they can be prepared to bring in donations. Think about the details—do you want to have a theme or a kickoff event, would someone be willing to match your cash donations, where will you put the bins, etc.

3. Register your Food Drive
Let us help you by contacting us before your event. Our food drive coordinator can help get you set up with food bins/totes and schedule a pick-up or food drop-off time.

4. Promote your Drive
This is the secret to a successful drive! Share information throughout your community or company to raise involvement early in the process. The more people who know about your event the greater your potential impact. Share information on community or company event pages, utilize social media, and put the name of a contact person who can answer questions. Remember to keep promoting once the drive has begun! Keep enthusiasm high, send out reminders, hold a contest, award prizes, etc. See page 4 for creative ideas to promote your drive and increase donations.

5. Celebrate
NorthPoint will weigh food donations and count monetary donations. You will then receive notice of how much your drive collected. Make sure you share this news with your participants and celebrate the impact you’ve made! Don’t forget to thank them for their involvement!

Increase the value of your donation by delivering it directly to NorthPoint’s Food Shelf located at 1835 Penn Ave. N., Minneapolis, MN 55411, Monday through Friday, 9 a.m. to 5 p.m.

- If you expect to bring in more than 1,000 pounds, (more than a mini-van full) please call ahead at 612 767-9175 so we can prepare for your delivery.
- Please know that if delivery is not an option, we’d still be happy to pick up your food donation.
RAISE MONEY TO STRETCH THE IMPACT OF YOUR DONATION

Most successful food drives also have a financial element. In our busy lives, it may be easier for a person to give cash than to purchase a bag of groceries. Cash donations are extremely important for our food shelf, not only because it allow us to purchase items that aren’t donated, such as milk, eggs and meat; but most importantly, because of our ability to purchase food at wholesale and bulk pricing—each dollar donated has at least 3 times the buying power.

For example, if an organization typically collects 100 pounds of food, a cash donation of just $100 dollars would allow NorthPoint’s Food Shelf to purchase nearly 300 pounds of food!

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\text{And 300 pounds of food equals nearly 250 meals.}
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WAYS TO CONTRIBUTE

There are many ways to provide a financial donation to NorthPoint through a food drive.

**Online:**
The easiest way to donate is online at [www.northpointhealth.org/donate](http://www.northpointhealth.org/donate). Remember to list the name of your organization in the special instructions section so that we know who to credit. Also our new Food Drive posters include a QR code that allows individuals to click and donate right through their phone.

**Collecting Cash and Checks:**
NorthPoint has Donation envelopes available that make it easy to collect monetary donations from your team. Envelopes can either be mailed individually to NorthPoint’s Food Shelf or collected by your on-site Food Drive Coordinator and delivered all at once. Checks should be made out to “NorthPoint Food Shelf”. For cash donations, you will find receipts in this kit that you can give to individuals who choose to donate cash instead of checks or food. It’s best to have a point person within the organization to collect cash and checks.

**Matching Gifts:**
Many organizations offer a “Matching Gift” incentive. Be sure to check with your human resources department for the necessary paperwork.

At the end of the drive all donations (cash, checks, online and food) made by participants, will be tallied up and credited to your organization or group.
CREATIVE IDEAS FOR YOUR FOOD AND FUND DRIVE

To make your food and fund drive easier and successful, here are a few fun and innovative ways to solicit donations and encourage participation.

**Kick it Off**
Host a kick-off party and consider charging admission (or FOOD-mission) to begin collecting food and funds. An available staff member from NorthPoint could also present to the group about our organization and programs.

**Competitions**
Everyone enjoys a friendly challenge. Organize a competition between groups, departments, or teams to see who can collect the most food and money donations.

- **Penny Wars:** Using large glass jars, teams will race to fill up their jar with pennies. However, other teams can add silver coins or dollars to an opposing jar to subtract from their total amount. (example: if you put $5 in another team’s jar, they subtract $5)

- **Contest:** Host a pizza party for the team that collects the most food. Allow teams that fill their bin or collect a certain amount of food to have a “jeans day.”

- **CANstruction:** After the food is collected, have the teams build a structure using those goods. Then have others judge the structures and give the winning team a reward.

**Themes**
- **Theme Days:** Macaroni Monday, Tuna Tuesday, Wheat Wednesday, Taco Thursday, Canned Fruit Friday.

- **Is Dinner Ready:** Collect combinations of nonperishable foods that can be used to prepare a complete meal. Have an Italian theme and collect spaghetti noodles and sauce. Or ask for canned chicken, refried beans, taco shells, salsa, and seasonings to create a Mexican Fiesta.

- **Brown Bag It**
Ask your group to bring their lunch and donate what they would have spent eating at a restaurant that day.

- **Jeans Day:** For $5, employees could wear jeans for a day or for every Friday that month.

**Ask your company to match donations**
Ensure your donations go even further to help more families experiencing hunger by doubling your impact. Ask if your company will match donations (ex. 100 pounds collected matched with $100)
POSTERS TO DOWNLOAD

1. Donate Here Posters (11” x 17”)

2. NorthPoint Food Drive Posters (8.5” x 11”)

Please Support NorthPoint’s
COMMUNITY FOOD SHELF
Help us address hunger right here in our community.

STRETCH YOUR DONATION
YOUR $10 = 25 MEALS
Scan this code to donate now or visit northpointhealth.org/donate.
Northpoint Health & Wellness is a 501C3 nonprofit. All donations are tax-deductible.
“I am working real hard to eat as healthy as possible and to do the right thing is expensive. This creates a lifeline for me and my family. Thank you! Peace”

- NorthPoint Community Food Shelf Participant