

# *Gleaners Food Bank of Indiana, Inc.*

## *Food & Fund Drive*

### *Coordinator's Kit*

Thank you for your interest in hosting a food drive or fund drive to help Gleaners feed the hungry in central Indiana. Your dedication to helping us feed those in need is critical to Gleaners' ability to provide food to our 350 hunger relief charities that serve a poverty population of over 287,000 Hoosiers.

#### **This kit includes:**

- \* Information about food drives
- \* Running your food & fund drive
- \* Theme suggestions and other creative tips
- \* Food drive "Most Wanted" list
- \* Special events information and form
- \* "Hunger Facts"



Contact Jennifer Schwent with any questions at (317) 925-0191 ext. 151 or email her at [jschwent@gleaners.org](mailto:jschwent@gleaners.org).



Gleaners Food Bank of Indiana, Inc.  
3737 Waldemere Avenue  
Indianapolis, IN 46202  
Phone: 317/925-0191  
Toll free: 800/944-9166  
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[www.gleaners.org](http://www.gleaners.org)

# **GLEANERS FOOD BANK OF INDIANA, INC.**

## **MISSION STATEMENT**

Gleaners Food Bank of Indiana helps charities feed people in need.

## **BRIEF HISTORY OF GLEANERS**

Gleaners Food Bank of Indiana, Inc., a 501 (c) (3) not-for-profit, was founded in a 3-1/2 car garage in 1980 by a group of people concerned about the growing problem of hunger in Indianapolis. Early in 1981, Gleaners received a grant from the Lilly Endowment to network with Indiana communities that wanted to develop food banks. Today, Feeding America, the Nation's Food Bank, food banks operate to provide food to charities that feed the hungry. As Gleaners enters its 30th year, the food bank has distributed more than 275 million pounds of food and critical grocery products to over 350 Hunger Relief Charities that serve the people in need of emergency food assistance in 21 Indiana counties..

Gleaners Food Bank is by far the single most important source of food for most charity providers, accounting for 61% of the food used by pantries, 31% of kitchens' food, and 33% of shelters' food. According to the US Census Bureau in 2008, 16.5% of Marion County residents live below poverty level.

## **GLEANERS' PROGRAMS**

**FOOD DISTRIBUTION PROGRAM...** Gleaners Food Bank distributes an average of 2,107,140 pounds of food per month to over 350 member charities. Food pantries, soup kitchens, emergency shelters and residential care centers are the types of agencies that receive food and critical grocery products from Gleaners.

**KIDS CAFE...** Kids Cafe, an after-school program for children in low-income areas who are hungry or at risk of hunger, provides a nutritious meal and a safe place after school dismisses.

**BACK SACKS-WEEKEND FOOD FOR KIDS ...** "BackSacks" provide children in low-income areas with six weekend meals...meals that are unavailable from closed schools or Kids Cafes. The kid-friendly nutritious food is packed by Gleaners volunteers and staff into plastic bags, and then shipped to Kids Cafe sites, schools, and Boys and Girls Clubs where volunteers place the bags into the children's backpacks every Friday, for the weekend.

**CSFP/SHARE-A-SACK...**Seniors age 60 and above, who reside in Daviess, Knox, Marion, Putnam, Rush and Vermillion counties, and have incomes at or below 130% of poverty, are invited to enroll in the Commodity Supplemental Food Program (CSFP), known as Share-A-Sack. This program provides eligible seniors with approximately 40 pounds of supplemental food every month plus nutritional education and resource stretching information.

**MOBILE PANTRY...** Gleaners' Mobile Pantry also operates through local charities, but eliminates the need for the charities to handle, transport or store the food on their premises for their clients. The Mobile Pantry is a food pantry on wheels that takes between 5,000 and 10,000 pounds of food and critical grocery products directly to a site designated by the sponsoring charity where needy families are served.

## **BACKGROUND INFORMATION:**

- Gleaners Food Bank is the single most important source of food for most hunger relief charities in central Indiana.
- Every dollar provides the equivalent of 5 meals of food to insecure Hoosiers.
- Gleaners serves 350 hunger relief charities in 21 central and southeastern Indiana counties.
- In Gleaners' service area, there are over 287,000 individuals living in poverty, over 103,000 are children under 18.
- 70% of Gleaners' hunger relief charities are faith-based.
- On a yearly basis, 160,900 different people rely on food through the Gleaners network, over half of these are children and the elderly.
- Approximately 50% of senior citizens served, must choose between paying for rent, mortgage, or utilities and buying food.
- Gleaners benefits from an average of 3,401 volunteers a year - individuals, faith based groups, corporations and community service workers.
- Since 1980, Gleaners has distributed over 275 million pounds of food and critical grocery products.



## Indiana Hunger Facts

- 799,567 Hoosiers are living in poverty\*<sup>1</sup>. Gleaners is the lifeline for food and critical grocery products that flow through over 350 charities to over 287,000 individuals in a 21 county area.
- 103,000 children under 18 years old, in central and southeastern Indiana , are living in poverty.\*<sup>2</sup>
- Thousands of Hoosier seniors, 65 years old and older, are living in poverty. Many choose between paying for prescription medicines or buying food.
- Nearly half of the households Gleaners' hunger relief charities serve have one or more adults employed. Many find that their salary doesn't stretch to pay household and heating bills, transportation, day care costs and food for their table.

\*<sup>1</sup> U.S. Census Bureau

\*<sup>2</sup> U.S. Census Bureau

## Childhood Hunger Facts

- According to the Center on Hunger and Poverty, recent research indicates that even mild under-nutrition experienced by young children during critical periods of growth may lead to reductions in physical growth and affect brain development.
- According to the Child Food Insecurity study by Dr. John Cook, 16% of children in Indiana are food insecure.
- Among households with children, 83% of households with children are food insecure with 33% having very low food security.
- Many people believe that most of the clients of emergency food assistance are on welfare, but welfare clients account for less than 4% of those receiving emergency food assistance.
- 78% of all client households have household income at or below the federal poverty level. In 2009 the federal poverty level was \$1,526/month for the average client household (about 3 people)..



## Running Your Food and Fund Drive

Method establish support in your organization

- Work with management to gain support.
- Form a committee to help with a food drive.
- Contact Gleaners Food Bank of Indiana, Inc. if you would like a representative to speak with your management, committee, or entire organization. You may contact Sheila Carlson at 925-0191 ext. 110.

Planning ... start early....

- Determine the time of year: Summer, Fall, Winter or Spring.
- Consider selecting a theme: It can be easier to promote and plan a food drive or event if a theme is selected that will make it fun.
- Select the length of the drive – two to four weeks is recommended.
- Ensure you have enough time for planning and publicity.
- Set a realistic yet optimistic goal and PUBLISH it!
- Develop a plan to reach your goal.

Conducting the drive:

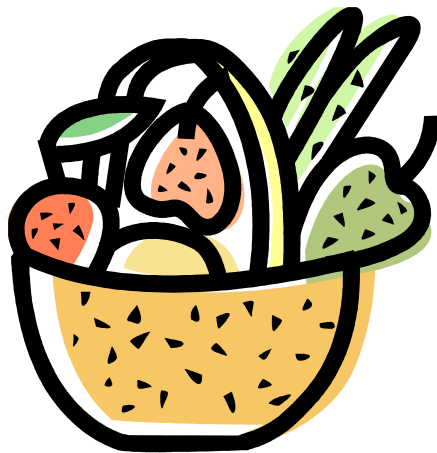
- If you expect to have a large amount of food collected, you may request delivery of collection barrels and decorate them according to your theme. If you believe you will collect over 500 or more food items, you may arrange for collective barrels to be dropped off at your location. If you think you will collect less than the amount of food it would take to fill three barrels, it may be best to utilize boxes from your company.
- Send out a lot of reminders ... especially as the ending date approaches for “last minute donations”.
- Provide employees with the suggested food item listed provided by Gleaners. (See page 8)
- Cash contributions are accepted and checks can be made out to Gleaners Food Bank of Indiana, Inc. Online donations can be accepted at [www.gleaners.org](http://www.gleaners.org)
- Advertise in newsletters, bulletin boards, and emails!

After the food drive:

- Deliver food items collected to Gleaners Food Bank (donations accepted Monday through Friday from 6:30 am – 4:00 pm) or arrange for pick up of collection barrels.
- Publish the results of the food drive to your organization.

## Food Drive Theme Suggestions

- \* Spring: Spring into Action: Help Hunger
- \* Summer: Baseball: Let's Strike Out Hunger  
Hungry in the Heat  
Hunger Never Takes a Vacation
- \* Fall: Halloween: Scare Up Some Food  
Hunger is No Treat  
Thanksgiving: Sharing is Caring
- \* Winter: Holiday Season: Hungry for the Holiday?  
Holidays Full of Hope  
Hunger Never Takes a Holiday  
Lincoln's Birthday: Abolish Hunger  
Valentine's Day: Have a Heart – Do Your Part
- \* General: Cans for a Cause



## Suggested Food/Fund Raising Ideas

Many companies/organizations hold contests with various incentives.... The key is finding what will motivate your employees/members! Below are suggestions based on information from what other companies donated in the past.

**Departmental Contests:** prizes and incentives can be as simple or as elaborate as you choose...

1. Visit Gleaners and take a tour before you start your food drive. You will be able to see first hand how your donation will be used and the impact it will bring.
2. The winner(s) get to wear jeans on Friday or for the week
3. Free Lunch
4. Time off or Comp time
5. Photo and story in newsletter, internal or national, recognizing their contribution.
6. Giveaway items such as bags, coffee mugs, etc.
7. Office supplies
8. Employees earn a point per can donated. Then hold a company "live auction" where they bid on items purchased by the company using their points like dollars. If not individually, then perhaps it could be something for the department to use jointly, like a new coffeepot or radio or other office equipment.
9. Used book sale with proceeds going to the food bank. Employees bring in used books and have a book fair during lunch hours.
10. Set up a scale in the main office area where food can be added to a container and employees can see the pounds rise!
11. Convince your CEO, President or Manager to volunteer to sit for a pie throwing contest or similar contest. Employees or departments earn the right to toss a pie(s) based on the number of cans donated.
12. Host a "CANstruction"! Departments compete by building something out of the cans like buildings, bridges etc... Management can "judge" the "constructions"
13. Visual aids are a great way to keep interest... a rising thermometer or other devices.
14. Sometimes everyone just needs to laugh... Management dressing up in costume and greeting all the employees coming to work the next day.
15. Incentives that keep on giving... The winning group gets a day/time off to volunteer at the food bank... attend a function or have a staff retreat.

# **Gleaners Food Bank of Indiana, Inc.**

## **FOOD DRIVE NEEDS**

*Gleaners serves 21 Indiana counties with over 287,000 individuals living in poverty, 103,000 are Children under 18 years old.*

**Non perishable food items; please avoid glass containers when possible.**

**Items needed are...**

- Canned meats like tuna and chicken
- Heat and serve meals such as soups & ravioli
- 100% fruit juices
- Canned fruits and vegetables
- Peanut Butter and Jelly
- Other kid friendly foods like Macaroni, cereal, applesauce cups & healthy snacks

**Items that cannot be accepted include:**

- Home canned goods
- Items without the ingredients listed on the packaging
- Tobacco or alcohol
- Baby food that is NOT in the original, unopened case.



***Thank you for helping us feed the hungry!***



Company/Organization Information

Company/Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Start Date of Food Drive \_\_\_\_\_

End Date of Food Drive \_\_\_\_\_

Barrels Request? \_\_\_ yes \_\_\_ no If yes, how many? \_\_\_\_\_

(at least 3 barrels will need to be filled in order for Gleaners to pick up and drop off barrels)

If you have over 500 food items collected and need Gleaners to pick up the donations, please contact Becky Voelz at 925-0191 ext. 130.

Gleaners Food Bank of Indiana  
3737 Waldemere Ave., Indianapolis, IN 46241  
Phone: 317-925-0191 Fax: 317-927-3189

## Gleaners Food Bank of Indiana, Inc

### Events to Benefit Gleaners

Many companies and organizations enjoy planning events to help the food bank as well as get their customers or constituents involved in the event. Thank you for your interest in supporting the Gleaners Food Bank of Indiana (GFBI) by hosting a fundraiser to benefit our organization. Each year, we are very grateful for the many requests from organizations and individuals who wish to hold a special event, promotion or sale to benefit their hungry neighbors. Because of the volume of these requests, our staff is unable to participate in every event/promotion proposed. Based on availability, a member of our volunteer speakers bureau or a Gleaners staff member will be able to attend if the amount of funds raised is over \$1,000.00 or if the amount of food collected is at least six barrels or more.

*If you are simply looking for a volunteer or staff member to come to your place of business, organization or event and give a presentation about the Food Bank, please call Sheila Carlson at 317-925-0191 ext 110.*

**Approval Process:** Because keeping mission-focused and maintaining the public trust is vital to GFBI, we would like to know about your plans. Please complete the **Event/Promotions Form** and return it to the Food Bank for approval. Based on the information provided, GFBI management will evaluate the proposal and get back to you as soon as possible to discuss the proposed event/promotion and our level of participation.

#### **General Event/Promotion Criteria:**

- Event proposals should be submitted 60 days in advance if they require volunteer or staff participation.
- Each event/promotional activity shall be in compliance with all state and federal laws and regulations.
- All promotions, agreements, contracts and permits required by City Ordinance or otherwise **will be the responsibility of the sponsor/event organizer.**
- Events/promotions must maintain the integrity of the GFBI brand. In addition, the event/promotion must also maintain public good will and trust.
- GFBI will not be liable for any costs associated with the event/promotion (including rentals, printing, postage, security, licensing, permits, fees, taxes, etc).
- Sponsor/organizer will handle media and publicity. Requests for assistance for media and publicity will be handled on a case-by-case basis.
- In order to keep costs down, GFBI does not typically purchase advertising to endorse events or promotions.
- Any use of the food bank's logo must be approved in advance by GFBI. Event sponsors may not list GFBI as a co-sponsor or beneficiary without advance permission. GFBI must approve any promotional materials displaying our logo.

- If you plan to approach local businesses or faith communities for sponsorship, please provide us with a prospect list for our review before you contact them. We want to avoid putting our donors in the unwanted position of receiving multiple funding requests in support of our organization. We also want to avoid diminishing the success of our fund-raising events, which could occur if a donor decided to support your event in lieu of ours.
- Regarding organized gaming: Gleaners Food Bank of Indiana, Inc. is a qualified organization in good standing with Indiana's Charity Gaming Commission and can therefore not participate in, work at or organize a gaming event with a non-qualified organization. See below.

IC4-32.2-5-2 / Management and conduct of events

Sec. 2. A qualified organization (Gleaners Food Bank) may not contract or otherwise enter into an agreement with an individual, a corporation, a partnership, a limited liability company, or other association to conduct an allowable event (see below) for the benefit of the organization. A qualified organization shall use only operators and workers meeting the requirements of this chapter to manage and conduct an allowable event. As added by P.L.91-2006, SEC.3.

IC 4-32.2-2-2 "Allowable event" Sec. 2. "Allowable event" means:

(1) a bingo event; (2) a charity game night; (3) a raffle; (4) a door prize drawing; (5) a festival; (6) a sale of pull tabs, punchboards, or tip boards; or (7) any other gambling event approved by the commission under this article; conducted by a qualified organization in accordance with this article and rules adopted by the commission under this article. As added by P.L.91-2006, SEC.3. Information Maintained by the Office of Code Revision Indiana Legislative Services Agency

**We appreciate so much your work on behalf of hungry Hoosiers! Your kind support provides hope and encouragement for the over 287,000 individuals in our 21-county service area living in poverty.**

**Gleaners Food Bank of Indiana, Inc.**

**Third Party Event/Promotions Form**

**Organization/Sponsor Information**

1. Official organization (sponsor or group name): \_\_\_\_\_
2. Contact name: \_\_\_\_\_
3. Contact phone and email: \_\_\_\_\_
4. Mailing address: \_\_\_\_\_
5. Person submitting request: \_\_\_\_\_
6. Please describe your organization's purpose or product:
  
7. Why have you chosen Gleaners Food Bank of Indiana to benefit from this event:
  
8. Our organization would like to request permission to use the Gleaners Food Bank logo on our promotional materials: \_\_\_\_\_ Yes \_\_\_\_\_ No

**Event Information**

1. Promotion/Event name: \_\_\_\_\_
2. Date(s): \_\_\_\_\_
3. Location: \_\_\_\_\_
4. Physical address of event: \_\_\_\_\_
5. List of committed sponsors: \_\_\_\_\_
6. List of potential sponsors: \_\_\_\_\_
7. What other non-profit organizations (if any) will be involved in this event:
  - a. Who else has this event benefited in the past?
8. How many years has the event/promotion been held? \_\_\_\_ Please describe event/promotion activities:
9. What assistance will the event/promotion provide to the Food Bank? (circle all that apply)  
Community Awareness      Financial Donation      Food Donation      All  
Anticipated amount?  
Will there be advertising/promotions for this event?

**Event/Promotion Indemnification Agreement** (For Events involving the general public)

To Whom It May Concern:

(\_\_\_\_\_) agrees to indemnify, defend and hold harmless Gleaners Food Bank of Indiana and its officers, directors, employees, agents, and representatives from any claims, losses, costs or expenses arising from any personal injury or property damage directly or indirectly incurred by the sponsor, volunteers or any third parties related to the planning or conduct of the \_\_\_\_\_.  
(NAME & DATE OF EVENT)

Please send completed from to:  
Jennifer Schwent, Special Events Coordinator  
Gleaners Food Bank of Indiana  
3737 Waldemere Ave.  
Indianapolis, IN 46241  
Phone: 317-921-0191 ext 104 – Fax: 317-927-3189  
[jschwent@gleaners.org](mailto:jschwent@gleaners.org)  
web site: [www.gleaners.org](http://www.gleaners.org)

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_