



Why Choose Fund Drives Over Food Drives

For many years, the community supported Channel One Regional Food Bank with food drives. Donors could drop off non-perishable food items in the well-known blue barrels located at a variety of retailers in Rochester and the surrounding area. Amidst the COVID-19 pandemic, Channel One suspended food donations from the public for safety reasons.

After an evaluation of efficiency, food drives accounted for **only 1% of the food** Channel One distributed, yet its overhead cost was high. Channel One staff and volunteers dedicated an average of 40 hours a week sorting through donation items, checking for expiration dates, proper packaging and labels, and sorting by category, and adding to the inventory. Food must also be stored properly and shipped out to our food shelf partners. Sadly, some donated food is unsuitable for distribution and needs to be disposed of at the cost of Channel One.

As a safe and helpful alternative, Channel One has been encouraging interested donors to hold “fund drives” instead. What staff learned from this change is that **Channel One is actually able to provide more food more efficiently to our region by hosting fund drives instead of food drives.** The staff at Channel One Regional Food Bank are extremely proud of the fact we have tremendous buying power associated with a food bank, **stretching each dollar more effectively and efficiently** than one could purchasing food items from a grocery store to donate.

In addition, raising funds instead of donating food means Channel One can purchase healthy food items that families need most: milk, eggs, fresh produce, and proteins. These items are not able to be donated in a food drive and promote the overall health of our community.

Channel One Regional Food Bank makes giving a monetary donation easy! Staff can provide flyers about raising funds for Channel One, envelopes for donations, and convenient and secure donation forms online. **For more information about hosting a fund drive, contact Lori Trotman at loritrotman@channel-one.org.**



Food Drives vs. Fund Drives

Food Drives

- Food drive donors pay full price for food or use it as an opportunity to “clean out” their pantries.
- Food donations must be sorted, carried and stored, and many times picked up by our drivers.
- Many items must be thrown out because of damage or being past expiration.

Fund Drives

- Channel One can purchase food at a highly reduced rate.
- Funds help to cover transport fees on food that is donated or rescued in mass quantity.
- Funds allow us to buy fresh foods like produce, meat and dairy, which cannot be donated in a food drive.