



## Channel One Regional Food Bank Fundraising and Food Drives 101

Thank you for hosting a fundraiser and food drive to assist in providing groceries to individuals and families throughout our communities.

Each year, hundreds of local businesses, schools, organizations, religious groups, individuals, and others sponsor food and fund drives that benefit our neighbors in need and allow Channel One Regional Food Bank to distribute a variety of foods throughout a 14 county region.

**Funds:** As a food bank, Channel One Regional Food Bank can turn \$1 into enough food for 4 meals. Please consider that Channel One can stretch cash donations further than donations of food because of their access to discount products and programs. Cash gifts also allow Channel One to purchase items that are unable to be received as donations, including meat and dairy products.

**Food:** Approximately 15% of the food distributed in the food shelf is from community food drives. Often it is the food drives that offer our shoppers more variety and choices in the food shelf.

### **Facts:**

- 1 in 10 Minnesotans are food insecure.
- 13.5% of children in our service area do not have consistent access to enough food for an active, healthy life.
- 3,500 families use the Channel One Supplemental Food Shelf each month.

---

### **Getting Started:**

- Register your fundraiser and food drive at [helpingfeedpeople.org/donate](http://helpingfeedpeople.org/donate)
- Set a goal and timeline. It helps to ensure success and track your progress! Set a goal and a timeline. It is also important to set dates for your fundraiser to create a sense of urgency.
- Organize a committee. Get a group together to help organize, plan, and spread the word about your efforts.
- Spread the word! You can host a kickoff event, make posters, send emails, and be sure to tell your co-workers, friends, families, and neighbors.
- Let us know about your efforts! We love to hear about events, see photos and share your success through our social media and newsletters.

## **Fundraisers and Food Drives are Fun!**

### **Fundraisers**

- Host a fun-run or some other kind of –athon: like a hula hoop-athon or read-athon
- Have a jeans day or jersey day at your workplace
- Hold a friendly tournament
- Enjoy a cook-off or bake sale
- Hold a raffle to win a lunch or experience
- Create a Facebook fundraiser
- Host a movie night

### **Food Drives**

- Create your own collection bins or use a Channel One barrel
- Friendly competition to raise the most pounds of food
- Have a can sculpture contest
- Develop a theme or theme days for your drive or select some of the most need food items, like tuna Tuesday, or whole grain Wednesday

### **Making a Financial Gift**

- Checks can be made payable to Channel One Regional Food Bank.
- Donations of checks and cash can be delivered to Channel One.
- Online donations can also be made at [helpingfeedpeople.org](http://helpingfeedpeople.org).
- Many organizations and business match charitable donations. Find out if you can double your impact!

### **Barrels and Food Collection**

- Channel One Regional Food Bank provides food collection barrels for your drive at no cost.
- If you are unable to pick up the barrel, we can deliver it directly to your site.
- Full barrels are picked up at the end of your drive, and the food donation is weighed and recorded by Channel One staff.
- One barrel holds approximately 200 pounds of food.
- Deliveries and pickups are available Mondays, Wednesdays, and Thursdays from 8 a.m. to 3 p.m.

**More information and resources are available at [helpingfeedpeople.org/donate](http://helpingfeedpeople.org/donate)**

For questions regarding your fundraiser or food drive, please contact:

Barb Schramm  
Community Engagement and Volunteer Coordinator  
[barbaraschramm@channel-one.org](mailto:barbaraschramm@channel-one.org)  
507-424-1705

Donations can be dropped off at:  
Channel One Regional Food Bank  
131 35th ST SE  
Rochester, MN 55904

Drop-off Hours:  
M-F 8:00 a.m. -3:00 p.m.  
If you have a large donation you need picked up, please call 507-287-2350.

**Fundraisers and food drives are a fun, positive team-building experience that can help your group feel more connected to the community and each other. Don't forget to celebrate your success, reward your team for their accomplishments, and thank everyone who supported the drive. Your efforts help to impact over 100,000 individuals in our 14 county regions. Thank you for making a difference!**