



# BEN'S WISH BACKPACK PROGRAM

# FOOD DRIVE TOOLKIT

## Why get involved?

Did you know that more than 18% of Green Bay residents are living in poverty and approximately 60% of our local children qualify for free and reduced lunch? Green Bay area families and children are living in poverty and hunger at more than 20% higher rate than the United States average. Because of these rising rates, food insecurity is an increasingly important issue in Northeast Wisconsin. Hunger is a thief that robs families of their security and children of a chance for physical and mental development. Without proper nutrition, children struggle to focus on school, play sports well or develop to their full potential. Ben's Wish helps reduce food insecurity in Northeast Wisconsin by bringing together communities and organizations in the fight against hunger.

Peter and Becky Delain created Ben's Wish in memory of their son, Ben. Ben was a compassionate boy who hated to see any hurt in the world. In August 2007, while driving to the annual family campout, Ben saw a homeless man on the side of the road asking for food. He persistently begged to pull over the truck, and when they did, he gently tossed the man an apple. A few days after his selfless act, Ben passed away as a result of an accident at the age of 11.

Ben's attitude of helping others thrive remains alive through the work of Ben's Wish. The organization strives to feed those who cannot feed themselves as Ben did on that August day. Ben's Wish addresses the needs in our community through the Weekend Backpack Program which provides nutritional food packs to local schools for distribution to students who may not have enough to eat over the weekend or when school is on break. Ben's Wish currently supplies more than 700 food packs on weekends to local schools, with an additional unfunded request to add 100's more food packs in the FY2018-19 school year.

Thank you for helping provide food, nourishment and a better future for children in our community.

**Peter and Becky Delain**  
On behalf of Ben's Wish



# How food drives can help your organization/company

Holding a food drive in your business has many benefits besides helping community children get the food they need. The food drive may aid your business in the following ways.

- Employees working together for a common good is a great way to encourage them to get to know each other, which may increase overall company communications.
- Employees who work for companies that are altruistic may see the company in a positive light and may be more apt to stay with the company.
- Employees may feel a sense of comradery with fellow employees.
- Employees who lead the effort will develop or may strengthen their leadership skills.
- Employees will be proud of their efforts and morale may increase.
- Your organization will be recognized at the annual Ben's Wish dinner fundraiser event and others will see that you care about your community.

What could a food drive do for your company?

## Let's get started!

### 1. **Contact your food drive support specialist**

Email Lisa Corbielle at [lisa.corbielle@new.rr.com](mailto:lisa.corbielle@new.rr.com) to get started. She will help support you throughout your food drive process and make sure your organization is recognized for your efforts.

### 2. **Find some volunteers and create a committee**

Donation drives are a great way for people to work together as a team toward a common goal because planning is required in order to be successful. Gather a group of volunteers that want to be an integral part of your drive, and when possible, assign everyone specific tasks. Having volunteers from different areas of the company will be beneficial when publicizing the event. You will want to make sure all committee members names are listed on informational materials. Some of the duties you may want to consider are:

- o Chairperson of the committee to oversee all details
- o Coordinator of advertising/promotion
- o Coordinator of donation box locations
- o Coordinator of logistics

### 3. **Determine the type of food drive you want to hold**

You have the opportunity to make the food drive what you want it to be. You can ask for:

- o Non-perishable Food only
- o Non-perishable Food and monetary donations
- o Donations in conjunction with an event (e.g. bring a donation to the holiday party)
- o A competition within or between departments

If you are including a monetary component, make sure to check with your company on their donation match policy. Many companies will match the monetary donations collected. Any checks should be written as: "Ben's Wish - GGBCF."

The volunteer committee will sit down together to weigh the pros and cons of the different options, or brainstorm all new ideas, and decide which option is best for your food drive.

### 4. **Pick a date**

Choosing a date that is convenient for everyone can be difficult. The volunteer committee should consider how certain events or times of the year such as holidays, summer vacations and busy times of year (e.g. tax season for Accounting) may affect the success of the food drive.

### 5. **Donation collection**

Determine what you will use for collection receptacles such as decorated boxes or plastic bins. Be sure to consider the size and weight of the items that you are asking people to donate. Place them in visible locations.

**6. Set a goal**

Determine the amount of donations you want to raise. It would be helpful to think about logistics in this. Make sure your goal is manageable for the donation boxes you have. Once you set a goal, you can encourage people in your marketing materials to help you meet, or exceed, the goal.

**7. Get the word out and raise awareness**

It will be important to the success of the food drive to make the awareness of the event high. We have included some materials that you can customize. An announcement from the president of the company at the start of the food drive gets attention.

- a. Flyer
- b. Email templates
  - i. Introduction
  - ii. Reminder
  - iii. Thank you
- c. Logos

We also have printed brochures that are available upon request. If you would like some for distribution, please email us at [info@benswish.org](mailto:info@benswish.org).

**8. Donation drop off/Schedule pick up**

Call Peter Delain at 920-360-6843 or email at [info@benswish.org](mailto:info@benswish.org) to schedule the donation drop off or pick up at least two weeks prior.

**9. Celebrate!**

Don't forget to take lots of pictures and celebrate your successful drive with all those participating. Take a photo before drop off/pick up with your committee, and as many people that participated as possible. Send the photo(s) to [info@benswish.org](mailto:info@benswish.org) so we can help you celebrate with a post on Facebook thanking you for your contribution!

Remember to say "thank you" to all participants, corporate sponsors and volunteers for making your drive a success.

Celebrate! You have made a difference in the lives of our community children. Every food drive makes an impact in the lives of our children!