

FEED OUR KIDS FOOD DRIVE

May 12–June 16, 2024

HOW TO RUN A SUCCESSFUL FOOD DRIVE

City Harvest's *Feed Our Kids Food Drive*—held every year from Mother's Day to Father's Day—helps provide much-needed food for families in need. Last year, our food drive collected nearly 200,000 pounds of nutritious, kid-friendly food—enough to help feed hundreds of families for the entire summer. This year, we need your help to ensure all of our neighbors have access to nutritious food all summer long.

In-Person Food Drives

- **Select dates for your food drive.** We recommend running your drive for at least two weeks any time within May 12–June 16.
- **Set up a sturdy collection bin in a high-traffic area and hang flyers** provided in this toolkit to promote your food drive.
- **Spread the word.** Share the poster included in this toolkit with your networks, and send out reminders to donate. Refer to our **Most-Needed Items flyer** included in this toolkit for tips on what foods are needed most, and what items City Harvest cannot accept.
- **City Harvest will pick up food drive donations of 100 pounds or more** through June 30. Donations of less than 100 pounds can be dropped off at your local firehouse, police station, or Apple Bank locations. Refer to our **Get Ready for Your Pick-Up flyer** for more details!

Online Food Drives Through #GiveHealthy

- You can run a virtual *Feed Our Kids* food drive through our partner platform, **#GiveHealthy**, which provides users the opportunity to order fresh produce and non-perishable items to be delivered directly to City Harvest.
- Share your customized food drive link with your network through email, social media, or newsletters. Participants will be able to select food items to purchase directly through your customized page.
- Send periodic updates on progress and reminders to donate. We recommend one message to kick off the drive, one mid-way through, and one when you're in the final stretch.
- After your drive has ended, you will receive a tax acknowledgment from the food drive platform and a food drive certificate of participation from City Harvest.



CITY HARVEST

RESCUING FOOD FOR NYC

FEED OUR KIDS FOOD DRIVE

Please help fill this box with food
to help feed New Yorkers in need!

Most Helpful Items:

- Canned fruit
- Canned vegetables
- Canned proteins (i.e. tuna or beans)
- Peanut butter (plastic jars)
- Macaroni and cheese (packaged)
- Soups
- Hot and cold cereal (packaged, family-sized)
- Juice packs

For more information, visit cityharvest.org/feedourkids
or contact fooddrives@cityharvest.org





RESCUING FOOD FOR NYC

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In New York City, 1 in 5 children does not always know where their next meal will come from and visits to soup kitchens and food pantries are up more than 70% since 2019.

You can help by participating in the *Feed Our Kids Food Drive*, held annually from Mother's Day to Father's Day, which helps provide much needed food for families in need.

Start your food drive, either in-person or online, to help ensure shelves at soup kitchens, food pantries, and community food programs across the city are stocked for children and their families this summer.

Get involved at
cityharvest.org/feedourkids



THANK YOU TO OUR SPONSORS!

2024 *Feed Our Kids Food Drive* Sponsors

Chobani **freshdirect** **GOYA gives**

2024 *Feed Our Kids Food Drive* Community Partners



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Getting Ready for Your Food Drive Pick-up

Thank you for collecting food for City Harvest and your fellow New Yorkers!

We would like to help you correctly prepare your food drive donations for pick-up, to ensure that all of your generous donations make it safely to soup kitchens and food pantries across the city. Please refer to the images below to see how your boxes should be packed for safe collection by our drivers. Thank you again for your support!

1. Pack your donations in sturdy boxes weighing no more than 50 pounds for safe lifting (see below images for reference).
2. On the day of pick-up, have your collection boxes at the street level or accessible via elevator with no steps or stairs in the way so our driver can safely maneuver the hand truck.
3. Make sure that you're onsite during the agreed-upon pick-up window, and feel free to give our driver a hand loading the truck.

How to pack your donation boxes



Image 1. Fully packed food drive box.
Box dimensions: 19x13x11. No more than 50 pounds.

How *not* to pack your donation boxes



Image 2. The box is filled past the folding flaps, and is ripped, making it likely to break when lifted, and causing the cans to fall out.

