

# 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 posters included in this toolkit with your school, and send out reminders to donate. Refer to our **Jump Start Your Food Drive and take-home flyers** to help engage your students, and our **Most-Needed Items flyer** for tips on what foods are needed most, as well as 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.





RESCUING FOOD FOR NYC

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## JUMP START YOUR DRIVE!

Running a food drive is easy! Get students involved by using creative ways to make collecting food fun. Here are some ideas to help make your food drive a success:

- **Encourage a friendly competition among students.** Involve the entire school by having a grade- or class-level competition, with a leaderboard showing the amount of food collected throughout the drive. Or, compete with other participating schools in your district.
- **Create a classroom goal thermometer to set and track milestones.**
- **Post updates in public areas and make weekly announcements to let the students know how they're doing and what is needed to reach their goals.**
- **Motivate the kids by offering a prize for the top collector in your class or school.**
- **Publicize the drive.** Make announcements in assemblies, over the PA system, and in communications to parents. Hang the posters included in your toolkit around your school and use them to decorate your collection bins. Downloadable posters are also available at [cityharvest.org/feedourkids](https://cityharvest.org/feedourkids). Encourage age-appropriate students to post about the drive on their social media using the [#WeAreCityHarvest](https://twitter.com/WeAreCityHarvest) hashtag and tagging City Harvest.

- **Run "day of the week" drives based on our most-needed items, such as: *Mac & Cheese Monday, Tuna Fish Tuesday, or Canned Fruit Friday.*** Most needed items include: canned fruit, canned vegetables, canned proteins (i.e. tuna or beans), peanut butter (plastic jars), macaroni and cheese (packaged), hot and cold cereal (packaged, family-size), soups, and juice packs.



For any questions, please feel free to call us at 646.277.7800 or email [fooddrives@cityharvest.org](mailto:fooddrives@cityharvest.org) for help running your food drive.

# CITY HARVEST

RESCUING FOOD FOR NYC

## FEED OUR KIDS FOOD DRIVE

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### FAMILIES, JOIN US IN SUPPORTING CITY HARVEST'S ANNUAL FOOD DRIVE TO FIGHT CHILD HUNGER!

Did you know that 1 in 5 NYC children doesn't always know where their next meal will come from? Since 2019, average monthly visits to New York City food pantries and soup kitchens have increased by more than 70%. **You can help by donating to our school's food drive!**

Simply bring non-perishable food to school during the dates specified below. City Harvest will pick up the food and distribute it to hundreds of soup kitchens, food pantries, and other community food programs throughout New York City to make sure shelves are fully stocked with good food for children and their families this summer.

Your school's drive will run during these dates:

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*(Schools, please fill in before copying and sending home to parents.)*

#### 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

**Note:** City Harvest cannot accept unlabeled or dented cans, any open packaging, products that need to be refrigerated, homemade foods, or expired products.

#### Feed Our Kids is supported by:

2024 Feed Our Kids Food Drive Sponsors

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

2024 Feed Our Kids Food Drive Community Partners



For more information, visit  
[cityharvest.org/feedourkids](https://cityharvest.org/feedourkids) or contact  
[fooddrives@cityharvest.org](mailto:fooddrives@cityharvest.org) or 646.277.7800





RESCUING FOOD FOR NYC

# COLECTA DE ALIMENTOS FEED OUR KIDS

12 de Mayo–16 de Junio, 2024

## ESTIMADAS FAMILIAS: ÚNANSE A LA CAMPAÑA ANUAL DE COLECTA DE ALIMENTOS *FEED OUR KIDS* DE CITY HARVEST PARA LUCHAR CONTRA EL HAMBRE INFANTIL!

¿Sabías que 1 de cada 5 niños en la ciudad de Nueva York no siempre sabe de dónde vendrá su próxima comida? Desde el 2019, el promedio de las visitas mensuales a las despensas de alimentos y comedores de comunitarios de la ciudad de Nueva York han aumentado a más de 70%. **¡Usted puede ayudar con una donación a la colecta de alimentos de nuestra escuela!**

Simplemente lleve productos impercederos a la escuela durante las fechas especificadas a continuación. City Harvest recogerá los alimentos y los distribuirá a los cientos de comedores comunitarios, dispensarios de alimentos, y otros programas comunitarios de alimentos en toda la ciudad de Nueva York para asegurarse de que los estantes estén completamente equipados con buena comida para los niños y sus familias este verano.

La colecta en su escuela será durante estas fechas:

(Escuelas: por favor llenen antes de copiar y enviar a los padres.)

### Los alimentos más importantes son:

- Frutas enlatadas
- Vegetales enlatados
- Proteína enlatada (atún o habichuelas)
- Mantequilla de maní/cacahuete (envases plásticos)
- Fideos o macarrones (empaquetados)
- Sopas
- Cereal caliente o frío (empaquetado, tamaño familiar)
- Paquetes de jugo

**Nota:** City Harvest no puede aceptar latas abolladas, sin etiqueta, empaques abiertos, productos que requieran refrigeración, comidas caseras o productos vencidos.

### Feed Our Kids cuenta con el apoyo de:

2024 Feed Our Kids Food Drive Sponsors



2024 Feed Our Kids Food Drive Community Partners



Para obtener más información, visite [cityharvest.org/feedourkids](https://cityharvest.org/feedourkids) o contacte a City Harvest en [fooddrives@cityharvest.org](mailto:fooddrives@cityharvest.org) o al 646.277.7800



# CITY HARVEST

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## FEED OUR KIDS FOOD DRIVE

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

### Most Helpful Items:

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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](https://cityharvest.org/feedourkids)



## THANK YOU TO OUR SPONSORS!

2024 *Feed Our Kids Food Drive* Sponsors

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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.

