

# Kawartha Lakes Food Source

ORGANIZING COMMUNITY EVENTS



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# INTRODUCTION

Thank you so much for taking an active interest in how you can help those in our community who are struggling with food insecurity. Without people like you, Kawartha Lakes Food Source (KLFS) could not continue to serve and support agencies operating across the City of Kawartha Lakes.

Whether you are thinking of holding a food drive or a fundraiser, KLFS is here to support you! Do you need to narrow down the type of event you want to host? Are you wondering what kind of tasks you'll have to complete when planning an event? Maybe you would like some tips on how best to market your event to the wider community? This Guide is designed to help you with all of those questions and more!

Of course, if you ever have questions or just want to bounce ideas off someone who understands, don't forget that the KLFS Community Engagement Coordinator is always available to speak to! Contact [info@kawarthalakesfoodsource.com](mailto:info@kawarthalakesfoodsource.com) OR (705) 324-0707.

Thank you once again for taking part in tackling food insecurity in communities around the City of Kawartha Lakes.

We can't wait to attend your event!

# HOSTING AN EVENT

## THE PROBLEM: WE NEED FOOD

Kawartha Lakes Food Source supports eight (8) member food banks, nineteen (19) school nutrition programs, and seven (7) social service agencies. We give food to these organizations so that they can get it to those in their communities who need it. The pandemic and tight economic times have only further burdened these organizations. But how can you help?

## THE SOLUTION: FOOD DRIVES AND FUNDRAISERS!

Both food and monetary donations go a long way as we put together orders of both perishable and non-perishable food to send to our member food banks. There are a few models for how to hold a food drive. Download this toolkit for help with figuring out how to run an event to support KLFS!



## *Why support KLFS in this way?*

If you're hungry to help your community and need a reason to convince your friends to help, we've got a few ideas to get you started!

### **By holding an event, you will:**

- Help food insecure families access the services they need
- Contribute to the health of your local community
- Support one of our programs that you identify with
- Instill social responsibility in your children
- Connect to like-minded people who are socially conscious

## *How We Can Support You:*

We will support individuals organizing events that align with the mission and values of Kawartha Lakes Food Source by providing:

- An updated list of foodbank needs (check our website for updates!)
- A donation bin to gather food
- Boxes to organize food donations if you receive a LOT of support
- Sample flyers
- A step-by-step planning template for smooth execution
- Donation forms
- A thank you letter template
- Event planning templates
- Downloadable QR code for promotion materials

**All you have to do to receive this support is contact us!**

# STEP BY STEP GUIDE TO EVENT PREPARATION

## STEP 1: SET GOALS & DECIDE HOW YOU WILL COLLECT DONATIONS

Choose your method of collection! Here are 3 options:

### *Single Drop-Off Donation Drive:*

Ask people to bring food or funds donations to one location during set hours on a specific day. You will need to find volunteers, like your friends or family, to staff the collection site.

### *Extended Food Drive:*

Collect food donations in drop-boxes for multiple days at the same location, while sending your volunteers to pick up the donations regularly. You'll need a storage site (like your garage) for all the donations that are picked up through this time period, before you bring the total to the distribution centre.

### *Event:*

Host or collaborate with someone on a local event where you collect food and cash donations. A yard sale, BBQ, or birthday party are just a few fun examples where you can gather donations!

Once you've decided what type of event you'd like to organize, consider filling out the Event Information Sheet and sending it to [volunteer@kawarthalakesfoodsource.com](mailto:volunteer@kawarthalakesfoodsource.com). The sooner we know about your event, the better. Then we can give you more support as you navigate hosting journey!

## STEP 2: RECRUIT A GROUP OF VOLUNTEERS TO TAKE ACTION

Many hands make for less work for everyone, so find friends, family, and similarly motivated people to help you put together your event.

If you need more help, check with the local community organizations, libraries, schools, senior citizen centers, places of worship, etc. that may already have a pool of volunteers. Communication with these helpers is key; email is a fantastic way to keep the volunteers informed!

*A few tasks that should be considered when recruiting volunteers:*

- Supervision of donation collection points
- Creation and distribution of flyers
- Set-up & clean-up
- Delivery of donations to the distribution centre



### STEP 3: FIND A LOCATION

Find the desired location for donation collection. Schools, local businesses, shopping centers, and churches are all good places to start. Be prepared to ask if the organization would like to take part by offering their space for use. For best results, have the following details ironed-out and ready-to-go so that you'll be able to answer any questions that arise:

- Your goal (for example, to host an event that raises \$500 in cash donations for the Kawartha Lakes Food Source in the last week of November)
- Potential date and times
- Information about Kawartha Lakes Food Source (our website or information sheet [\[attached to this guide\]](#) are great resources for someone requiring more information)

*Write an e-mail that covers the following details:*

- Where exactly will you collect food on site?
- What are the exact date and hours of the event?
- Do you have an inclement weather backup plan or raindate?
- Where will the donations be stored before the end of the event?

*More ways that an individual or business can support your event are:*

- Printing your flyers in exchange for displaying their logo on advertising materials
- Matching the donations raised from the public for the food drive in some way (a dollar amount or a product donation)
- Encouraging customers to make a small donation (for example, at check-out)



## STEP 4: GET THE WORD OUT

The key to a successful event is to promote it thoroughly. Check out Tip 2 of our How to Guide - Tips (page 11) about how to promote effectively.

*Before your event, consider advertising it with a flyer that includes:*

- Date, time & location
- The Kawartha Lakes Food Source logo or a 'Proceeds to Benefit Kawartha Lakes Food Source' phrase on your materials
- Pertinent contact information

## STEP 5: EVENT DAY

*Pre-event:*

Set up the food collection site (i.e. two tables with chairs behind them, water bottles or other refreshments for the volunteers, boxes/crates clearly labeled for various food types)

- Post the Food Drive signs in visible areas to direct donors.
- Welcome volunteers as they arrive and introduce them to their roles.
- Then just relax, smile, and enjoy the wonderful event that is bringing your community together!



## Post-event

When the drive is over, clean up the area and take down the signs. Leave the area the same (if not cleaner) than when you arrived.

- Thank the hosting organization and the volunteers.
- Send a thank you note, call, or email to all of your volunteers (using the method by which they prefer to be contacted). Include how much food was donated and whether there are plans for additional food drives.
- Call or write a thank you note to the hosting organization. Again, let them know how much food was donated and convey their vital role in the success of the program and the difference they are making.
- While it is still fresh in your mind, develop a list of lessons learned for future events. Keep this list for when you check in with Kawartha Lakes Food Source to let us know about what you learned!
- Keep in touch with volunteers for future volunteer opportunities.

## **STEP 6: INSPIRE OTHERS!**

Tell us what you did! We want to see pictures and hear stories about how your day went.

You just might inspire others to do the same thing, and we can always use the help with food or fund raising! Share the lessons you learned and any tips you would have for other community members who are organizing their own events.

# THREE TIPS FOR A SUCCESSFUL EVENT

## TIP 1: ASK QUESTIONS

*Here are some suggested questions to discuss with the KLFS Community Engagement Coordinator:*

- Who is the best contact person for the food drive?
- When should food donation drop offs happen at KLFS?
- What types of food are in short supply? What specific foods may be needed?
- Are non-food items accepted? If so, what does KLFS need?
- Specific foods or packaging that KLFS cannot accept? "Best before" dates?
- Acceptance of fresh or frozen food?
- Does KLFS have boxes for keeping food organized?
- Can KLFS supply information on the organization for volunteers, donors or media outlets?

You'll want to be armed with information for your volunteers/donors and the only way to be sure is to ask!



## TIP 2: PROMOTE, PROMOTE, PROMOTE!

- Make a creative flyer with all the key information! You may want to look at other organizations' food drive flyers for ideas.
- Websites like Canva or Crello make beautiful flyers in comparison to Microsoft Word (plus, they're free!)
- Invite local businesses to take part with you! Ask local community members to promote the food drive through their local place of faith, clubs, community groups, etc.
- Invite a local celebrity – an MP or MPP, your mayor or a radio show host to highlight the need for food and promote the event.
- Find a message board and post-it-up!
- Talk to your friends, family, neighbors, and co-workers in person or use email to ask them to spread the word to their social networks.
- Approach everyone with a friendly, positive attitude. Explain that it will be a fun event focused on a great cause.
- To reach the largest audience, consider contacting a local media outlets and organizations that may include the event in their monthly bulletin or newsletter.

To start, you can use our [Media Request Template \[attached\]](#) to ask any of the following outlets if they will help promote your event. The best person to contact is typically the community editor. Expect to follow up with the media as you gather more details about your event.

- Bounce 91.9 FM Radio Station
- The Lindsay Advocate
- Kawartha Lakes This Week
- The Promoter
- Global News

### TIP 3: FOCUS ON A FEW NEEDS RATHER THAN A LOT

Stick to 5-6 items so they can be easily remembered by those who see the list.

Healthy foods for all ages are always needed and we try to incorporate nutritious items into every food bank visit. Call KLFS to find out what we're particularly low on this month or check our website for our High Priority Items.

*Staple items your Needs List could include are:*

- Canned Proteins (tuna, salmon, chicken, peanut butter, etc.)
- Canned Fruits in Own Juices or Water (pineapples, peaches, and pears)
- 100% Fruit Juices (all sizes including juice boxes)
- Grains (pasta, whole wheat pasta, rice, brown rice, macaroni and cheese kits)
- Tomato-based pasta sauces
- Canned Vegetables (mixed, carrots, peas, green beans, corn)
- Soups (beef stew, chili, chicken noodle, turkey rice)
- Cereal (Cheerios, Corn Flakes, Rice Krispies, Raisin Bran)



# ATTACHMENTS

Once you've chosen your style and planned the event, consider filling out the Event Information Sheet and think about how you can use the other items attached!

First though, send the Event Information Sheet to the KLFS Community Engagement Coordinator ([volunteer@kawarthalakesfoodsource.com](mailto:volunteer@kawarthalakesfoodsource.com)) so that we can be prepared for your event and can work with you to promote it.



# Kawartha Lakes Food Source

## EVENT INFORMATION SHEET

Organization/School/Group/Individual Hosting Event: \_\_\_\_\_

Type of Event: \_\_\_\_\_

Event Contact/Coordinator's Full Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Materials Needed:  Logo for Marketing  KLFS' Current Needs List

Food Barrels (if needed, please specify your desired quantity: \_\_\_\_\_)

Other: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_

Do you prefer **PICKUP** or **DELIVERY** of the above needed items? Circle your preference.

If you prefer **PICKUP**, work with the Community Engagement Coordinator to arrange date/time: volunteer@kawarthalakesfoodsource.com | (705) 324-0707

Do you want your social media post **BEFORE** your event or **AFTER** as a thank you? Circle your preference.

Do you allow KLFS to use any pictures taken of your event for social media or promotional purposes? Circle your preference. **YES** or **NO**

Additional Notes About the Event: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Kawartha Lakes Food Source

## MEDIA REQUEST - EMAIL TEMPLATE

Subject: *Name of Event - Date*

Hi there,

My name is *Host* and I hope you're doing well today.

I'm organizing a *Community Food Drive* on *November 1, 2021*, in support of the Kawartha Lakes Food Source.

If you are not familiar with this charity, I have attached to this email an information sheet that explains how they address food insecurity in our region.

The event will be at *location* from *time to time*.

[\*Optional - To meet our goal of *monetary or food donation amount*, we have invited *local personality*.] We're hoping that you'll help us spread the word about the event to ensure we collect enough donations to meet our goal and to help support Kawartha Lakes Food Source.

I've attached our flyer in the hopes you will alert your networks and post it anywhere community members will see.

If you have any questions, please contact me at *phone number and email*.

Thank you so much and I look forward to hearing from you soon,

*Name*



# Kawartha Lakes Food Source

## THANK YOU LETTER - EMAIL TEMPLATE

Subject: *Name of Event - Date*

Hi *Volunteers' Name*,

Thank you so much for the hard work you put in at *Community Food Drive Name* on *November 1, 2021*, in support of the Kawartha Lakes Food Source.

We had an amazing day and the totals are in. We raised *Pounds of Food* and *Amount of Money* at the event!

We chose to support Kawartha Lakes Food Source because of their dedication to supporting the food banks, social service agencies, schools and people in need throughout the City of Kawartha Lakes. With your help, we were able to reach and surpass our goal!

This means that 8 local food banks and social service agencies will be able to continue to serve their clients what they need and that programs like Grab 'N Grow, which provides fresh fruit and milk to 19 local schools will have the funding to continue operating.

If you have any questions about Kawartha Lakes Food Source, check out their website at [www.kawarthalakesfoodsource.com](http://www.kawarthalakesfoodsource.com)!

Again, thank you so much for helping this event have the success we hoped for,

*Name*

# Kawartha Lakes Food Source

## INFORMATION SHEET

### Our Mission

Kawartha Lakes Food Source is a community effort to reduce hunger in the City of Kawartha Lakes by:

- Maintaining a central distribution center to supply food to organizations that provide food to individuals in need,
- Raising public awareness about food insecurity and poverty eradication, and
- Creating education opportunities and access to food through KLFS programs.

### Our Values

The work we do, products we deliver and services we provide reflect the values of our organization:

- Accountability to all
- Effectiveness to achieve our mission statement
- Advocacy for positive change
- Respect for those we serve
- Support for the community where needed
- Collaboration with all



The Kawartha Lakes Food Source (KLFS) opened its doors on March 3, 2002, after a variety of local organizations saw a sudden increase in people seeking food support.

Today, KLFS is the largest non-profit food distribution organization in our region, working distributing to over 30 social service agencies. We obtain, sort, store, and distribute food and other household essentials. We do this while also educating the community on poverty in our area, through programming and community outreach.

While the backbone of the organization continues to be food banking, over time we have developed and supported innovative programs such as the Family Cooking Project, Open Gardens, Summer Outreach Lunch Program, Lindsay Community Food Market food bank, and the Food Literacy Program. Go to [www.kawarthalakesfoodsource.com](http://www.kawarthalakesfoodsource.com) or call (705) 324-0707 for more information on KLFS and what you can do to help!

YOUR GROUP'S NAME IS  
HOSTING A

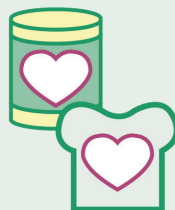
# FOOD DRIVE

IN SUPPORT OF KAWARTHA LAKES  
FOOD SOURCE

**QUESTIONS? CONTACT US!**

(705) 123-4567

[youremail@email.com](mailto:youremail@email.com)



YOUR GROUP'S NAME IS HOSTING A

# FOOD DRIVE

IN SUPPORT OF KAWARTHA LAKES  
FOOD SOURCE

## KLFS NEEDS LIST:

- **CANNED GOODS**
- **DRY GOODS**
- **NON PERISHABLES**
- **TOILETRIES**
- **BAKING GOODS**

**QUESTIONS? CONTACT US!**

(705) 123-4567  
youremail@email.com