



## Planning a Successful Matrix Human Services Food Drive

**Before you begin you should know.....**

### **Why are food drives so important?**

Even though Matrix engages in a number of food distribution opportunities, the bulk of our non-perishable food items come from food drives.

### **What times of year is Food for Others in most critical need of additional donations?**

We always have a need for donations and never turn them away. However, our shelves tend to be emptier in the summer months, when children are out of school and of course during the holiday season.

### **What types of food are you collecting?**

Some general guidelines:

- Only donate items that you would eat.
- Check that the items are still within the “use before” date.
- Avoid glass items (with the exception of baby food), which can easily break.
- We can only accept unopened items in their original packaging. It’s ok if the external packaging is damaged, so long as the internal packaging is still intact.
- We cannot accept canned goods or jars made at home.

### **Are you accepting cash donations as well as food donations?**

Yes. Financial donations are also greatly needed in order to keep our doors open. To make a financial gift visit our website at [www.matrixhumanservices.org](http://www.matrixhumanservices.org) or send donation to Matrix Human Services, 120 Parsons, Detroit, MI 48205.

### **Can Matrix pick-up my collected food?**

Matrix Human Services has limited staff and vehicles. Your delivery directly to the Matrix Human Services Center located at 13560 E. McNichols in Detroit helps us maintain efficiency and keep costs down, thereby allowing us to serve an even greater number of families in need. However, please call us if you are unable to deliver yourself.



## **Organizing Your Food Drive**

### **1. Get approval from the leadership or management of your organization.**

### **2. See if your company will do a matching financial gift.**

Many companies are happy to make a matching gift of their employee contributions – even when employees are giving food instead of cash. See if your company will donate a dollar for every pound of food raised.

### **3. You may wish to set goals.**

Determine the amount of food you want to collect. If you held an event previously, advertise your past success and set a goal to increase the food total by 25% or more.

### **4. Kick it off!**

Bring all your targeted participants together for a kick-off event. Explain the importance of your food drive, educate your participants about hunger and how Matrix Human Services helps to alleviate poverty and hunger, announce goals and any incentives you have for meeting goals, and distribute other details about the food drive.

Also, create a flyer for distribution (Matrix has templates available or feel free to create your own). We will provide information on Matrix Human Services for you to distribute as well. Depending on the length of your food drive, periodically update your coworkers or colleagues on progress toward your goals.

### **5. Announce your results and celebrate success!**

Matrix Human Services will send an acknowledgement of your donation. Individual financial donors will also receive acknowledgments. Make sure to thank everyone for their participation. Reiterate that every donation, small or large, helps us in fight against poverty and hunger in the City of Detroit.

If this is a corporate endeavor, make sure your event has been covered in your company or organizational newsletter.



## **Running the Drive**

### **1. Set-up Collection Points**

### **2. Build Awareness**

You may wish to give each participant a shopping bag with a shopping list attached to it. Provide participants with a progress report toward your goal and a fact about poverty and hunger each day via e-mail.

### **3. Involve everyone and make it competitive.**

Friendly competitions between departments or groups can also help increase the amount of food donated. Offer a prize for the group that brings in the most donations, such as letting the winning department wear casual attire for a day, asking the company to provide them with lunch, or letting them go home an hour early on a Friday.

Create competitions with various categories - largest individual donation, most protein, most unusual food or match your weight with pounds of food.

Have various departments or groups responsible for collecting different items. For example, have one group bring in rice, another peanut butter, another canned proteins, etc.

### **4. Arrange food delivery to Food for Others and event coverage.**

Call LaTrice Jordan at 313-831-1000 Ext. 1135 to confirm your delivery date and arrival time. If you are promoting the charitable efforts of your company or organization through internal and/or external media, make sure an event photographer is on hand at your delivery.

Again, thank you for supporting Matrix Human Services in our fight against poverty.