

FOOD & FUNDS
BEST PRACTICES
2023

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PARTNERSHIP: OUR PIECE



Food Bank

- * Safe food
- * Stability to support members
- * Public affiliation (Member stickers, FAL, etc.).
- * Beyond food – free programs (HH, CR), trainings, conference, coaching and support
- * Keep costs minimal (SM, deliveries, shopping area, recertification)
- * Excellent customer service
- * Communicative
- * Timely and responsive to both our partners and the community



PARTNERSHIP: YOUR PIECE

Members

- * Stable – member programs can fund, source, & maintain their own programs, as stated in our Basic Agreement
- * Good stewardship of food resources
- * Safe food practices
- * Excellent customer service to guests – all are welcome & no one is turned away
- * Communicative to Food Bank
- * Participatory in membership

TOPICS

DONOR ENGAGEMENT

GOAL SETTING

PEER TO PEER BEST
PRACTICES



DONOR ENGAGEMENT

- Determine the message that will tell your agency's story (ex: Nobody's Just Hungry...) and use it as a springboard for how you will communicate and engage donors.
- Successful fundraising is not about YOU.
- Turn the camera lens on the donor and give them the spotlight!

**DONOR
ENGAGEMENT:**

IDENTIFY

* Who will you ask to donate and support your program?

**DONOR
ENGAGEMENT:
*CULTIVATE***

- ✦ How can you engage with donors in meaningful ways?
- ✦ Have you invited them to tour your program or to come and enjoy lunch at your meal site?
- ✦ Do you offer volunteer opportunities for donors?

**DONOR
ENGAGEMENT:
*SOLICIT***

✦ Be specific in your requests. Know what you are asking for and why.

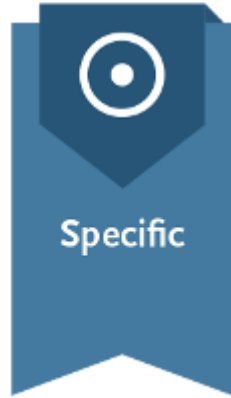
✦ Tell the donors how their donation will impact your food program.

**DONOR
ENGAGEMENT:
*STEWARD***

✦ Acknowledge the donation or call to say thank you – be timely!

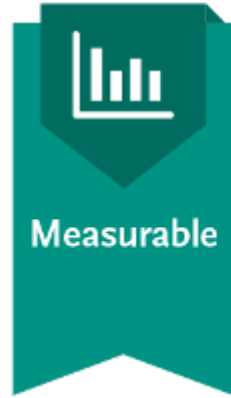
✦ Offer a small token of appreciation or public recognition.

S



Specific

M



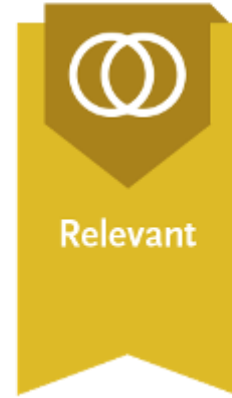
Measurable

A



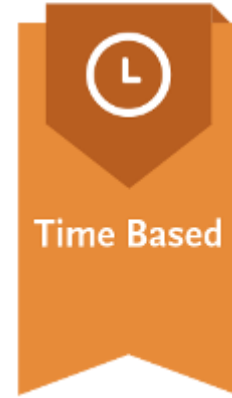
Attainable

R



Relevant

T



Time Based

GOAL SETTING

SPECIFIC

Your goal should be clear and specific. This will help you focus your efforts.



When drafting your goal, try to answer the five "W" questions:

What do I want to accomplish?

Why is this goal important?

Who is involved?

Where will it take place?

Which resources or limits are involved?

Example

Imagine that you are currently only providing shelf stable foods to your pantry guests, but you want to give them fresh produce and meats.

A specific goal could be, "I want to provide fresh produce to my guests because these foods offer lots of nutritional value and meats are expensive for them to buy. I will work with my volunteers and Board to see how we can make this happen in 2024." With the volunteer and Board's input, you can determine the where and which together!

MEASURABLE



Measurable goals help you track your progress and stay motivated.

A measurable goal should address questions such as:

How much?

How many?

How will I know when it is accomplished?

Example

You might measure your goal of providing fresh foods and meats to your pantry guests by setting a timeline to get you to the goal by the end of 2024.

ATTAINABLE

Your goal also needs to be realistic and attainable to be successful.

It should stretch your abilities but remain possible.



An achievable goal will usually answer questions such as:

How can I accomplish this goal?

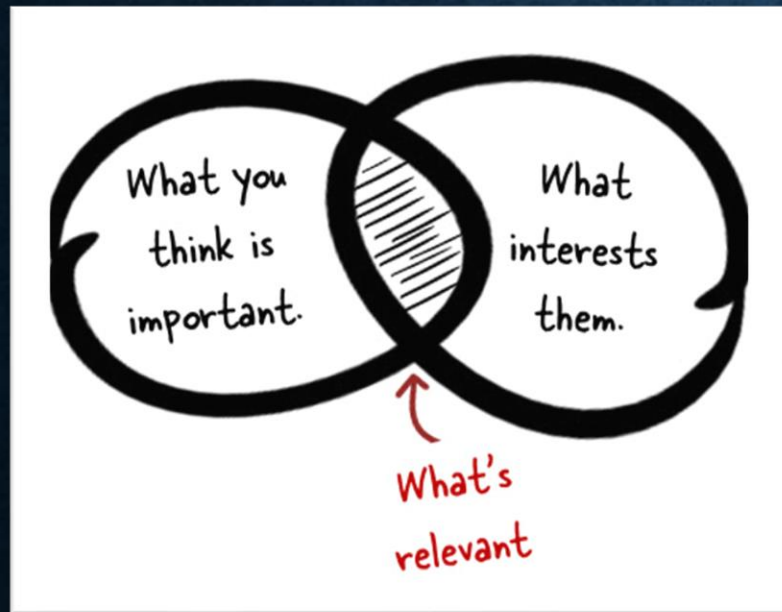
How realistic is the goal, based on other constraints, such as financial factors?

Example

You might need to ask if providing fresh foods and meats is something that you have control over. Will your church pastor allow you to bring in these highly perishable foods? Will you get support in raising money to buy quality cold storage equipment? Does the church have the proper electrical set up to accommodate this?

RELEVANT

This step is about ensuring that your goal matters to your agency and guests.



A relevant goal can answer "yes" to these questions:

Does this seem worthwhile?

Is this the right time?

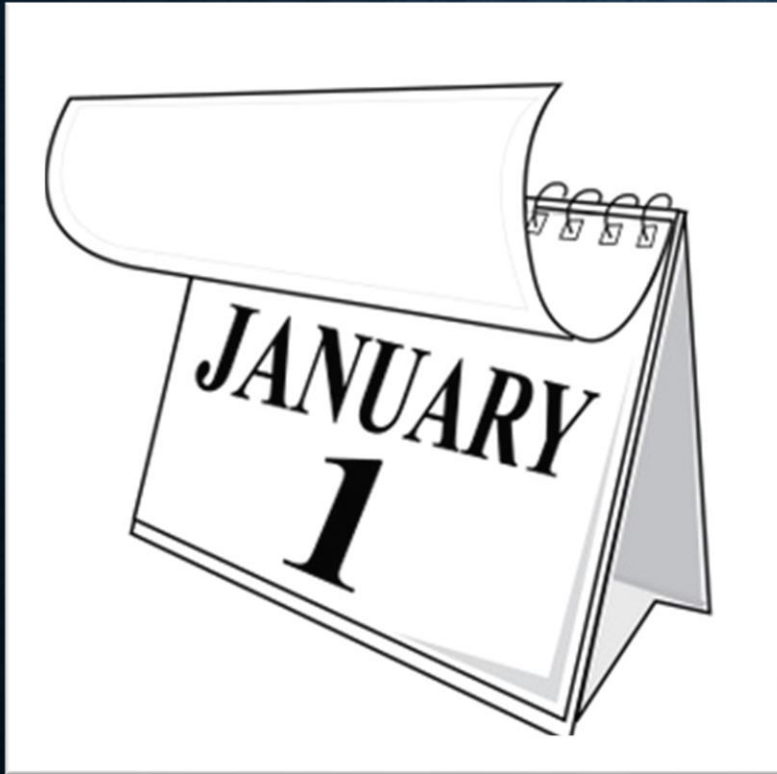
Does this match our other efforts/needs?

Am I the right person to reach this goal?

Example

Is it the right time do this? Does it line up with our mission? Am I the best person to be at the helm (do I have the time, skills, or power)?

TIME-BASED



Every goal needs a target date, so that you have a deadline to focus on and something to work towards. Goals that are time-based help to prevent everyday tasks from taking priority over your longer-term goals.

A time-based goal will usually answer these questions:

When?

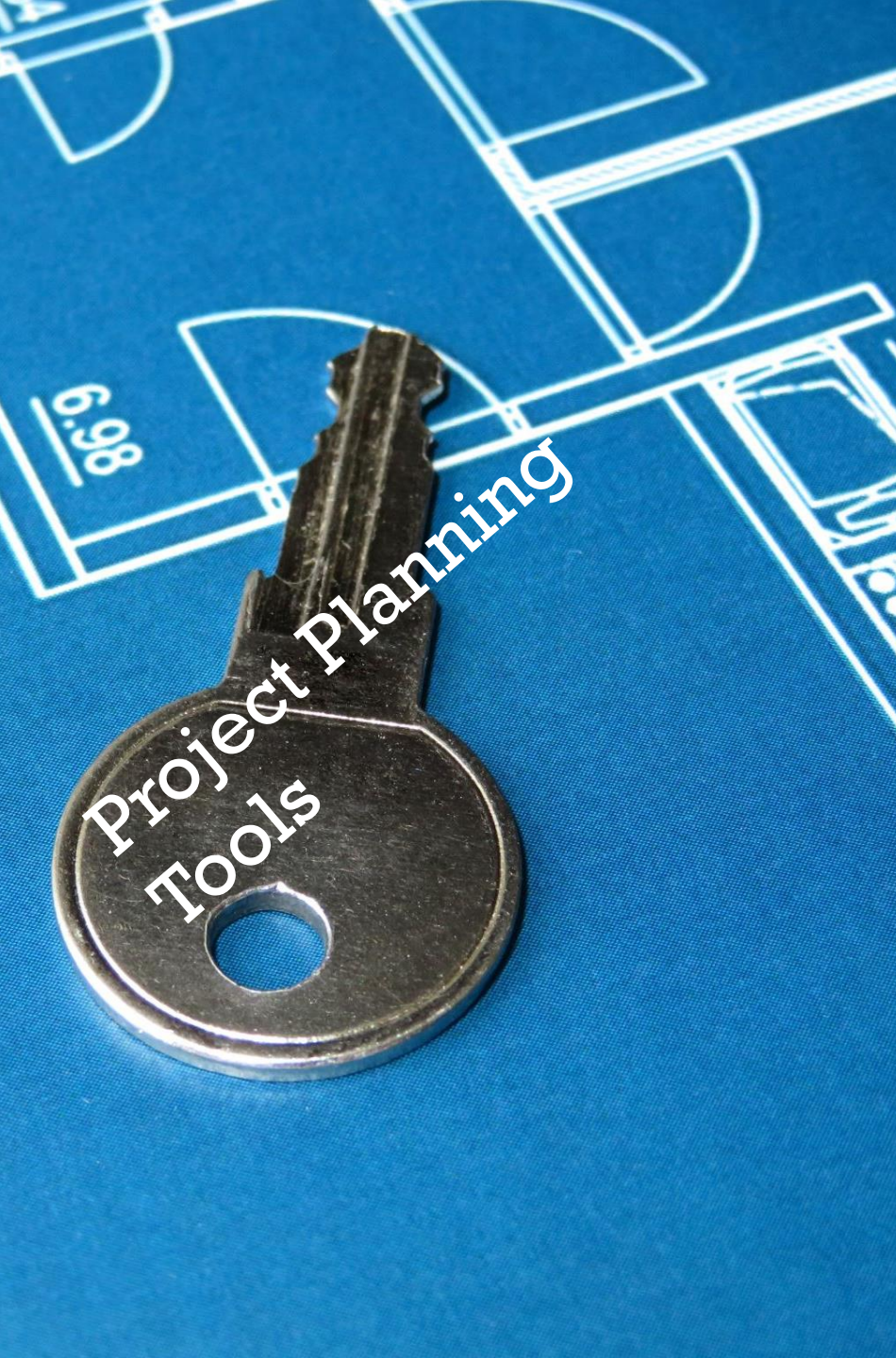
What can I do six months from now?

What can I do six weeks from now?

What can I do today?

Example

How long will it take to get fresh produce and cold storage equipment? What other food safety things do I need in place and how quickly can I get those things? When will the Food Bank need to know that our program is adding these products to our inventory?



- The key is to start planning NOW.
- Use your timeline to plan for donations (food and/or funds) well in advance.
- Planning a project or program can be much easier if you use tools to help you. One tool that can help you plan is a timeline. Timelines help spell out the “who, what, where, and when” of a project...assuming you’ve started with and determined the “why”!
- A timeline will provide a clear start and finish, so that something that may have seemed unmanageable at first now seems doable – remember SMART goals. The timeline will serve to keep you organized and on top of things.
- A timeline allows you to benchmark specific goals and deadlines, but it can also be flexible. As a project progresses, you may find that you have to tweak certain tasks and objectives. That’s OK!
- Make whatever notes you need to on the timeline to keep the project moving.



PLAN TO PLAN



The timeline to Plan the Plan



A yearly plan

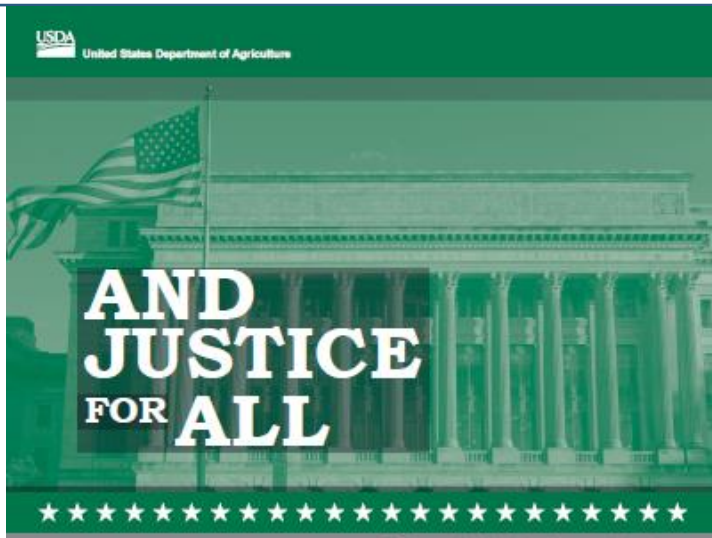


A stand-alone event/goal project plan

Food & Funds

PEER TO PEER BEST PRACTICES:

HANDPICKED TRIED AND TRUE IDEAS FOR FOOD AND FUNDS



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mail:
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or
fax:
(833) 256-1865 or (202) 890-7442;
email:
program.intake@usda.gov.
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Para presentar una queja por discriminación en el programa, el reclamante debe completar un formulario AD-3027, Formulario de queja por discriminación del programa del USDA, que se puede obtener en línea, en:

www.usda.gov/sites/default/files/documents/ad-3027-program-discrimination-complaint-form.pdf, en cualquier oficina del USDA, llamando al (866) 632-9992, o escribiendo una carta dirigida al USDA. La carta debe contener el nombre, la dirección y el número de teléfono del reclamante, y una descripción escrita de la supuesta acción discriminatoria con suficiente detalle para informar al Subsecretario de Derechos Civiles (ASCR, por sus siglas en inglés) sobre la naturaleza y la fecha de la presunta violación de los derechos civiles. La carta o el formulario AD-3027 completado debe enviarse al USDA por medio de:

correo postal:
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; o
fax:
(833) 256-1865 o (202) 890-7442;
correo electrónico:
program.intake@usda.gov.

Esta institución ofrece los servicios de asistencia.

TEFAP THE EMERGENCY FOOD ASSISTANCE PROGRAM

- Audited by the Department of Human Services.
- TEFAP food must be placed away from other items and labeled.
- Must sign a self declaration form.
- REMEMBER- If a guests needs food, it is always considered an emergency.

- Type: Fund\$
- What: **Email Signature**
- Why we love it: Interactive way to reach donors

We are always sending emails, and what better way than a signature link that leads to a donation page. Connecting for Children and family in Woonsocket has an examples of this in their email signature. It is easy simple, and a great way to get the attention of donors while you are emailing them!

- Type: Food and Fund\$
- What: **Website**
- Why we love it: It makes giving very easy!

North Kingstown Food Pantry makes it very easy to donate on their website. They have a list of needed food items and a Donate button you can use to use a credit card or Pay Pal.

<https://sites.google.com/site/northkingstownfoodpantry/donations>



The logo consists of the word 'Food' in a bold, sans-serif font, where the two 'o's are replaced by solid black apple icons. This is followed by an ampersand '&' and the word 'Funds' in the same bold, sans-serif font, with a dollar sign '\$' at the end. The entire logo is set against a light gray background that is tilted at an angle.

Food & Funds

- Type: Fund\$
- What: **Local Business**
- Why we love it: Great way to sustain and support your pantry/ meal site
- Dave's market in Coventry provided a QR code for shoppers to Donate. They had a choice to donate \$1, \$5, and \$10. The proceeds of the donations were given to The Northern RI Food pantry, North Kingstown Food pantry, and Westbay Community Action. Connecting with local business is a great way to receive funds and spread awareness about your agency.

Food & Funds

- Type: Food
- What: Themed food drive
- Why we love it: You get what you ask for.

Think of the items your food program needs and create a theme around it. Some ideas from the network include:

“Turkey Trot” – ask for the fixings for a Thanksgiving – minus the turkey (cranberry sauce, gravy, canned corn) OR ask for gift cards for families to buy their own turkeys.

“Community Can Drive” – You can help your community! Donate cans of fruits and vegetables for our community members in need.

“Have a Rice Day!” – Please donate brown rice or rice mixes to our food program.

“Where have you Bean?” – We need donations of beans – canned black, kidney, garbanzo or navy are crowd favorites!

“Patriots and Pasta” – Pledge a donation of pasta to the food pantry when the Patriots win a game.

“12 foods of Christmas” – Host a food drive during the 12 days of Christmas, asking for 12 most needed items.

“A can if you can” – Work with a local community organization or school to use a food donation as an entrance “fee” for events.

- Type: Food and Fund\$
- What: **Local festivals**
- Why we love it: Networking and working with community members

Our state host different festivals and gatherings. This is a great opportunity to work with the organizers for donations of both food and funds. One example of this is the Charlestown Seafood Festival. Jonnycake of Westerly and Rican were pantries that participated in this event. Everyone who donated were also entered to win a prize. This was a great way to encourage donors.

- Type: Fund\$
- What: **High-schoolers can help**
- Why we love it: Easy and reaches potential/future donors

Most high schools require students to do a senior project. Reach out to your local high school to discuss ways that your agency can present to the seniors. Share information about food insecurity in your city/town and how their food drive will help the local community and your agency. While you have the audience captive, ask them to consider making their senior class gift to your agency as a way to have a long-lasting legacy!

- Type: Health & Hygiene Products
- What: **Themed drive to supplement your food offerings**
- Why we love it: SNAP or WIC don't cover these costs

Ask the community to donate items like tissues, toilet paper, toothbrushes and paste, deodorant, soap and shampoos. Invite guests to chose HHP items from your pantry monthly.

Food & Funds

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- Type: Food and Fund\$
- What: **Lunch On Us**
- Why we love it: It's a Ready to Eat Resource!

McAuley House Ministries meal program in providence ask donors to sponsor a meal or meals.

Solicits monetary donations from local companies to sponsor the meals, then thanks them via their social media outlets.



We are grateful to
 **Citizens™**
for their sponsorship this month.

Food & Funds

- Type: Food
- What: **Cars and Costumes**
- Why we love it: It's fun and trendy!

The **Cars and Costumes** contains best practices for running a food or fund drive involving businesses and organizations to come together to support one another.

A great way to network and build relationships with surrounding businesses.

A canned good was an admission into the car meet. This also gives you access to different events and gatherings within your county!

Interested in getting involved with local events?

Reach out to different groups, organizations, and businesses and ask for specific needs you might need for your pantry.

1

Write down one SMART goal that you will commit to doing to source food or funds for your agency in 2024.

2

Need support!?
Call Julie at 401-230-1684 or
Hope at 401-230-1704.

NEXT STEPS