

# Virtual Canned Food Drive

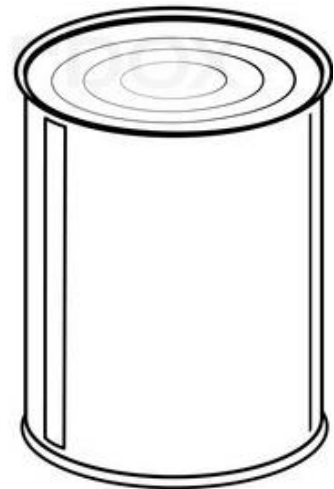


Your donation goes even further with a fund drive. By relying on the food bank's wholesale purchasing power and eliminating barrel delivery and pickup costs, a fund drive or "virtual food drive" multiplies your giving. For every \$1 donated, the food bank is able to distribute as much as \$6 worth of food.

**Why run a Virtual Canned Food Drive?** The answer is simple – to get more food to hungry people faster. By holding your food drive online, you'll save the food bank the time and resources incurred by a physical food drive. Plus, your donations will help us purchase more of our most-needed food items, like canned tuna, peanut butter, canned fruits and vegetables, beans, and grains.

**The power of purchasing wholesale:** Emergency Food Providers (EFP) can buy food wholesale at a lower cost than supermarket value. At a supermarket, one can usually buy a canned product for one dollar. Using the same dollar, an EFP can buy a larger quantity of the same item. Think about how much food you could buy for \$10. Now compare that to what \$60 worth of food looks like. Purchasing food at wholesale multiplies your impact.

**How to run a Virtual Canned Food Drive:** Establish a virtual canned food drive by having attendees "purchase" food, and collect the value of the food they "purchase" towards a donation to your partner emergency food provider.



At the entrance of your event, make a sign with different colored cans that can represent a certain monetary amount: for instance, red cans represent one dollar, yellow cans represent three dollars, blue cans represent five dollars, etc. Allow guests to choose the amount they wish to purchase, and keep a tally of how many "cans" are purchased so guests can see how much food will be donated to the EFP.

**Location:** This program can occur alongside any community event. A representative from the community should coordinate the donation with the EFP.



**Materials:** Colored paper for displaying virtual cans. Poster board for keeping tally of how many "cans" are collected. A poster should explain how many actual cans each "can" could buy. Additionally, this program can be run on its own through an Internet medium (i.e. using PayPal or a GoogleDoc). Construct an online spreadsheet of the amount of cans a community member wishes to donate, and ask the member to send in the monetary amount separately. Post the total donation on your organizations website.