

SuperFoodDrive®



GIVING THE GIFT OF HEALTH

SuperKids for SuperFoods

Planning Kit



Thank you for your interest in hosting a SuperFood Drive to benefit your community!

Every food donation helps in the fight against hunger – no matter how small or large. Food drives organized by individual groups are critically important to help food banks keep their shelves packed with nutritious food for the hungry. All food collected during your SuperFood Drive will help feed the hungry right here in your community.

This kit contains information, tips, and materials to help you host a safe, easy, fun, and successful SuperFood Drive. If you have any questions, please contact us at superkids@superfooddrive.com.

Thank you for your efforts – they are greatly appreciated!

Included in this kit:

- SuperKids for SuperFoods FAQ
- SuperFood Drive FAQ
- Organizing Your Food Drive
- Running the Drive
- Bulletin Board/Barrel Poster
- Letter/Email to Targeted Participants
- Virtual Drive Donation Form
- Kid-Friendly Shopping List



SuperKids for SuperFoods FAQ

Do hunger and poverty really exist in our community?

Yes. Even though San Diego is considered one of the wealthiest cities in the country, we still face a poverty rate of about 13% based on the US Census, with the child poverty rate at 16.6% for San Diego County, according to the 2009 San Diego County Report Card on Children and Families.

This means that close to 400,000 people are living in poverty in San Diego and about 66,000 are children.

What is SuperKids for SuperFoods?

SuperKids for SuperFoods is a service-learning opportunity to empower students to create change in their local community. This program includes a 20-minute educational presentation about hunger and nutrition, along with a tool kit for students to learn how to host their own SuperFood Drive. SuperKids for SuperFoods provides an opportunity for students to learn about the health benefits of nutrient dense SuperFoods and to make a difference in their local community by giving these healthy foods to those in need.

What is food insecurity?

Food insecurity means that individuals or families are so limited in their resources to buy food that they are running out of food, reducing the quality of their food, cutting out important nutrient dense fare, feeding their children unbalanced meals, or skipping meals so that their children can eat.

How does SuperKids for SuperFoods help?

We aim to fight the battle against hunger in three ways:

1. Conduct short presentations in schools, at local organizations and/or to individual groups about the hunger epidemic and the benefit of healthier and more nutrient dense non-perishable food items;
2. Provide individuals and organizations with a toolkit that offers a step-by-step action plan to organize and host their own SuperFood Drive to collect more nutritious food products;
3. Provide support where needed to help you host a successful food drive.

Where does the food we collect go? Who does it benefit?

All collected food goes directly to a local food bank or food pantry to be distributed to local individuals and families in need.

This sounds like a lot of work. What can I do to help?

Visit www.SuperFoodDrive.com to learn more about the SuperKids for SuperFoods youth action program. Download, complete and submit the appropriate forms. We will then contact you shortly to provide you steps on how to get started.

You can also contact us to request more information: superkids@superfooddrive.com

Where is SuperKids for SuperFoods based?

SuperKids for SuperFoods is the youth specific action program of the 501(c)(3) non-profit organization, SuperFood Drive based in San Diego, California. You can reach us at Superkids@superfooddrive.com or visit our website at www.superfooddrive.com.

SuperFood Drive FAQ

Why are food drives so important?

Even though the San Diego Food Bank participates in numerous food rescue operations, the bulk of their non-perishable food items come from food drives.

What times of year is the San Diego Food Bank in most critical need of additional donations?

The San Diego Food Bank always has a need for donations and they rarely refuse a donation. However, their shelves tend to be emptier in the summer months, when children are out of school.

What types of food are you collecting?

The shopping lists at the back of this toolkit contain our most needed kid-friendly items. Some general guidelines:

- Check that the items are still within the “use before” date.
- Avoid glass items (with the exception of baby food), which can easily break.
- Only accept unopened items in their original packaging. It’s ok if the external packaging is damaged, as long as the internal packaging is still intact.
- Do not accept home canned goods.

If you are unsure of whether a food product is acceptable, contact us and we’ll point you in the right direction!

Are you accepting cash donations as well as food donations?

Yes. Financial donations are also greatly needed in order to keep our program running and provide financial assistance to the San Diego Food Bank’s program.

To make a financial gift, fill out a donation form, which is included in this packet or log onto our website www.superfooddrive.com and make a tax deductible donation through our virtual food drive.

Can SuperKids for SuperFoods pick up the collected food?

Yes, please call us for pick up once barrels are full.

Do you accept other items besides food for donation?

SuperKids for SuperFoods focuses its efforts on hunger issues and taking action to provide healthy and nutritious food to families in need. However, we can recommend programs which accept clothes, toys and household items.

Can I volunteer at SuperKids for SuperFoods?

Contact us to find out what projects we have that need volunteers.

Planning Your SuperKids for SuperFoods Food Drive

1. Get started.

Contact SuperKids for SuperFoods and schedule a short presentation from SuperKids for SuperFoods staff to introduce the program and provide start up tips.

2. Turn in appropriate forms to SuperKids for SuperFoods staff.

3. Download and review the SuperKids for SuperFoods Toolkit from our website: www.superfooddrive.com.

4. Establish a small youth committee to plan and coordinate the food drive.

Select student leaders for the following committees:

- Planning
- Promotion
- Collection and assembly
- Volunteer recruitment
- Decoration/food

5. Allow the students to develop a plan for carrying out the food drive.

- Determine start and end dates for the food drive
- Decide where the collection/drop off sites will be.
- Set goals! Setting a goal is a great way to encourage teamwork and provide contributors with a sense of accomplishment. Make goals realistic and easy to understand. For example, you could set a goal to collect 200 lbs of food (1 can of food is approximately 1 lb.).
- Request barrels from SuperKids for SuperFoods or create your own.
- Decorate boxes/food barrels and place them in strategic locations where they are in public view, and use fliers to advertise your event.
- Contact local food businesses, service agencies, churches, clubs, schools to invite them to help out.
- Personalize the letter template. Describe the activity and discuss its benefits.

6. Students develop a one-page flier or use the provided food barrel poster describing the food drive.

Make copies of it and distribute it to local businesses and partners.

7. Maintain momentum by keeping participants updated about the food drive.

Send out emails announcing the food drive, post progress charts, and keep participant informed with regular competition updates.

8. Build awareness!

Use this food drive as an opportunity to spread the word about hunger in San Diego. Read and distribute the Hunger Fact Sheet 2010 and send out links to our website www.superfooddrive.com or www.sandiegofoodbank.org so that others can learn more.

9. Encourage financial contributions.

Send individuals to www.superfooddrive.com and donate using our virtual drive page or print and mail the financial donation form.

10. Take the time to thank everyone who participated.

Send thank you notes to local partners and businesses.

11. Throw a Celebration Party for the SuperKids for SuperFoods youth!

12. Publicize your success.

Let the community know the total amount of food you collected and how many meals your food drive will provide.

13. Bask in the success of your food drive!

Your donations will provide food to an individual or family in need.

Thank you for helping us Give the Gift of Health!

Food Collection Barrel Poster Template



Help us collect healthy non-perishable food for our neighbors in need.

All donations will be delivered to the San Diego Food Bank on _____, and will be put to good use feeding the hungry in our area.

Our Goal is _____ pounds of food!

Thank you for helping us Give the Gift of Health!

Sample Letter/Email to Targeted Local Businesses/Organizations



Dear _____,

We are partnering with the SuperKids for SuperFoods, a program of SuperFood Drive, and are hosting a SuperFood drive on [DATE to DATE] to benefit the San Diego Food Bank. This is a great opportunity to help feed the hungry in our community and I encourage you to join in our efforts. All food and funds raised will help the San Diego Food Bank supply food to those in need.

Here are some startling statistics about hunger in San Diego:

Poverty and hunger exist in San Diego. Even though San Diego is considered one of the wealthiest cities in the country, we still face a poverty rate of over 13%. This means, based on US Census figures, that **400,000 persons are living in poverty – 66,000 of whom are children.**

The goal of SuperKids for SuperFoods is to provide free food to those in need, while working to eliminate hunger and food insecurity in San Diego.

Here's how you can help:

1. Donate non-perishable foods in the marked barrels at collection points during the drive.
2. Donate Funds. For an official Financial Donation Form, please e-mail or visit www.superfooddrive.com and donate via our virtual food drive.

Thank you for your help!

[(your name) FOOD DRIVE LEADER & (your school/org.)] & SuperKids for SuperFoods



Yes - I want to partner with SuperKids for SuperFoods in the fight against hunger. Here is my tax-deductible gift.

Please fill in the form below and send or email to:

SuperKids for SuperFoods
2287 Oxford Avenue
Cardiff, CA 92007
Email: superkids@superfooddrive.com

My Gift

- \$25
- \$50
- \$75
- \$100
- Other \$ _____

Contact Information

Name _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Please check this box if you prefer to keep your gift anonymous.

Payment Options

- Enclosed is my check or money order made payable to Food for Others.
- I wish to donate by credit card. Below is my credit card information.

Circle one: Visa MasterCard

Card number (16 digits) _____ Expiration (mm/yy) _____

Card holder name _____

Cardholder Signature _____

“Giving the Gift of Health”

Kid-Friendly SuperFood Drive Shopping List

Grains

6-11 servings per day

- Popcorn
- Whole or Multi Grain Pretzels
- Brown Rice Cakes
- Whole Grain Goldfish Crackers
- Trail Mix
- Granola/Granola Bars (snack size)
- Mini Cereal Bars
- Whole Wheat Crackers
- Individual-sized Instant Oatmeal
- Graham Crackers



Vegetables

3-5 servings per day

- Dried Vegetable Chips (little to no added salt)
- Low-sodium Soups (in easy-to-open containers)
- Canned Corn
- Dried Edamame

Fruits

2-4 servings per day

- Canned Fruits packed in juice or water, not syrup
- Dried Fruits (preferably no added sugar)
- Individual-sized Applesauce (no sugar added)
- Individual-sized 100% Fruit Juice
- 100% Fruit Leather

Meat & Poultry

2-3 servings per day

- Tuna or Salmon packed in water
- Low-sodium Turkey Jerky
- Dried Lima Beans (no added salt)
- Nuts and Seeds (snack size; no added salt or sugar)
- Individual-sized Nut Butters (ie. Peanut, Almond)

Dairy

2-3 servings per day

- Low-fat or Nonfat Yogurt (snack size)
- Annie's Mac and Cheese
- Low-fat or 2% Milk Boxes



GIVING THE GIFT OF HEALTH

Giving the Gift of Health by providing nutrient-dense non-perishable food items to populations in need.

superkids@superfooddrive.com • www.superfooddrive.com

