

# How to hold a successful food drive for your local Trussell food bank

Thank you so much for supporting your local food bank by holding a food drive event. Your help and support will mean they can continue to support members of your community facing hardship.

## How to run a food drive



### Plan ahead

Find your local food bank and their contact information using our helpful find a [food bank tool](#).

- Reach out and let the food bank know you'd like to run a food drive for them. You can ask if they have:
  - Certain hours and locations to drop off donations.
  - Specific items they're running low on.
  - Leaflets about their work to advertise your food drive.



### Promote and run your event

Now that you've organised your food drive with your local food bank, it's time to promote and run your event.

Some helpful tips to ensure your food drive is a success:

- Place your food collection box in a heavily trafficked and highly visible area, like the entrance to your office, or your canteen.
- Consider running another fundraising event alongside your food drive to ensure you can raise as much awareness as possible.
- Send out emails, memos and newsletters to publicise your collection or event. You can also use social media and shared work calendars.
- Ask the food bank if they can provide any stories or statistics to advertise the work they do.
- Take lots of photos to drum up momentum for the food drive.



### Food donations are more vital than ever before...

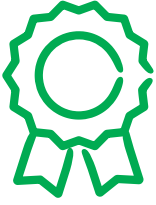
Over the past five years, the use of food banks has increased by a massive

**94%**  
**31%**

of all food distributed by food banks in the Trussell community now has to be purchased - compared to just 2.3% five years ago.

Running a food drive is one of the most important things you can do - to support our community of food banks, and help those facing hardship in your local community.





## Celebrate your success

Once the collection is over, make sure to celebrate your success and thank those who took part.

- Organise how you'll deliver the donations to the local food bank.
- Ask the food bank to weigh the donations. All donations received by your local food bank will be weighed.
- Ask the food bank manager for the total weight so you can share this with colleagues.
- Thank those who participated! Display certificates in your office or share a thank you on your internal channels.
- Ask colleagues to share photos and feedback from the event! This will help you thank those who donated. It'll also help you reflect on what went well and start planning for the next one.

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**With the cost of living biting everyone, our donations are down. Generous donors have less money to give and with food prices increasing their money doesn't buy as much as it did before.**

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**Cass Francis,**  
Southend Food bank



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