



Provincial Food Drive Kit



*Compiled by the
Promotions Committee
Revised January 2004*

Provincial Food Drive February 22 - 29, 2004

Many Units currently contribute to their local food banks and soup kitchens through a variety of projects such as food drives, hamper making, and food sorting, to name just a few. Provincially, we would like to capitalize on the great volume of service we give to our communities by co-ordinating as many events as possible into a Provincial Food Drive week. We have selected February 22 - 29, 2004. This is a fitting time to encourage our members to think about those less fortunate.

The food drive fits well with our Kids Helping Kids service challenge, as children make up a large percentage of the food bank recipients.

How Can We Participate?

Food Drive projects can be organized on an Area, District or Unit level. Whatever your Area decides, please report your event activities to the Community Relations Co-ordinator so that they can be included in the press releases.

What Is A Food Drive Project?

Projects are limited only by your imagination. Below are some ideas, but feel free to come up with your own. If your project provides food or support to your local food bank or other such service, it can be used as part of this initiative. Units that are working on the Kids Helping Kids service challenge can use their project for that challenge.

Ideas To Get You Going

- Focus on collecting one type of food (tuna, Kraft Dinner, etc.)
- Focus on a certain number of items and set a goal for your Unit
- Ask your meeting place to get involved. For example, if you meet at a church ask the congregation to bring in items. Have your girls (in uniform) at church on Sunday to collect items. Make sure you follow up with a "Thank You" to your meeting place.
- This is a "FOOD DRIVE" - see if you can fill a car FULL of food. Better yet, do the project as a District or Area and see how MANY cars you can fill.
- This is a Kids Helping Kids Event - collect kid food like baby food, Kraft Dinner, spaghetti, zoodles, ravioli or other fun but nutritious food.
- Gather food to the height of the tallest girl in your Unit.
- Gather food the weight of your leader, a circle, etc.
- Gather the number of items that matches your Unit number. For example, 126th Sparks would gather 126 items.
- See how many things you can gather that begin with the letter of the Unit you are in:
 - Sparks - spaghetti, squash, syrup etc.
 - Brownies - beans, butter, bread, etc.
 - Guides - green beans, grapefruit, etc.
 - Pathfinders - porridge, peas, etc.
- Build a castle, tower or wall of food in a public place.
- Go door to door and collect donations leaving a note that you will be back to sell cookies next week.
- Set up at a local mall or shopping centre and ask people to donate with you.
- Challenge another Unit, District or Area to collect more than you.
- Bring a friend – find a friend that wants to help and bring her along.
- Collect as many boxes of your favorite food as you can from everyone you know.

Sample Public Service Announcements

Here are some examples of PSAs that can be adapted to advertise your event to local media (papers, TV, radio, etc.). Don't forget to copy the Community Relations Co-ordinator by email (comrel@girlguides.mb.ca) or fax (774-9271). You can also contact her if you need a hand preparing your PSA.

Examples for Radio & TV

Help the Manitoba Girl Guides build a pyramid of pasta for Winnipeg Harvest on (date) at (location). Guides (Brownies, Sparks, etc.) from the (Unit #) Unit will be on hand that day from (time) to (time) to assist with your donation to the pyramid. Lend a hand, make a difference!

Contact (name and phone number)

Help the Manitoba Girl Guides collect food for Winnipeg Harvest. On (date) Guides (Brownies, Sparks, etc.) will attempt to collect their leaders weight in food! The Guide Units of the (District name) district are trying to collect (x) lbs. of food. On (date), bring your donation down to (location) between (time) and (time). Lend a hand, make a difference! Contact (name and phone number)

NOTE: Change district information to suit your needs. For example, the Guides of the (Unit #), Sparks, Brownies and Guides of the (Area), etc.

Sparks, Brownies and Girl Guides around (District) are collecting food for the (local food bank, shelter, etc.) on (date). Watch for them around your neighbourhood. Lend a hand, make a difference!

Contact (name and phone number)

Examples for Print (Community papers, newsletters, etc.)

Headline (Example only): Manitoba Girl Guides Help Winnipeg Harvest

Answer the "5 W's" – who, what, where, when, why.

For example, On (date), Guides of the (Unit #) will attempt to build a pyramid of pasta for Winnipeg Harvest. The event takes place at (location) from (times). Come down, contribute to the pyramid and help us help others. Lend a hand, make a difference!

Contact (name and phone number)

Area Responsibilities:

1. We need you to let us know who in your Area is participating, and how. Please complete the entry form for each activity being planned so we can include it in our pre-event press releases.
Have your Districts or Units complete the form themselves and submit by mail to the Provincial Office or email to promote@girlguides.mb.ca.
2. Send out local press releases about the events in your Area. Use the sample PSA's in this kit to assist you.
3. Report event results immediately following the events. This can be done individually by the event co-ordinators. Deadline is March 10, 2004.

Provincial Food Drive Report

Anyone hosting/organizing an event should complete this form immediately following the event so the information can be used in a press release.

Person completing the form: _____

Phone: _____ Email: _____

Brief description of event - include location: _____

Results / Description: _____

Pounds of food collected: _____

Number of hours of service given if applicable: _____