



FOOD & FUND DRIVE

COORDINATOR'S MANUAL

LET'S GET STARTED

Thank you for your interest in holding a food and fund drive for Feeding Hong Kong!

Food drives are a great way to generate additional food donations for Feeding Hong Kong at the same time as raising awareness of hunger issues in our community. Food drives also allow us to promote and encourage the most nutritious food choices possible.

Cash donations are equally important and the most successful food drives have a financial element. Members of the Feeding Hong Kong charity network pay no fee for the food that we rescue, sort, store and deliver direct to their doorstep. This allows them to redirect funds they would otherwise spend on food to extending service delivery. Your financial support is vital to continuing this service.

A food and fund drive can be held by any group of dedicated people. The drive can be as short as a day or as long as a month. The most important thing is that you plan, promote and manage your campaign in way that is fun, convenient and meaningful for you.

This manual is designed to guide you through the steps of planning a food and fund drive and to help you organise and promote your drive with friends, family and colleagues. We have included creative tips on how to build awareness and participation in your food drive, a list of the most needed food items and ideas for how else you can help Feeding Hong Kong after your drive is completed.

Your support will help us to continue to feed those struggling with hunger in Hong Kong. Thank you!



BRIDGING THE GAP BETWEEN HUNGER & FOOD WASTE

Feeding Hong Kong is a Hong Kong registered charity with a mission to fight hunger in the city and reduce the amount of quality food being sent to our landfills. Each day, we collect high quality food that would otherwise be thrown away, sort and store it, and then redistribute it to a network of welfare organisations, who in turn feed thousands of people in need.

We are an accredited member of the **Global Food Banking Network**, an international organisation dedicated to creating and strengthening food banks and national food bank networks.

For further information visit feedinghk.org.

WE'RE HERE TO HELP

If you have any questions or need further information, the Feeding Hong Kong team is happy to assist.

Tel: 2205 6568

Email: food-drive@feedinghk.org

Visit: www.feedinghk.org



6 EASY STEPS TO A SUCCESSFUL FOOD DRIVE

1. REGISTER YOUR FOOD DRIVE

Fill in the registration form. Our team will contact you to help plan your drive and answer any questions you might have.

2. SET YOUR GOALS

Set a benchmark for success. The goal can be based on the number of people taking part, the amount raised by your group last time, etc.

3. ORGANISE THE LOGISTICS

Set up a central location to collect and display your donations. We can support your drive with pull-up banners, postcards and collection containers.

4. PROMOTE YOUR FOOD AND FUND DRIVE

Share information in your organisation and community early and often! You can use posters, fliers and emails to advertise your event. You can also use your website or intranet to post announcements, photos and progress updates.

5. SORT YOUR DONATIONS

Help us receive and redistribute your donation swiftly by pre-sorting your donations. The golden rule is one type of food per box! Check out our sorting posters for what to do.

6. DELIVER YOUR DONATION

Contact our Food and Fund Drive Coordinator to let us know how many boxes of food you have collected and when you would like to drop them off at our warehouse. Delivering your donations makes a big difference to our team PLUS you can get a tour of the Feeding Hong Kong warehouse when you schedule your drop-off!



BE CREATIVE!

MAY THE BEST TEAM WIN

Organise a contest between departments, teams or groups with awards for the group that raises the most food or financial contributions.

EVERY PENNY COUNTS

Set up coin cans in prominent locations for people to donate their spare change.

FOOD FOR THOUGHT

Ask friends and colleagues to skip a meal and donate the money that they would have spent on food. This will also give participants perspective on how hunger impacts their daily activities.

LUNCH FOR A CAUSE

Hold a party or lunch as part of the drive with the price of admission set at 2 cans of food or a HKD30 donation.

LUCKY DRAW

Get co-workers or businesses to donate prizes for a draw. Sell tickets or give one ticket for each bag of groceries donated. Hold the draw at the end of the food drive.

THE FOOD FIGHT CHALLENGE

Challenge a similarly sized organisation to raise more food and funds than you.

FOOD FOR THE DAY

Refer to the list of most needed items and designate an “item of the day” for people to donate.



MAKING FINANCIAL DONATIONS

HOW DO I TURN IN DONATIONS?

Every dollar donated helps us extend our operations and ensure that our charity partners receive more nutritious food free of charge.

Cheques can be made payable to "Feeding Hong Kong Limited" and mailed to: *Feeding Hong Kong, Unit 715-717, Block A2, Yau Tong Industrial City, 17-25 Ko Fai Road, Yau Tong, Kowloon*

ATM or bank transfer can be paid directly to **HSBC: 848-183497-838**. Please email your name, mailing address, donation amount, donation date and a copy of the payment slip to us at:

food-drive@feedinghk.org.

You can also make your donation directly on [Charitable Choice](#) or [Just Giving](#).

Cash donations should be handed directly to a Feeding Hong Kong member of staff.

WILL DONORS RECEIVE A TAX RECEIPT?

All donations over HKD100 are eligible for tax deduction. If you would like a receipt, simply complete an FHK donation form at <http://bit.ly/2t8mHWE> and we will issue an e-receipt within 3 weeks.

CORPORATE MATCHING

Many corporations have a matching gift programme which helps your donation go even further! Please consult with your HR department to see if your company matches charitable contributions to Feeding Hong Kong. When making a contribution that your company will match, please enclose the paperwork required by your company.



WHO YOUR DONATION WILL HELP AND HOW

FOOD

All food that is donated from your drive will be distributed back to those most in need in our community. Feeding Hong Kong works with a network of charity partners at the frontline of hunger relief. These include shelters for the homeless, children's homes, senior day centres, refugee and migrant worker support centres and other non-profit programmes that provide food to the hungry.

FUNDS

Funds donated to us from your drive will be used to ensure that our service remains free of charge to our charity partners. We have secured many of our key products and services on a pro bono basis but we require funding to operate our warehouse, pay for utilities and cover fuel and maintenance for our vans. It is a donation that goes a long way – every HK\$100 helps us support 20 meals for someone in need.



WHAT ELSE CAN YOU DO?

VOLUNTEER

Schedule a day to volunteer with us after your Food and Fund Drive. You can visit us at our warehouse and help us to sort, pack and distribute food donations or sign up for a Bread Run and help collect surplus fresh bread at the end of the day. Visit [our website](#) to find out more.

GET INFORMED

Every day in Hong Kong we throw away 3,400 tonnes of food whilst 1 million people live in poverty struggling to afford three nutritious meals a day. Invite Feeding Hong Kong to speak to your organisation or community about hunger and food waste in Hong Kong and find out what else you can do to help. Presentations are tailored for your group.

BECOME AN ADVOCATE

Use this food drive as an opportunity to spread the word about hunger and food waste in Hong Kong. Share information about Feeding Hong Kong so that others can learn more.





THANK YOU FOR YOUR SUPPORT!

Feeding Hong Kong

Unit 715-717, Block A2 Yau Tong
Industrial City, 17-25 Ko Fai Foad,
Yau Tong, Kowloon

www.feedinghk.org



樂餉社
Feeding
Hong Kong