FOOD DRIVE INFO PACK

HOW TO GET STARTED

Feeding Hong Kong
樂餉社

LET'S GET STARTED

We're excited that you are interested in holding a Food Drive for Feeding Hong Kong. Welcome on board! This info pack has been designed to show you exactly how it's done.

WHAT IS A FOOD DRIVE?

A Food Drive is inviting your community to drop off donations of non-perishable food items which will be redistributed to vulnerable communities. It helps us top up our food bank to ensure we can share staple, valuable food, such as rice, noodles, cooking oil and canned foods alongside the items we rescue as surplus. A Food Drive can be one day, one month or more. It's up to you.

WHO ARE FEEDING HONG KONG?

We are a Hong Kong registered charity with a mission to save quality food from going to landfills while delivery food security in Hong Kong. We do this by collecting surplus stock from food companies, sorting and storing it, then redistributing it to charities. We are an accredited member of the international Global Food Banking Network.

WHO DO WE HELP?

We support over 150 charity partners including crisis shelters, senior support services, refugee and new immigrant community centres, after school clubs and other non-profit programmes that provide food to vulnerable groups.

Your support will help us continue to bridge the gap between surplus and need in Hong Kong. Thank you!

WE'RE HERE TO HELP

If you have any questions, 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 here. Our team will be in contact to answer any questions you might have and you will receive our Food Drive Kit.

2. SET YOUR GOALS
Set a benchmark for success. The goal could be based on the number of people taking part, the amount raised by your group last time, or to mark a special anniversary.

3. ORGANISE THE LOGISTICS
Set up a central location to collect Food Drive donations from your community. We encourage you to use your own boxes for collecting. Plastic or cardboard boxes both work perfectly!

4. PROMOTE YOUR FOOD DRIVE
Spread the word! We will supply you with templates for posters, emails, WhatsApp and PowerPoint decks to advertise your event.

5. SORT YOUR DONATIONS
Pre-sorting helps us redistribute food swiftly. One type of food per box is ideal! We will supply category labels for your boxes and advice on how to check date labels.

6. DELIVER YOUR DONATION
Let us know how many boxes of food you have collected and when you would like to drop them off at our warehouse or community collection point. After processing, we will share the impact of your drive!

FOOD DRIVE KIT

Once registered, we will supply you with the Feeding Hong Kong Food Drive Kit. This includes everything you need for a successful food drive campaign!

FOOD. WANTED, NOT WASTED

To help you collect the foods most needed by vulnerable communities at the same time as minimizing waste, we will share:

- Printable campaign labels for your collection boxes
- Category labels for pre-sorting foods
- List of Food Rules to avoid wastage

ENGAGING YOUR COMMUNITY

We will supply you with bi-lingual editable materials to promote your Food Drive, including:

- Food Drive poster with QR code
- Email template
- WhatsApp template
- PowerPoint introduction

SAYING THANK YOU

We will provide editable templates for you to use at the end of your Food Drive so that you can announce your results and celebrate your impact:

- Thank you email
- Thank you poster
- Survey

FOOD RULES
We can accept food that is

- Non-perishable and can be stored at room temperature
- In original, unopened packaging with a clearly stated best before or use by date and manufacturer
- No more than 2 months beyond its BEST BEFORE date.

Did you know that foods past their 'Best Before' date are still safe to eat?

This is not the same as the 'Use By' or 'Expiry' date which tell us the date food must be eaten by.

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.

LUCKY DRAW

Invite local businesses to donate prizes for a draw. Sell tickets or give one ticket for each bag of foods donated. Hold the draw at the end of your Food Drive.

THE FOOD FIGHT CHALLENGE

Challenge a similarly sized organisation to raise more food 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.

ELEVATE AN EVENT

Add a Food Drive element to any event, exhibition, or even sport competition by featuring collection boxes and encouraging people in advance to bring donations along.

CELEBRATE YOUR ANNIVERSARY

Collect 10 tonnes of food to celebrate your 10th Anniversary, or other milestone.

WHAT ELSE CAN YOU DO?

VOLUNTEER
Schedule a day for your team to volunteer with us after your Food Drive. You can help us to sort, pack and distribute food donations at our warehouse 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 over 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.

BECOME AN ADVOCATE
Use this Food Drive as an opportunity to spread the word about food waste and food security in Hong Kong. Share information about Feeding Hong Kong so that others can learn more.

FINANCIAL DONATIONS
Every dollar donated helps us extend our operations and ensure that our charity partners receive more food. Consider coin collection boxes, inviting cash donations instead of food, donating the value of a meal, or supporting corporate matching. Click here for methods to donate.

THANK YOU FOR YOUR SUPPORT!

Feeding
Hong Kong

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