



Food Drive & Fundraising Handbook



About Us

Thank you for thinking of the Burlington Food Bank for your food drive or fundraising event. Your efforts will help us with our mission to provide nutritious food to the hungry of our community in a dignified and timely manner. Your support will help sustain and build up our local programs and ensure that a supply of emergency food is available all year round. This guide covers all the information you will need and provides tips and ideas for your food drive and/or fundraising event.

Steps on Holding a Food Drive or Fundraising Event

Quick Steps

1. Identify when you want to host a food drive/fundraising event
2. Register your food drive/ fundraising event at <https://www.burlingtonfoodbank.ca/event/>
3. Promote it via email, social media and word of mouth
4. Have fun!

After registering, a member of our Events Team will be in touch with you about your event, if you would like.

If you have any questions, please email info@burlingtonfoodbank.ca

Food & Fundraising Ideas

Are you planning a food or fundraising drive, or both? Not sure when to begin or what to do? Here are some fun ideas to get you started. We encourage you to have fun and to get creative! **Easy ways to get started:**

- **Align your event with a pre-existing work event:** Turn a dress down Friday into a fund drive by collecting \$2 to participate that week.
- **Everyone likes a challenge:** Create a friendly competition with friends, co-workers or other organizations. Challenge them to meet your contribution!
- **Donations in exchange of gifts:** Have your friends and family give donations of food and/or funds instead of gifts for your birthday party, retirement celebration, baby shower, etc.

Food/Fundraising Drive Ideas

Food Drive Ideas	Fund Drive Ideas
Hold a workplace/school challenge and have prizes for the winning team who collects the most food.	Hold a workplace/school challenge and have prizes for the winning team who raises the most money.
Make can sculptures. Google or Pinterest "Canstruction" for inspiration.	Have a "Casual Dress Day" and donate to participate.
Theme your food drive – Align with national holiday themes, monthly holiday staples, and more.	Host a golf or bowling tournament.
Three Meals a day – Collect for a specific type of meal (Breakfast, Lunch, Dinner)	Host a used book sale or bake sale.
Event Admission – Reduce admission for every can or box brought	Have a staff/school BBQ
Fill the principle or boss's office challenge	Hold a raffle in your office or at your event
OR DO BOTH!	

Register Your Event!

Registering online at <https://www.burlingtonfoodbank.ca/events/> is crucial to ensuring we capture all necessary information about your food or fund drive. This allows the events team to better help you throughout the process.

Promote Your Event!

Remember to spread the word about your event!

- Send out email blasts
- Post information on staff bulletin/forums
- Put up posters in highly visible areas.
- Use your social media to get the word out.
- Create a Facebook event page.
- **Tag us during your event so we can share! @BurlFoodBank**

****HINT HINT* Word of mouth is still one of the most effective forms of promotion!***

We love to see what you are doing!

Your efforts and creativity are appreciated by us and we encourage you to send us your posters, other collateral and pictures of your event! We would love to showcase your event on our social media (if open to the public). Email info@burlingtonfoodbank.ca

Due to confidentiality we do not provide our sponsor, donor or media list nor do we send out 3rd party event details to our mailing lists.

Materials You May Need

We have some promotional materials available to help with your food drive/fundraising event (free of charge). Materials are available to pick up from our office during business hours.

Food Drive Donation Bins: These are blue (sometimes black) bins with the Burlington Food Bank logos. Bins come in 2 sizes from 36" (long) X 24" (wide) x 28" (tall) or 42" X 28" X 32"

- Make your donation go further by using your own boxes. Box posters available to print [here](#).
- Please note food drive bins are the property of the Burlington Food Bank. Please do not write on the bins, as we re-use our food drive materials. Please return any bins or totes borrowed.

Posters: Generic food drive posters with areas to add in your own details. These are printable from our website.

Event and Food Drive Guidelines

Food Donation Pick-ups

- Donation pick-ups are available for food drives that raise more than 300 pounds of food which is approximately one Burlington Food Bank food drive bins.
- Make your donations go further by delivering them directly to the Burlington Food Bank. This helps us save on transportation and fuel costs.
- We have food donation drop-off locations in various locations on the west side of Burlington (including Fortinos, Longos and Food Basics on Fairview St, Freshco and No Frills on Brant St, Walmart on Fairview (Walmart is seasonal for donation drop-offs) also the following Fire Halls: Headquarters on Fairview St, Cumberland (@New St), Upper Middle Rd (just west of Guelph Line), and Waterdown Rd (just north of Plains Rd). Please do not drop off monetary donations in these bins.

Monetary Donations



- Monetary donations can be delivered to the Burlington Food Bank (1254 Plains Rd E, Unit 1A), Monday through Friday from 8 a.m. to 4 p.m. Cheques must be payable to the *Burlington Food Bank*. Please mark it to the attention of the *Events Department*.
- Please do not send cash through the mail.
- You can make a secure donation online through our website [here](#).

Tax Receipts

- Donations of \$20 or more are eligible for an official tax receipt. Items won at live or silent auctions or raffle tickets are not eligible for such receipts.
- If a donor would like an official tax receipt for their donation of \$20 or more, we require the name, full address, phone number and donation details in order to process a tax receipt.
- Only those making a gift can claim a tax receipt. Tax receipts cannot be issued to another individual making a gift or group collection. For more CRA tax guidelines please visit www.cra-arc.gc.ca

- The tax receipt information must be submitted at the same time as the financial donation.
- **Please note offering the tax receipt as a prize for a raffle is not allowed by CRA.**

Online Donations

Some donors prefer the convenience of making a monetary donation on-line. Customized online donation pages are available for events. Please contact info@burlingtonfoodbank.ca if you wish to receive more information about online donation web pages.

Speaking Engagements

- If you wish to have a Burlington Food Bank speaker at your event, please contact info@burlingtonfoodbank.ca Please note we have a small staff team, but we will do our best to find a speaker for your event.
- Speaker requests must be submitted **two weeks before your event** date (three weeks during the Holiday season – October to January).

Use of Burlington Food Bank Logo and Name

- If you create materials to promote your event, please send a copy to info@burlingtonfoodbank.ca before printing. **Do not alter the Burlington Food Bank logo in any form.** We reserve the right to approve or request changes to all marketing materials using our logo. An electronic copy of the logo can be provided.



Thank you again for collecting food and raising funds for the Burlington Food Bank! Your efforts help us provide food for 26 agencies throughout our community and the over 1000 clients we serve directly each month.