

# FOOD DRIVE GUIDE



**denum**   
DENVER URBAN MINISTRIES

**Today's Needs...Tomorrow's Hope**

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# About DenUM

The mission of Denver Urban Ministries is to nourish the spirit of community and cultivate urban life. We provide resources for persons in crisis and create opportunities for individual and community growth and service. DenUM **meets people in crisis** in Outreach Services, **develops self-sufficiency** through Job Services, **strengthens the community** through Advocacy, and **fosters awareness and growth** through our Urban Education program.

*DenUM's approach to providing services motivates individuals, creates genuine relationships, involves the community, and prevents future poverty.*



A mural on the side of DenUM's building at 1717 E Colfax Ave. Painted by Carlota Espinoza, the mural depicts many of DenUM's programs and services.

## In 2007, DenUM...

- ◆ Distributed 208,946 pounds of food to 7,998 families, serving 26,393 men, women, and children
- ◆ Provided sack lunches to 906 homeless individuals
- ◆ Served 5,409 individuals with free weekly produce
- ◆ Helped an average of 20 families per month obtain food at wholesale prices from SHARE Colorado
- ◆ Provided 11,194 individual services in Job Services
- ◆ Helped 1,470 U.S. citizens obtain government-issued identification
- ◆ Kept 739 people in stable housing by providing rental or utility assistance
- ◆ Educated 1,224 young people about issues facing the low-income population through the Urban Education program
- ◆ Provided volunteer opportunities for community volunteers totaling 9,876 service hours—valued at more than \$190,000

**DenUM depends on the community to provide these services—congregations, foundations, corporations, and individuals just like you.**

# Organizing Your Drive

Everything you will need to organize a successful food drive is in this packet! You'll find creative ideas for drives, a list of most-needed items, nutrition information, registration forms, and information on hunger in our community. Here is an outline of a drive to get you started:

## Set a Goal

Setting a weight or total contribution to work toward will help you determine strategies for collecting donations and give your group a benchmark for success.

## Plan Early

Include a number of people from your organization in planning your drive. Begin planning early! Form teams to work on publicity, food collection, food delivery, education, and/or a kick-off event.

## Register Your Drive

Make sure DenUM knows the food is coming by registering your drive. You can register three ways: via mail, using the registration form included in this packet, via email, by sending the same information to [katie@denum.org](mailto:katie@denum.org), or by calling 303.350.5064

## Use DenUM's Resources

Give your food drive visibility by borrowing DenUM posters with information about our programs and services! DenUM can also provide banana boxes for food collection and, in some circumstances, can pick up food directly from your organization.

## Publicize Your Drive

Publicity is key! Create posters and flyers using DenUM's logo to advertise the drive, make announcements in group meetings or over the PA system, or send a mass email to members of your organization.

## Learn More About Hunger

Use the information in this packet as a starting point, then contact DenUM's Urban Education Coordinator ([urbaned@denum.org](mailto:urbaned@denum.org)) to arrange an educational experience for your organization that will help you understand the impact your drive will have on our low-income neighbors.

## Drop off Donations

Bring your food donations to DenUM—1717 E Colfax Ave—between 9 a.m. and 3:30 p.m. Monday-Friday (9 a.m.—noon on Wednesday). If you have a large amount of food to be picked up, make sure it is easily accessible. Or, organize a group to deliver the food, weigh it, sort it, and pack it into bags!



"Feeding the 5,000" by St. Luke's UMC  
September 9, 2007

**If you have questions along the way, contact DenUM at 303.355.4896**

# Ideas for Success

Now that you've set your goal, how will you make your drive a success? Here are some creative ways to help members of your organization remember to donate—and to make the drive fun and memorable!

**Donation Bags** Gather plastic or paper bags and give them to members of your organization to take home and return full of food. Attach a “shopping list” of preferred items to remind people of what is most needed. See the “Food and Nutrition” page or call DenUM to help develop your shopping list.



## Take the “Give a Tenth”

**Challenge** If you spend \$100.00 a week on groceries, buy 10 percent more or \$10.00 worth of items to donate to DenUM. Or, donate \$10.00 to help DenUM buy food for those who need it.

Your Grocery Bill	10% for DenUM
\$100	\$10
\$150	\$15
\$200	\$20

**Pick Five** The USDA’s Food Pyramid suggests picking from the five major food groups for a healthy diet. Each time you do your grocery shopping, add five items to your cart for DenUM clients. These could be “buy-one-get-one-free” items, which entails no additional expense! Collect these items in a central location, and then bring them to DenUM to help fill our pantry.

**Spare Change** Have a “loose change” bin sitting in a prominent location at your organization (for example, the cafeteria checkout line) Members can donate the change from purchases to DenUM!

**Collect Toiletries from Vacation Spots** In addition to food, DenUM collects toiletries to help job-seekers look clean and well-groomed. As you travel and stay in hotels, collect complimentary soaps, shampoos, conditioners, and lotions. Deliver these to DenUM to help fill hygiene kits for job-seekers.

**Jeans Day** Let your staff wear jeans if they meet their food drive goals or host competitions between floors to see who can collect the most food—winners can wear jeans or casual clothes for a day. Or, sell “jeans passes” to purchase the privilege of dressing down, with all proceeds going to DenUM.

**Competitions** Create competitions between classes, departments, groups or floors to see who will collect the most food or money. Be sure to have a prize in place for the winner!

**Other Ideas** Host a fundraiser such as a bake sale, car wash, or concert. Recognize loved ones on birthdays or anniversaries by sending a gift to DenUM in their name. Remember, DenUM collects hygiene and infant items in addition to food. Come up with your own creative ideas!

**Remember: Drives collect more food when they are paired with benefits!**

# Food & Nutrition

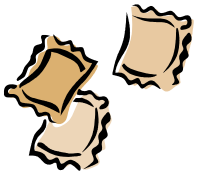
DenUM's food bags are designed to provide enough nutritional content to feed a family of 3 for 3-4 days. To help us meet this goal, please donate healthy, non-perishable food items that have been recently purchased. Here is what we need most!



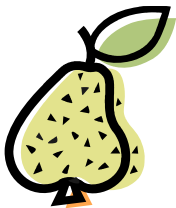
**Meat & Beans** Tuna, peanut butter, canned chili, stews, canned meats, and canned and dry beans. Proteins are the building blocks for bones, muscles, skin and blood.



**Vegetables** Canned corn, green beans, peas and carrots, and all soup products (canned or dry). Vegetables provide fiber and are naturally low in fat, helping reduce cholesterol and lower the risk of heart disease.



**Grains** Cereal, oatmeal, grits, pancake mix, pastas, rice, potato mixes, and macaroni & cheese. Grains contain complex carbohydrates, which are important sources of energy.



**Fruit** Canned fruit and fruit juices. Fruit is naturally low in fat and sodium, and contains nutrients such as Vitamin C that help heal cuts and wounds and keep teeth and gums healthy.



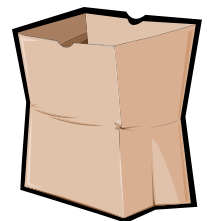
**Milk** Powdered, canned, and boxed milk. Milk contains calcium, used to build bones and teeth and maintain bone mass. Families need milk to serve cereal, soups, desserts, and much more.



**Baby items** Milk- or Soy-based infant formula, baby food in serving-sized jars, and dry cereal. Baby items are too expensive for many mothers to buy and essential for a baby's health!

## A typical food bag given to clients from DenUM's Food Pantry contains:

- 1 box cereal
- 2 cans fruit
- 1 each peanut butter & jelly
- 1 can tuna or canned meat
- 2 cans vegetables
- 1 can meal-in-a-can (chili, Spaghetti Os)
- 2 boxes macaroni & cheese
- 1 each rice, beans, pasta
- 1 box side dish (stuffing, potatoes)
- 1 jar spaghetti or tomato sauce
- 2 cans soup
- 1 item dessert (cake mix, cookies)
- 1 box powdered milk
- 1 large fruit juice



**What would you give to your best friend if he or she were in need?**

# Learning About Hunger

Urban Education is designed to give experiential service-learning opportunities to individuals, churches, businesses, and schools interested in issues of poverty and urban life.

DenUM's Urban Education Coordinator can help you plan educational activities to teach members of your organization about hunger and develop understanding of the importance of your drive to the Denver community.

## Plan a day at DenUM!

- ◆ Hear the stories of a formerly homeless speaker
- ◆ Participate in a poverty simulation
- ◆ Take the Food Stamp Lunch Challenge
- ◆ Walk the route of the homeless downtown
- ◆ Volunteer in DenUM's food pantry  
*A per person fee of \$10 is appreciated.*

## Other Urban Education Activities

### Food Stamp Challenge

- ◆ Can you make it on a food stamp budget? Gather pledges to support your week-long or month-long efforts, and make a difference for real families living on the edge

### Hunger Meals

- ◆ The Hunger Banquet is a simple supper fundraiser that increases awareness of hunger and inequality in Denver through local facts and testimony

## Volunteer/Service Opportunities

- ◆ Plan a food, diaper or toiletries drive for DenUM
- ◆ Volunteer in the DenUM food pantry

After participating in Urban Education, Ryan wrote, "Urban Education reminded me to not react differently to those who are visibly different; we are all the same in the sense that we have stories, hopes, dreams, and dignity."

## Game of Life

- ◆ A thought-provoking poverty simulation activity, appropriate for teen and adult groups
- ◆ Participants adopt a real family's identity and try to live "as them" for one month. Every family in the game is living in poverty and on the brink of homelessness
- ◆ Participants must make realistic and thoughtful decisions about everyday challenges such as paying the rent, buying groceries, accessing transportation, and dealing with unexpected expenses

*A per person fee of \$5 (when played at DenUM)  
Or \$50 travel honorarium is appreciated.*



**Contact the Urban Education Coordinator: 303.350.5062 or [urbaned@denum.org](mailto:urbaned@denum.org)**

# Registration Form

Register your drive and request boxes and/or posters by submitting the information on this form.



## Contact Information

Organization Name: \_\_\_\_\_

Food Drive Coordinator: \_\_\_\_\_

Address: \_\_\_\_\_

Coordinator's day phone ( ) \_\_\_\_\_ Email: \_\_\_\_\_

Name/title of other contacts to receive a post-event acknowledgement: \_\_\_\_\_



## Event Information

Event Location (if different than above): \_\_\_\_\_

Our event begins: \_\_\_ / \_\_\_ / \_\_\_ Our event ends: \_\_\_ / \_\_\_ / \_\_\_

Describe your event's activity in detail: \_\_\_\_\_



## Fundraising Goal

\$250     \$500     \$1000     \$2,000     \$5,000     Other \_\_\_\_\_

**Food Goal** (an average food bag given out at DenUM weighs 27 pounds)

250 lbs     500 lbs     1000 lbs     2,000 lbs     5,000 lbs     Other \_\_\_\_\_



## Delivery Information

We will deliver food and money donations to DenUM after the drive has ended  
(DenUM is open 9:00 a.m.—3:30 p.m. M/Tu/Th/F and 9:00 a.m.—noon Wed.)

Please have DenUM to pick up our food on \_\_\_/\_\_\_ Preferred time: \_\_\_\_\_ A/P  
FOR VERY LARGE DRIVES ONLY. Please have all donated food in bags or boxes and  
easily accessible.



## DenUM Resources (please check any you would like)

Banana Boxes     Posters     Logo (\*.jpg)     Other



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