



Fundraiser Planning Kit

This kit includes:

- Information about the program
- Steps for organizing a successful event
- Ideas for making it fun and rewarding

Message to the Planner:

My sincere thanks for your interest in helping hungry children in Eastern Oklahoma. I believe the problem of childhood hunger is not just a moral issue but also a social one. A child who is ill-equipped to learn because of hunger and poverty is more likely to face a variety of challenges as an adult. As such, the existence of childhood hunger threatens to impact our future prosperity. In holding a fund-raising event, you play an essential role in helping ensure a better future for all Oklahomans.

I hope the information provided in this kit will help you organize a successful, fun and gratifying event.

Cathy Elliott
Manager,
Food 4 Kids Backpack Program



It Takes Money . . .

All it takes is **\$145 per student** to feed a child on weekends **for an entire school**



year. Because of the Food Bank's contacts with other food banks and corporations, we have significant purchasing power available to us. Thus, your financial contribution is multiplied and reaches further.

Please help!

For each contribution of \$145, a hungry student will receive food every weekend for an entire school year.

. . . And Volunteers

It takes lots of volunteers to make the *Food 4 Kids* program work . . . It takes volunteers to assemble hundreds of backpacks each week by hand before they can be distributed to the schools. Working in groups makes it fun and you leave knowing you have truly made a difference. If you or your group would like to help assemble backpacks, contact **Kate Pelizzoni**, Director of Volunteer Services, at (918) 585-2800, ext. 112, or e-mail kpelizzoni@cfbeo.org.

It takes volunteers to distribute the backpack items to schools so each Site Coordinator can place them in the hands of the students. As we add schools to our program, the question of maximizing distribution becomes more important. If you, your club or organization has a truck, van or SUV **and** people available for on-going distribution of boxes to a designated school(s), please contact **Cathy Elliott** at (918) 585-2800, ext 115 or email celliot@cfbeo.org.



For more information, contact

Cathy Elliott

Manager, *Food 4 Kids* Backpack Program
(918) 585-2800, ext. 115 or
celliot@cfbeo.org

What is Food 4 Kids?

It is a program that provides a weekly backpack of shelf-stable, nutritious food to children identified by their school as being at risk of hunger over the weekend, when free or reduced-cost school breakfasts and lunches are not available. It started during the fall 2005 school year with four elementary schools in the Tulsa Public School District and has grown to sixteen schools. Our hope is to expand the program to include **all** at-risk, school-aged children in our service area **as resources become available.**



The Reality of Child Hunger in Oklahoma

Oklahoma is among ten states showing a significant increase in hunger over the last five years. We rank eighth in the nation in the number of hungry people per capita and sixth in those at risk of going hungry. Sadly, children are often the ones who suffer the most. Of the households served at emergency food pantries through the Food Bank's partner programs, 34 percent are children under the age of 18. Fifty-four percent of Oklahoma's school-aged children qualify for their schools' free or reduced-cost breakfast or lunch program. Studies show that school performance is profoundly affected by hunger. Hungry children find it more difficult to concentrate, are frequently sick, oftentimes hyperactive, aggressive, irritable and withdrawn. What's more distressing is knowing that hungry children are less likely to become productive citizens.



Food 4 Kids Program Does Make a Difference

Each participating school designates a *Food 4 Kids* Site Coordinator, who serves as the liaison between the school and the Food Bank. Said one Coordinator, "This program is nothing short of a miracle." Additional feedback from school personnel speaks for the efficacy of the program:

- Students attend school more often.
- They are more confident in their ability to learn.
- There is a noticeable improvement in the child's behavior.
- Students are much more alert and stay on-task more.
- There has been positive growth in school participation because the program builds self-esteem in the children.



More About the Food Bank

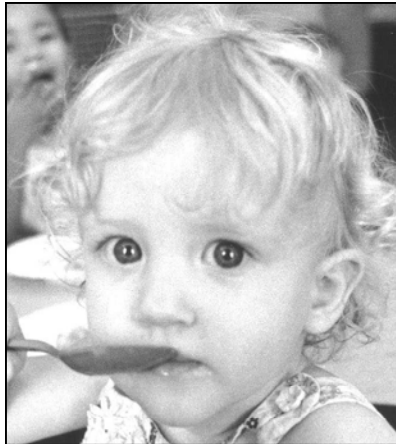
Founded in 1981, the Community Food Bank of Eastern Oklahoma is a nonprofit organization that serves as a clearinghouse to 440 charitable programs in 24 counties in Eastern Oklahoma. We purchase, warehouse and distribute food to food pantries, soup kitchens, shelters, after-school programs, service agencies and senior citizen centers. Most of these programs receive more than half of their food from the Food Bank.

Ten Steps for Organizing a Successful Event

It's easy to hold a *Food 4 Kids* fund! Just follow the steps below to help ensure a successful event.

1. Register your event. Fill out the Participation Form and fax it to (918) 585-2862 or e-mail cstevens@cfbeo.org. Please fill it out completely so we can properly support your event.

2. Select specific dates and locations. Determine what time frame would be most effective in maximizing participation: a day, a week or a month. Then decide where your event will take place. Will it occur at one location or several?



3. Organize a committee. A successful event often depends on those who organize it, so be sure to ask for help from team members who are dedicated, enthusiastic and good at motivating others.

4. Set a goal. This should be based on the number of potential donors. Reaching for a target can help build momentum.

5. Pick up material from the Food Bank. We provide free posters, coin canisters and contribution envelopes. Mark clearly on your Participation Form how many of each item you will need. Picking up your material at the Food Bank allows us to make the best use of our resources.

6. Promote your event. Promote your event early and often. Display posters in highly visible locations. Send out e-mails and voice mails. Include reminders in newsletters, on your Web site or in paychecks. Invite a speaker from the Food Bank to explain the reality of hunger in the lives of Oklahoma's children. Don't forget to provide periodic updates on your progress.

7. Make it easy to contribute. Put contribution canisters and envelopes in high-traffic, easily-accessible locations. If your facility is large, consider having more than one drop-off point.

8. Count your money. After the drive, count any cash and put it in an envelope. Mark the amount on the outside of the envelope and seal it. Anyone wanting a receipt for a cash contribution will need to provide their name, address, telephone number and the amount of the contribution. A receipt will be mailed separately. Checks should be made payable to: *Community Food Bank of Eastern Oklahoma* and, on the Memo line please put "Food 4 Kids."

9. Deliver your contribution. Transportation is a significant cost. If you cannot mail a check, please consider delivering the contribution to the Food Bank as part of your contribution.

10. Celebrate your success! Share the results with everyone. Send out thank you notes, throw a party and recognize those who contributed. We will send you a letter listing the total amount of money raised.

Adding Fun to Your Event

Involve clients or customers. Offer a discount or gift to those who contribute.

Make it competitive. Divide into teams by departments, floors, classrooms or challenge another organization. Reward the winners with a pizza party or a "go home early" coupon.

Exchange "beans for jeans." Allow participants to wear jeans in exchange for a contribution.

Find creative ways to raise money. Consider a bake sale, carnival, car wash, garage sale, pie-throwing contest or silent auction.

Hold a Bedlam Series. Decorate contribution canisters with school colors. People can vote for their favorite team with money.

Arrange for matching funds. See if your principal, CEO or corporate office will match your contribution.

Skip a meal. Encourage participants to skip lunch or bring their lunch and contribute what they would have spent eating out.

Capitalize on special occasions. For instance, during *Mardis Gras*, elect a King and Queen using money as votes.

Make it an event. Include a fund drive during your company picnic or host a party and charge a fee for admission.



For other ideas, contact

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