



**Heart of Alabama**  
**FOOD BANK**

*Feeding Hope by Fighting Hunger*

Heart of Alabama Food Bank

# Food & Fund Drive Toolkit

*Formerly known as Montgomery Area Food Bank*





# Contents

01/  
About the Heart  
of Alabama Food  
Bank

02/  
Where to Start:  
Overview of  
Food & Fund  
Drive

03/  
Make a Plan &  
Work your Plan

04/  
Food Drive  
Promo Materials  
(Download)







# Introduction

The Heart of Alabama Food Bank is committed to sourcing, acquiring, and distributing nutritious food to those experiencing hunger and food insecurity throughout our 35-county service area. Our vision is to cultivate a community where everyone can access nutritious food. The work our network of 500+ partner agencies, do every day changes lives and Feeds Hope Across Alabama.

Last year, we distributed 27 million pounds of food to our neighbors in need across Alabama! Our distribution system takes food that otherwise would have gone to waste and provides it to people who struggle to make ends meet, often choosing between food and other basic necessities such as medications and utilities.

Hundreds of local organizations and individuals host food and fund drives that benefit the Heart of Alabama Food Bank annually. We depend on these donations to fuel our mission to fight hunger and food insecurity in our community. Anyone can start a food & fund drive, and this toolkit will help you make it a success!



# Where to Start: Overview of Food & Fund Drives

## Food Drive

Food Drives are an interactive and rewarding experience for your place of employment, church group, school, or organization to collect nonperishable food items to donate to the Heart of Alabama Food Bank. Donated food keeps our warehouse shelves stocked, allowing us to reach even more neighbors in need. Every donation counts, whether you are one person looking to help or want to involve others as a group!

## Fund Drive

If you would like to host a Fund Drive, we can create a custom donation page, allowing your group to collect funds hassle-free! This is a great way to involve different people from your business, church group, or family! Fund Drives are incredibly impactful because a \$1 donation provides 5 meals. We can purchase food at a much lower cost than at a grocery store, and we can buy exactly what we need. All funds raised help us acquire and distribute more food across Alabama!

## Or Both

Maximize your efforts by hosting a Food & Fund Drive, giving your group an opportunity to donate funds and food to make a more significant impact! There are many ways to combine food and fund drives, we encourage you to get creative!



# Make a Plan & Work your Plan

## Food Drive Questions

For questions about food drives contact Community Engagement Coordinator:

**Amy Dennis**  
**[adennis@mafb.org](mailto:adennis@mafb.org)**

## Pick your dates

The length and date of your drive is up to you. We recommend at least 2 -4 weeks to give participants enough time to bring their donations.

## Decide if you will collect food, funds, or both!

You decide how you would like to contribute to the Food Bank! Will you collect non-perishable food items, money, or both? Making your drive a Food & Fund Drive allows your participants to contribute however is best for them. We can set up customized donation links for each drive, making giving easy. Cash and Checks are also accepted!





# Set a goal

It helps to set a goal that participants can work towards, such as gathering 500 pounds of food, filling three food drive boxes, or collecting \$500 worth of donations! If you have a business, you can fill your lobby or start a competition between departments or another group or business to see who can collect more food and funds before the deadline.



## Register your Food & Fund Drive

Please register your food or fund drive:  
**REGISTER HERE**

Our Food Drive team can help you get set up with everything you need for a successful food & fund drive.





## Collection Bins

The food bank needs and encourages food drives of ALL SIZES. We will provide boxes at no cost if a representative from your organization can pick them up from our warehouse.

## Boxes

You can utilize your own boxes for your food drive. Small to medium boxes work best for collecting food items. They are not too heavy when full and; you can decorate them with posters! We recommend using boxes for drives where you expect to collect less than 200 pounds.

## Barrels

We can provide large barrels. These barrels hold about 200 pounds of food. They are a great way to show people your drive supports our Food Bank! Keep in mind that once these barrels are filled with cans and other food items, they become heavy. If you would like to utilize our barrels, please indicate that on the registration form for your food & fund drive. You can schedule a time come by and pick up from our warehouse.



# Dropping Off Food

See our list of most needed food items on our flyer at the end of the toolkit. You can drop off donations at:

**Warehouse 4 (Receiving) is located at:  
521 Trade Center Street Montgomery, AL 36108  
Monday – Thursday 6:00 am – 2:30 pm or  
Friday 6:00 am – 11:30 AM.**

Our trucks stay busy picking up food from grocery stores and donors during the week, so we need your help to get donated food to our warehouses. The Heart of Alabama Food Bank will assist with picking up your food donation if you have collected over 500 items or have special circumstances. Please contact us at HAFB to arrange a pickup.





# Promoting your food/fund drive

Spread the word about your drive! Create posters, decorate your donation boxes, and post updates on social media! Make sure to tag us: Social media links:



@MontgomeryAreaFoodBank



@heartofalfoodbank



@hearofal



@heartofal



@heartofal

If you need logos or other information for promotional materials, contact our Community Engagement Coordinator, Amy Dennis at [adennis@mafb.org](mailto:adennis@mafb.org).





# Connect further with the Food Bank

Let us at HAFB know if your organization, group, or business is holding an event to kick off or conclude your drive! We would love to come out and speak about our mission and how impactful food & fund drives are to the Food Bank!

We want you to stay engaged with the Heart of Alabama Food Bank for years to come! There are lots of ways to join us in our mission to fight hunger and Feed Hope Across Alabama. Visit our website to learn more: [www.hafb.org](http://www.hafb.org)





Most Needed Items — Food Drive Poster —  
Flyer to Download Flyer to Adhere to Boxes

[Download Here](#)

