Tips and tools for your business or organization to support the Rhode Island Community Food Bank

rifoodbank.org
Every day, thousands of Rhode Islanders seek food assistance at one of the Food Bank’s member agencies. They are our neighbors, our colleagues and our friends and they need our help.

Through your business or organization, you can help collect food and funds that will provide them with food…and hope.

**Can one company make a difference?**
**You bet it can!**

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**Your Company Can Support The Food Bank**

The Rhode Island Community Food Bank is an essential part of the safety net for Rhode Islanders from every background. Each month, the Food Bank provides food to more than 53,000 people through a statewide network of food pantries and meal sites. We distribute more than 10.5 million pounds of food per year to our 158 member agencies who serve people on the front lines of hunger.

As we work together to build a healthier future for our state, we must remember that many people struggle economically and need help putting food on the table. The long-term jobless, the working poor, low-income seniors and people with disabilities still need our help. When you see an adult struggling to get by, chances are there’s a child in the home who is suffering, too.

The Food Bank is funded primarily by gifts from individuals, corporate donations and foundation grants. It’s our job to ensure that no Rhode Islander goes hungry, but we need your help to get the job done.
Your Company Will Benefit

In addition to strengthening your community, your company will benefit by engaging your employees and customers in helping end hunger in Rhode Island. Here’s how:

- Team building opportunities
- Promotion of your organization as a good corporate citizen
- Community engagement across your footprint
- Service experiences for employees

Tips for Success

Set specific goals - how many pounds of food or how much money will your company raise?

Establish a timeframe – limiting the amount of time for a campaign creates a sense of urgency.

Engage and motivate participants – host a Lunch & Learn with someone from the Food Bank or provide your employees with the opportunity to volunteer at our warehouse or a local pantry.

Provide a company match – knowing that their contributions will be matched inspires employee and customer participation.

Recognize or incentivize employees – offer prizes and awards to individuals or teams who demonstrate outstanding efforts.

By providing incentives to your employees, you can create a fun, engaging activity that they’ll want to repeat year after year. Be sure to create a plan to reward and motivate your team!

Let Us Help You

You’re not on your own. We can help you plan and implement your food or fund drive. Here’s how:

- Talk with a Food Bank representative to plan your project
- Schedule a speaker to share the Food Bank’s story
- Take a tour of the Food Bank and/or volunteer
- Use our logo, posters, boxes, barrels and printed materials to increase visibility for your campaign
- Spread the word on social media. We can help!

When your campaign is complete, we’ll recognize your success with photos and publicity.
How Your Company Can Help

Raise Money

Acquiring and distributing 10.5 million pounds of food every year for Rhode Islanders in need costs money. We need your help raising funds to support our work.

There are lots of ways to collect money to support the Food Bank. We even have an online tool to help you create your own fundraising page. With every dollar donated, we can acquire 3 pounds of food.

Many organizations find it easier to collect funds from staff so they don’t need to take the extra steps of shopping and dropping off food.

Financial contributions allow the Food Bank to acquire the “most-needed” food items at any given time. We can provide agencies with the healthiest food at the lowest price with our bulk purchasing power.

Every $10 donation can help us provide someone with 25 meals.

Price Rite Customers Check Out Hunger

During the holiday season, Price Rite stores make it easy for customers to support the Rhode Island Community Food Bank through their Check Out Hunger campaign.

Every time a customer “checks out” at the register, the cashier asks if they would like to make a donation. The results have been astounding with seven stores in the area raising more than $70,000.

It’s a simple ask: customers give as little as $1 but the total adds up.

Price Rite employees love knowing that they’re helping raise money for their own community. Management teams engage their cashiers in a healthy competition with recognition awards and prizes including a visit from Price Rite CEO Jim Dorey.

“The work of the Food Bank is so important,” said Dorey. “And all of us at Price Rite are committed to having an impact on the neighborhoods where our customers and employees live. It’s good for business and it’s good for the community.”
Gather Glass Nourishes Community

Gather Glass is a Rhode Island-based glass blowing studio committed to being a meaningful community partner.

To support the work of the Rhode Island Community Food Bank, Gather created a one of a kind customized glass with a portion of the proceeds from sales benefiting Rhode Islanders in need of food assistance. The glasses are sold online, in studio and at special events.

Each glass is hand blown and etched with a honey bee as a reminder of the importance of community and working with others toward a common goal. In this way, bees nourish each other just as the Food Bank nourishes those in need in our community.

“We’re always trying to reach out to others,” said Ben Giguere, Gather Glass founder, “It’s our best way to give back.”

In addition, Gather Glass donates handmade pieces to be sold at the Food Bank’s annual Empty Bowls fundraiser. And they bring their mobile glass blowing studio to Food Bank events like Truck Stop.

Drive Away Hunger with the New England Ford Dealers

The New England Ford Dealers reached out to the Rhode Island Community Food Bank to do something to address hunger in the community.

Food drives at the dealerships had not resulted in huge results so they wanted to try something different.

Folks from Ford put their heads together with the team at the Food Bank and came up with a plan to donate funds for every car sold during the month of August. Every donation would help the Food Bank provide 25 meals for neighbors in need.

In its first year, the campaign was a success, raising $3,580 for the Food Bank to help provide nearly 9,000 meals for neighbors in need.

Tasca Ford in Cranston was so pleased with the effort that they ran a similar promotion in December and raised an additional $2,042.

The results of the campaign were great and the logistics were simple: with every car purchased during the month of August, $10 would be donated to the Food Bank.
Get your employees and customers involved with collecting non-perishable food items for the Food Bank. It’s a great way to engage people and get them involved.

Each year the Food Bank distributes approximately 10.5 million pounds of food. We need your help acquiring that food so we can get it to our neighbors in need. Every bit counts!

Some of the most successful campaigns focus on one or two of our most needed items – like peanut butter or tuna – but we need a wide range of non-perishable food. For the most current list, visit rifoodbank.org/get-involved/donate-food/.

Food drives exceeding 400 pounds are eligible for pick up by the Food Bank. However, we always appreciate when you can deliver the food to us!
Employees were engaged in “a friendly internal competition” between buildings with the winners receiving the grand prize – the Turkey Trophy!

Everyone was involved in the campaign that started with a kick-off event in which each building was assigned a specific canned good based on our most-needed items. At the halfway point, the amounts collected were announced to motivate teams toward the finish line.

As Meredith Gregory, charitable giving coordinator at Amica explained, “Everyone is still talking about the food drive and how happy they are to be able to give that much to families in Rhode Island. We are SO proud to do this.”

Each year, Amica also supports the Food Bank by sponsoring events and contributing a significant general operating grant.

**Fresh Ways to Help End Hunger at Dave’s Marketplace**

Dave’s Fresh Marketplace is the largest locally owned and operated supermarket, serving Rhode Island since 1969. With food as their core business, they understand the impact of hunger on children and their families.

All year long, Dave’s supports the Food Bank and its member agencies with food donations. But that wasn’t enough. They wanted to get their customers involved in giving back.

The generous customers at Dave’s are always willing to help out, whether they contribute to a food drive or make cash donations at the register when they check out. To add an incentive, Dave’s matches customer donations dollar for dollar.

“Dave’s is committed to being engaged and involved in our communities where our family, friends and neighbors live and work, said Susan Budlong, Dave’s marketing and communications director. We recognize that for a community to be strong, we all have to participate in creating healthy, safe environments. Food is our business and we look forward to finding new ways to support Rhode Islanders.”

Dave’s is always looking for new ways to connect customers (and vendors) to make a difference. They’re a true community partner.
Let Us Help

We have a number of tools available to help you with your activities:

- Food Drive posters  
  *(available at the Food Bank or on our website)*  
- Food collection boxes  
- Donation barrels

On our website, you can find:

- List of most needed food items  
- Facts & Figures about the Food Bank and hunger in RI  
- Ways for people to donate  
- List of community farms where you can volunteer  
- List of food pantries and meal sites that may need assistance  
- Link to create your own fundraising web page

Contact Us!

If you have questions or ideas you want to share, please contact:

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Email: hminor@rifoodbank.org

And don’t forget to tag us on social media:

- RICFB on Facebook
- RIFoodbank on Twitter
- RIFoodbank on Instagram

Visit us online at rifoodbank.org.

MISSION  
Our mission is to improve the quality of life for all Rhode Islanders by advancing solutions to the problem of hunger.

VISION  
We envision a state where no one goes hungry.