



FOOD & FUNDS DRIVE!

October 2 – 27, 2017

INFORMATION
TOOLKIT



Kids Helping Kids Food & Funds Drive



OCTOBER 2 – OCTOBER 27, 2017



REGISTER HERE:

[mdfoodbank.org/
kids-helping-kids](http://mdfoodbank.org/kids-helping-kids)



What is Kids Helping Kids?

For almost 30 years, the Kids Helping Kids anti-hunger campaign has mobilized students in Maryland schools to raise food and funds for their hungry peers across the state. Participation in the program teaches children valuable lessons about hunger, engages them in giving, and shows them that they have the power to make a difference in their community.

Managed by the Maryland Food Bank and made possible through a partnership with the Maryland State Department of Education, the Kids Helping Kids campaign has grown into a statewide movement. Last year, more than 400 schools took part in Kids Helping Kids, bringing in more than \$110,000 and 415,000+ pounds of food for their local community organizations.

Registration

We invite all Maryland schools to join this meaningful campaign! Participating schools must fill out the online registration form by Friday, September 22, 2017.

To register, please visit: mdfoodbank.org/khk.

Late applicants are welcome but will not be eligible for awards.

Donating Food

- ✦ For a list of most needed food items, visit mdfoodbank.org/khk.
- ✦ Donations must be unopened and nonperishable.
- ✦ All donated food must be boxed and easily accessible on the ground floor for pick-up.
- ✦ Please label all boxes with your school name so we can credit the school accordingly.

Food Pick-Up

The food that you collect will stay in your community. On the last page of this toolkit you can find the name and contact information for a Maryland Food Bank partner agency that will pick up the food you collect. They will contact you to schedule a pick-up at the end of the campaign; you can also feel free to contact them directly.



If you have a school pantry, you may keep the food your school collects in your pantry. However, we will need to know the weight of the food collected, so please weigh the food using a scale in your school's gym or health room, or bring a scale in from home. As a last resort, use the equation 1 can = 1 pound. It's important to document the food collected, so please email or call Beth Wedekind with your school's weight no later than one week after the end of the campaign, November 3. Beth can be reached at bwedekind@mdfoodbank.org or 443-297-5170.

Virtual Food Drives

Virtual food drives are a great addition to traditional food drives. There's no driving to the store or lifting heavy cans of food. Your dollar goes further because you're buying cases of food at cost. And because it's online, out of town friends and family can participate in your food drive. We've created virtual food drives for previous Kids Helping Kids participating schools. To locate yours, go to mdfoodbank.org/khk-vfd. For questions or to have a virtual food drive created for your school, contact Beth Wedekind at bwedekind@mdfoodbank.org or 443-297-5170.

Donating Money

Checks for monetary donations should be made out to your Kids Helping Kids-associated organization found on the last page of this toolkit and post-marked no later than one week after the end of the campaign, November 3. Please do NOT include them with food donations. *We ask that schools collecting cash and coins make out a check for the total amount collected. This will help us keep an accurate record of your donations!*

Awards for Outstanding Participants

Awards will be presented to:

- ✦ The five schools with the most pounds of food collected;
- ✦ The five schools with the highest amount of monetary donations collected (**money collected in virtual food drives will be included**); and
- ✦ The school with the most pounds collected in each county.

The top five schools for pounds collected and top five schools for monetary donations will be recognized with certificates and awarded books on a monetary scale as described below:

- ✦ First: \$650
- ✦ Second: \$300
- ✦ Third: \$300
- ✦ Fourth: \$300
- ✦ Fifth: \$300

For each county, the school with the most pounds collected will be awarded \$100 worth of books. Schools that place in multiple categories will be recognized as such but will receive only one award.

All awards are at the discretion of the Department of Education. Rules and regulations are subject to change by the Department of Education.

Eligibility

Participant eligibility is based on criteria set by the Maryland State Department of Education. ** Prizes will only be available to schools whose food is donated to a Kids Helping Kids-associated organization or kept in a school pantry.

Questions or concerns should be directed to Beth Wedekind at the Maryland Food Bank at 443.297.5170 or at bwedekind@mdfoodbank.org.



FUN

Traditional **AND** Virtual Food Drive



All events can be incorporated into existing school programs, school names, and school branding. For example: School Name's Stuff-a-Bus.



Stuff-a-Bus

Set a goal to fill an area full of food. (car, classroom, etc.)



Food for Fines

Allow students to pay library fines with cans of food.



Partnerships

Involve your parent-teacher associations and include student government and other service clubs.



Social Buzz

Promote the food drive through your school's social media channels.



My Plate

Discuss the dynamics of the USDA food icon, MyPlate. Visit: www.choosemyplate.gov



Class Competition

Create excitement around the food collection with competition between classes and a prize for the winner.



Hot off the presses

Include information in the school newsletter, newspaper, and website.



Food donor wall

Take pictures of every student who donates five pounds or more. Put all pictures up in the front office.



Post Flyers

Distribute flyers to local businesses.



Discuss the effects of hunger

Encourage students to research and discuss the effects of hunger on individuals and the community.



E-blast

Send an email blast to parents.

Food Assistance Agencies by County



County	Organization Name	Coordinator	Phone Number	E-mail
Allegany	Western Maryland Food Bank	Amy Moyer	301-722-2797	amymoyer@atlanticbb.net
Anne Arundel	Anne Arundel County Food Bank	Susan Thomas	410-923-4255	susan@aafoodbank.org
Baltimore City	Maryland Food Bank	Beth Wedekind	410-737-8282	bwedekind@mdfoodbank.org
Baltimore	Maryland Food Bank	Beth Wedekind	410-737-8282	bwedekind@mdfoodbank.org
Calvert	End Hunger in Calvert County	Cathy Ring	301-908-1572	cring@chesapeakechurch.org
Caroline	Maryland Food Bank – Eastern Shore	Jennifer Small	410-742-0050	small@mdfoodbank.org
Carroll	Carroll County Food Sunday	Dennis Fahey	410-857-7926	ccfs@qis.net
Cecil	Cecil County DSS Help Center	Christopher Wiley	410-996-0242	Christopherf.wiley@maryland.gov
Charles	Southern Maryland Food Bank	Brenda DiCarlo & George Mattingly	301-274-0695 or 202-345-6671	brenda.dicarlo@ & george.mattingly@catholiccharitiesdc.org
Dorchester	Maryland Food Bank – Eastern Shore	Jennifer Small	410-742-0050	small@mdfoodbank.org
Frederick	Frederick Rescue Mission	Guy Mutchler	717-253-0568 or 301-695-6633	gmutchler@therescuemission.org
Garrett County, Accident	Calvary Tabernacle	David Hastmann & Lisa Hastmann	301-616-3046 or 301-616-6332	hastmann@gmx.com
Garrett County, Oakland	Oak Park Church of the Brethren	Pastor Carl Fike	301-334-2243	crfike56@gmail.com
Harford	Harford Community Action Agency	Alma Warfield	410-612-9899	awarfield@harfordcaa.org
Howard	Howard County Food Bank	Bishop Williams	410-313-1981	bwilliams@cac-hc.org
Kent	Maryland Food Bank – Eastern Shore	Jennifer Small	410-742-0050	small@mdfoodbank.org
Montgomery	Manna Food Bank	Therese Lampe	240-268-2534	therese@mannafood.org
Prince George's	Capital Area Food Bank	Jody Lee	202-644-9800	jlee@capitalareafoodbank.org
Queen Anne's	Maryland Food Bank – Eastern Shore	Jennifer Small	410-742-0050	small@mdfoodbank.org
Somerset	Maryland Food Bank – Eastern Shore	Jennifer Small	410-742-0050	small@mdfoodbank.org
St. Mary's	Southern Maryland Food Bank	Brenda DiCarlo & George Mattingly	301-274-0695 or 202-345-6671	brenda.dicarlo@ & george.mattingly@catholiccharitiesdc.org
Talbot	Maryland Food Bank - Eastern Shore	Jennifer Small	410-742-0050	small@mdfoodbank.org
Washington	Mt. Hope	Lynn and Wanda Singleton	301-791-2550	glynnsingleton@msn.com
Wicomico	Maryland Food Bank – Eastern Shore	Jennifer Small	410-742-0050	small@mdfoodbank.org
Worcester	Maryland Food Bank – Eastern Shore	Jennifer Small	410-742-0050	small@mdfoodbank.org