

Jump Start Your *Kids Can Help Week* Food Drive

'Tis the Season for Giving! For nearly thirty years, City Harvest and *The Daily News* have partnered to host the *Daily News Readers Care to Feed the Hungry Canned Food Drive*, the largest food drive in New York City, taking place from November 14th through January 6th. This year, thousands of students across the city will participate in the drive by bringing non-perishable items to school for *Kids Can Help Week* from December 5th through December 9th. Running a food drive helps City Harvest stock shelves at food pantries and soup kitchens with food for the holiday season.

Getting your food drive started is as easy as 1-2-3!

1. **Select dates to hold your food drive.** *Kids Can Help Week* runs from December 5th through December 9th, but you can collect food up until the *Daily News Readers Care* drive ends on January 6th!
2. **Set up a sturdy collection bin in a high-traffic area** as a reminder to students as they enter and leave school.
3. **Get the word out.** Send the flyer included in your kit home to parents. See our "Tips for Running a Successful Food Drive" sheet for ideas on getting your students excited!

Important things to know:

1. Most needed items include: canned fruit, canned vegetables, peanut butter (plastic jars), macaroni and cheese (packaged), hot and cold cereal (packaged, family-sized)
Note: City Harvest cannot accept: unlabeled or dented cans, any open packaging, products that need to be refrigerated, homemade foods, or expired products.
2. Call Jenny Waxberg OR fax her the "Donation Summary Form" included in your kit *at least 7 days in advance* to schedule a pickup date. Jenny can be reached at 917.351.8735, or via fax at 917.351.8720.
3. City Harvest will pick up food drive donations of 100 pounds or more through January 31st. If you collect less than 100 pounds, you can drop off the food at your local firehouse or police station and inform Jenny Waxberg of the drop-off location.
4. On the day of your pickup, make sure your food is located on the ground floor, ready for our driver.

575 Eighth Avenue 4th Fl. New York, NY 10018 917.351.8700 www.cityharvest.org

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Tips for Running a Successful Food Drive

Running a food drive is easy! The best way to get students excited about being involved is to invent creative ways to make collecting food fun. Here are some ideas to help make your food drive a success:

- **Implement a competition among students.**
 - Involve the whole school and have a grade-level competition
 - Have a class-wide competition with stickers that represent each food item collected and display them on a poster in the classroom
- **Create a classroom thermometer to set and keep track of goals.**
- **Post updates in public areas and send out reminders** to let the class know how they are doing and what is needed to reach their goals.
- **Have an incentive prize for the top collector in your class or school** and remind your students that the top school in each borough receives a prize from Modell's!
- **Publicize the drive.**
 - Make announcements in assemblies, over the PA, and in newsletters.
 - Use the posters included in your kit to decorate your collection bins and hang them all around your school. Posters are also available for download at www.cityharvest.org/dnrc.
- **Run "day of the week" drives** based on our most-needed items, such as: *Cereal Monday, Peanut Butter Tuesday, Fruits & Veggies Wednesday, Tuna Fish Thursday, and Canned Fruit Friday.*



Kids Can Help Week Donation Summary Form

After all of your food has been collected, **contact Jenny Waxberg at 917.351.8735 with the information specified on this form OR fax this form to Jenny's attention at 917.351.8720.** If you have collected 100 pounds or more, schedule a pickup with Jenny. If you have collected LESS than 100 pounds, tell Jenny where you have dropped off your donation. This information is necessary for City Harvest to ensure your donations are recorded accurately and your school receives proper acknowledgement.

Please supply Jenny Waxberg with the below information via phone or fax:

School name _____

School address _____

District _____

Contact name _____

Phone number _____

IF YOU HAVE COLLECTED 100 POUNDS OR MORE

Pickup Date Requested _____

#of Items/Pounds Collected _____
(1 food item \approx 1 pound)

IF YOU HAVE COLLECTED LESS THAN 100 POUNDS

Location which donations have been brought (address of firehouse or NYPD precinct):



ATTENTION PARENTS: DECEMBER 5th - 9th is *KIDS CAN HELP WEEK!*

For nearly thirty years, City Harvest and *The Daily News* have partnered to host the *Daily News Readers Care to Feed the Hungry Canned Food Drive*, the largest food drive in New York City, taking place from November 14th through January 6th. This year, thousands of students across the city will be participating in this drive by bringing non-perishable items to school for *Kids Can Help Week* from December 5th through December 9th. Last year, New York City public school children collected more than 300,000 pounds of food for *Kids Can Help Week*.

More than 1.5 million New Yorkers currently live in poverty, with 25% of New York City children living in food insecure homes. City Harvest is New York's private response to hunger. This year we will rescue more than 30 million pounds of food from all segments of the food industry and deliver it to nearly 600 emergency food programs throughout New York City. Each week City Harvest helps over 300,000 men, women, and children find their next meal. By participating in *Kids Can Help Week*, your child will help keep the food pantries and soup kitchens that City Harvest serves stocked with food for the holiday season.

As a continued incentive, the top food-raising school in each borough will receive a prize generously donated by Modell's Sporting Goods.

MOST-NEEDED ITEMS:

- canned fruit
- canned vegetables
- peanut butter (plastic jars)
- macaroni and cheese (packaged)
- hot and cold cereal (packaged, family-sized)

Note: City Harvest cannot accept: unlabeled or dented cans, any open packaging, products that need to be refrigerated, homemade foods, or expired products

For more information about *Kids Can Help Week*, visit www.cityharvest.org/dnrc or contact Jenny Waxberg, Manager, Food Sourcing, at 917.351.8735 or jwaxberg@cityharvest.org.

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ATENCION PADRES: ¡LA SEMANA DE NIÑOS PUEDEN AYUDAR ES EL 5 – 9 DE DICIEMBRE!

Durante casi 30 años, City Harvest y *The Daily News* se han puesto juntos para montar la campaña de recolecta *Daily News Readers Care to Feed the Hungry*, la campaña de recolecta más grande de Nueva York, que ocurre desde el 14 de noviembre hasta el 6 de enero. Este año, miles de estudiantes a través de la ciudad participarán en la campaña, trayendo alimentos no perecederos a la escuela para *La semana de Niños Pueden Ayudar*, del 5 al 9 de diciembre. ¡En el año pasado, los niños de escuelas públicas de Nueva York recolectaron más de 300,000 libras de alimento!

Más de 1.5 millón de neoyorquinos viven en pobreza actualmente, con 25% de niños en Nueva York viviendo en hogares sin la comida asegurada. City Harvest es la respuesta privada al hambre en Nueva York. Este año rescatamos más de 30 millones de libras de alimento de todas partes de la industria alimentaria, y repartimos entre casi 600 programas de emergencia en Nueva York. Cada semana City Harvest ayuda más de 300,000 hombres, mujeres, y niños a encontrar su próxima comida. En participar en *La Semana de Niños Pueden Ayudar*, su niño ayudará en mantener llenos los bancos de alimentos y comedores comunitarios que sirve City Harvest, con alimento durante toda la temporada de fiestas.

Como un incentivo continuo, la escuela que recolecte la mayor cantidad de alimento en cada borough recibirá un premio, donado generosamente por Modell's Sporting Goods.

ALIMENTOS MÁS NECESITADOS:

- fruta enlatada
- vegetales enlatados
- mantequilla de maní (envase plástico)
- mac & cheese (empacado)
- cereal frío y caliente (empaquete tamaño familiar)

Por favor apunte: City Harvest no puede aceptar latas dañadas o no etiquetadas, paquetes abiertos, productos que requieren refrigeración, comida casera, o productos vencidos.

Para mas información acerca de la campaña *La Semana de Niños Pueden Ayudar* visite www.cityharvest.org/dnrc o contacte a Jenny Waxberg, gerente de Food Sourcing, al 917.351.8735 o jwaxberg@cityharvest.org.

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