



Food Drive Toolkit

A guide for families, companies, schools, and organizations to conduct a food drive for the Brighton Food Cupboard and help reduce food insecurity in our community.

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Welcome Message



I am delighted to extend a warm welcome to all of you who are considering joining us in the fight against hunger in our community. As the President & CEO of JFS Rochester, I am deeply grateful for your interest and willingness to support our mission.

At the Brighton Food Cupboard, we believe that no one in our community should ever have to go hungry. It is through the generosity and dedication of individuals like you that we are able to work towards this goal. Your willingness to lend a helping hand embodies the spirit of compassion and community that lies at the heart of our organization.

By organizing a food drive, you are not only providing essential nourishment to those in need, but also spreading awareness about the issue of food insecurity in our community. Your efforts have the power to make a tangible difference in the lives of individuals and families facing this all-too-common challenge.

I want to assure you that your contributions, whether big or small, are immensely valued and appreciated. Together, we can work towards creating a community where everyone has access to the nutritious food they need to thrive.

Thank you!

P.S. Did you know that people who struggle to put food on the table have gotten a triple whammy of lower benefits, higher costs and fewer community resources? [Read this article on how local food cupboards address this increased food insecurity.](#)

Getting Started



About The Brighton Food Cupboard

The Brighton Food Cupboard at JFS is committed to the prevention and reduction of food insecurity for people in four zip codes spanning Brighton, Henrietta and the East side of the City of Rochester. The program provides weekly food deliveries, including Kosher, vegetarian, and gluten-free options, to individuals and families. Food deliveries are made directly to individuals and families, ensuring dignity of those served and reducing transportation and other obstacles to getting the food they need. In addition, every year the Brighton Food Cupboard distributes hundreds of holiday baskets for all major Jewish holidays, Thanksgiving and Christmas, ensuring all in our community have support during multiple holiday seasons.



How to Start Your Food Drive

Deciding to have a food drive is the biggest step, so thank you! You can use this guide to help you plan, but a few first steps will help you get started. First decide when you're going to host your drive, what you'll be collecting, and who will help you. Then connect with the team at the Brighton Food Cupboard so we know about your plans and can answer any questions you might have.



Did You Know?

- Last year 1,924 food deliveries were made by the Brighton Food Cupboard directly to individuals' and families' homes
- 124,426 pounds of food donations were distributed
- That's equivalent to the weight of 15 adult blue whales and would cover nearly 3 football fields from end zone to end zone
- Each year 1,042 holiday baskets full of food were distributed to families
- [Here](#) are three actionable steps we can all take to combat food insecurity

10 Steps For a Great Food Drive

- 1 Determine if your drive will collect food, funds, or both (check out the most needed items list on the next page for some ideas).
- 2 Recruit a team to help - assign roles so everyone has a job.
- 3 Establish a goal of how many pounds you want to collect or how much money you want to raise (for example, most cans weigh one pound, so 100 cans equals a 100 pound food drive).
- 4 Determine a start and end date for your drive and where your collections will be picked up or should be dropped off by donors.
- 5 Create a plan for motivating your team. Let us know if you'd like to have a speaker from the Brighton Food Cupboard visit your organization or would like a tour of the space!
- 6 Promote your food drive at the beginning and throughout the event and congratulate participants as the drive progresses (check out ways to Spread the Word on page 6).
- 7 Offer options for healthy competition among classrooms, departments, or teams.
- 8 Tally your results to share with your group and build upon your success for next year.
- 9 Contact the Brighton Food Cupboard at 271-5355 to arrange pick up or drop off of the donations.
- 10 Thank your team and pat yourself on the back...you've helped alleviate food insecurity in our community!





Donations Needed

Food Items in Highest Need



Canned vegetables
Canned chicken/tuna
Canned fruit



Pasta



Cereal



Peanut Butter



Rice



Shelf stable milk

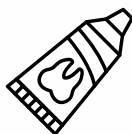
Other Items Needed



Toilet paper



Unscented bar soap



Toothpaste



Spread the Word

There are many ways to tell people about your food drive:

- Kick it Off: Host a kick-off event to build excitement about your food drive.
- Social Media: Create engaging posts, share images, and use relevant hashtags to reach a wider audience. Make sure to tag JFS Rochester!
- Email Campaigns: Send personal messages to your contacts, including friends, family, colleagues, and acquaintances on how they can contribute.
- Word of Mouth: Encourage participants and supporters to spread the word.
- Flyers and Posters: Create eye-catching materials to display in your company, school, neighborhood, or organization.
- Make it Competitive: Offer incentives for the person who collects the most.
- Use Visual Content: Share videos, graphics & photos to engage your audience.
- Engage Influencers or Ambassadors: Reach out to influencers or local celebrities to promote your food drive to their followers.
- Pick a Theme: Make it easy and fun for people to participate by theming your drive for a specific set of foods. Here are some examples: pancake mix & syrup; cereal & shelf-stable milk; shampoo, conditioner, soap & deodorant; peanut butter & jelly.

Social Media Tags



[jfs.rochester](#)



[jfsroch](#)



[jewish-family-services](#)



Frequently Asked Questions

What kind of food should I collect? What foods don't work for a food drive?

For the best impact, focus on non-perishable or shelf-stable foods like canned goods, pasta, and rice. Avoid items with expiration dates or those that need refrigeration. Check out page 5 for a list of specific items that are most needed!

Will you pick up my food?

Absolutely! We're happy to help with pickup arrangements. Just get in touch with us, and we'll make sure to coordinate a convenient time for you.

Where does the food go?

The Brighton Food Cupboard takes the food you collect and delivers it to people in four zip codes spanning Brighton, Henrietta and the East side of the City of Rochester. The program provides weekly food deliveries, including Kosher, vegetarian, and gluten-free options, directly to individuals and families. Specifically for students, BFC supplies snacks to Brighton schools for kids whose families cannot provide them.

What support can I get from the Brighton Food Cupboard to help with my food drive?

We're here to support you every step of the way! When you host a food drive with us, we can provide collection bins, help brainstorm flyer ideas, and supply other materials to make your drive a success. Let us know how we can assist!

Is there a specific quantity of food required to host a food drive?

No. Every little bit helps combat food insecurity in our community.

Who do I contact with questions?

To organize a food drive or volunteer at the Brighton Food Cupboard, please contact JFS at 585-461-0114. To donate food, please contact Jacquie Platt at (585) 271-5355 or email jplatt@jfsrochester.org



Thank You!

JFS Rochester provides assistance with basic needs for individuals and families. Programs like the Brighton Food Cupboard are designed to provide critical support to individuals and families in our community who are facing difficult times. Your support helps make our mission a reality, and we could not do it without you. Together, we can make a meaningful impact and bring hope to those who need it most!

Contact Information:

To host a food drive,
please contact us at 585-461-0114

Donations Accepted at:

2131 Elmwood Ave, Rochester
(Temple B'rith Kodesh - Door A)
(585) 271-5355