Dear Fund & Food Drive Coordinator,

Welcome aboard! Second Harvest Foodbank of Southern Wisconsin is so grateful for your interest in holding a Fund & Food Drive. Donations to Second Harvest advance our mission to end hunger in southwestern Wisconsin.

Second Harvest meets nearly one million requests for assistance each year. Currently in our 16-county service area, 1 in 7 children are at risk of hunger, and nearly 125,000 people risk missing a meal every day. They may be friends, neighbors, moms, dads, brothers, sisters, old and young. Hunger knows no race, gender, age, job status or education level.

At Second Harvest, we're more than a foodbank — we're a neighbor and a friend who's been part of the fabric of southwestern Wisconsin for decades. When it comes to fighting hunger, we focus on where we see it firsthand: our own backyard. Your generous support helps provide nutritious food to our network of partner food pantries, mobile food pantries, senior and youth meal programs. Your donations not only provide food, but also provide hope.

This packet will help with planning and getting started with your Fund & Food Drive and introduce you to some useful ideas.

Thank you for your partnership. Together, we can end hunger!

With gratitude,
Second Harvest Foodbank of Southern Wisconsin
Follow these steps
to get started with your Fund & Food Drive
1. Register

Connect with our team to get your fund and food drive started!

Visit our website to register.
2. Collect Funds and Food

Consider collecting cash virtually in addition to physical food donations. Often, this is a quick and simple way to get participants involved in your Fund & Food Drive.

Raising money for Second Harvest goes much further than purchasing food from a store. A $10 cash donation can provide up to 25 meals for members of our community.
3. Promote Your Drive

Once you register, a member of our staff will reach out to you with brand resources and promotional materials.

These include infographics, social media post ideas, and our most-needed items list.

Who on your team could support? If this is a work-related drive, consider bringing in marketing, HR, the employee engagement team, and/or the health and wellness team!
4. Wrap It Up

Deliver the funds and food you’ve collected to our office at 2802 Dairy Dr., Madison, WI 53718.

We accept deliveries Monday through Friday between 8:30 AM and 4:00 PM.
5. Stay In Touch

After your Fund & Food Drive ends, Second Harvest will send you a letter with the total dollars and pounds you raised. Your engagement with Second Harvest Foodbank doesn’t have to end there!

We have year-round volunteer opportunities for your team to be involved with our work. Visit our website to stay in touch about upcoming activities!
Additional Engagement Ideas

Looking for more ways to engage your team? Try these!

• Host a Virtual Food Drive
  In addition to your Fund and Food Drive. This is a great way to get teams engaged and competing for a cause! Consider an award for meeting your goal!

• Employer Matched Donations
  Does your employer match qualifying 501C3 nonprofits? This is an opportunity for them to match the funds raised during your drive.

• Host an Auction
  Give your team an opportunity to bid on prizes and donate the funds!
Second Harvest Contact Info

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