

# Fundraising Toolkit





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*We're pleased to provide you with this toolkit to help in your efforts to raise money. Enclosed you will find guidance about social media, quotes from the neighbors we help, our most needed items list and detailed information about our fundraising platform. If you have any questions or concerns along the way, please contact [us](#) for assistance.*

*We are able to do what we do and distribute meals to our neighbors in their times of need because of your support. Together, we are making a difference!*

## OVERVIEW

Hunger is a real and serious issue in our communities. With your help, Feed More is here for those neighbors when they need us most.

Feed More collects, prepares and distributes food to our neighbors in need through its programs. Through our [Network of Agencies](#) and programs that serve 29 counties and five cities through Central Virginia. And neighbors know when they live in an area with limited access to food, our [Mobile Pantry](#) will be there for them, providing fresh, nutritious food for well-balanced meals.

Students at risk of hunger have a hot meal at the end of the day through our [Kids Cafe program](#). Weekends are worry free because of our [BackPack program](#) and [School Market](#). And when school is out, our [Summer Food Service Program](#) helps ensure kids and teens across our region will have access to healthy breakfast and lunch meals.

Seniors in our community can rest easy because someone will check on them to ensure they are safe, deliver a nutritious meal and share a friendly smile through our [Meals on Wheels program](#). [The Commodity Supplemental Food program](#) supports the nutritional needs of low-income seniors by providing wholesome food to supplement their diet while helping stretch their food dollars.



## FEED MORE SOCIAL MEDIA HANDLES

Tag us in any and all social media posts so we can further the reach of your efforts. Here is where you can find us:

**Facebook** – [Feed More](#) **Instagram**– [@FeedMoreInc](#)  
**Twitter(X)** - [@FeedMoreInc](#) **LinkedIn** – [Feed More](#)

## ABOUT HUNGER IN CENTRAL VIRGINIA

- ≡ In Central Virginia, it is estimated 1 in 9 of our neighbors, struggle with hunger.
- ≡ And of that, 1 in 6 kids, aren't receiving the necessary nutrition.
- ≡ Many of the neighbors Feed More helps are the working poor, who are struggling to consistently make ends meet.
- ≡ 65-70% of the people we serve are forced to make tough choices every day between food vs. rent or mortgage, utilities, medical and transportation expenses.
- ≡ We've seen a 48% increase in clients visiting our food pantries for the first time during the first half of 2022 compared to the same period last year.

## ABOUT FEED MORE

- ≡ Feed More collects, prepares and distributes food across five cities and 29 counties in Central Virginia.
- ≡ In 2022, Feed More distributed more than 28 million meals, or nearly 34 million pounds of food, through our programs and network of more than 250 food pantries and agencies.
- ≡ For every \$1 donated, Feed More can help distribute four meals to neighbors in need.

## ADDITIONAL MESSAGING

To put a face to hunger and the individuals we help, please feel free to use these quotes in the promotion of your fundraiser.

- ≡ "Feed More is a blessing. The resources here are fresh, everyone is friendly, and it's helped us tremendously. We get fresh vegetables, fresh meat, unlike some of the other places that we do go to... You provide the blessing to me, and I spread my blessing on to someone else. You pay it forward, so that's what I believe in doing." – **Alice, Richmond Sheriff's Office mobile pantry in Richmond, VA**
- ≡ "It's very important that we have a place where we can receive free food and at good quality. We are very happy. There are a lot of people in need and this place is very vital."–**Sadiqa, the ICNA Relief food pantry in Richmond, VA**
- ≡ "The truth is that it has helped my family a lot. I have three kids (ages 10, 4, and 1), and when I come to get food at the pantry, it always helps me to save money a little bit more."– **Alexander, Colonial Heights food pantry in Colonial Heights, VA**



# FEED MORE<sup>SM</sup>

## MOST NEEDED ITEMS

Please no glass containers of any kind.



### PEANUT BUTTER

Creamy or crunchy



### LEAN CANNED PROTEINS

Tuna, salmon or chicken in water



### CANNED VEGETABLES

Low sodium or no salt added



### CANNED FRUITS

In its own juice or water



### TOMATO PRODUCTS

Spaghetti sauce or diced tomatoes



### BEANS

Canned or dry



### WHOLE GRAIN CEREAL

Hot or cold



### WHOLE GRAINS

Pasta, brown rice, quinoa



### HEALTHY SNACKS

Fruit cups, raisins, granola bars

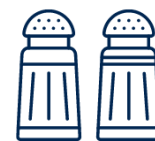


### CONDIMENTS



### OILS

Canola, coconut, olive, vegetable

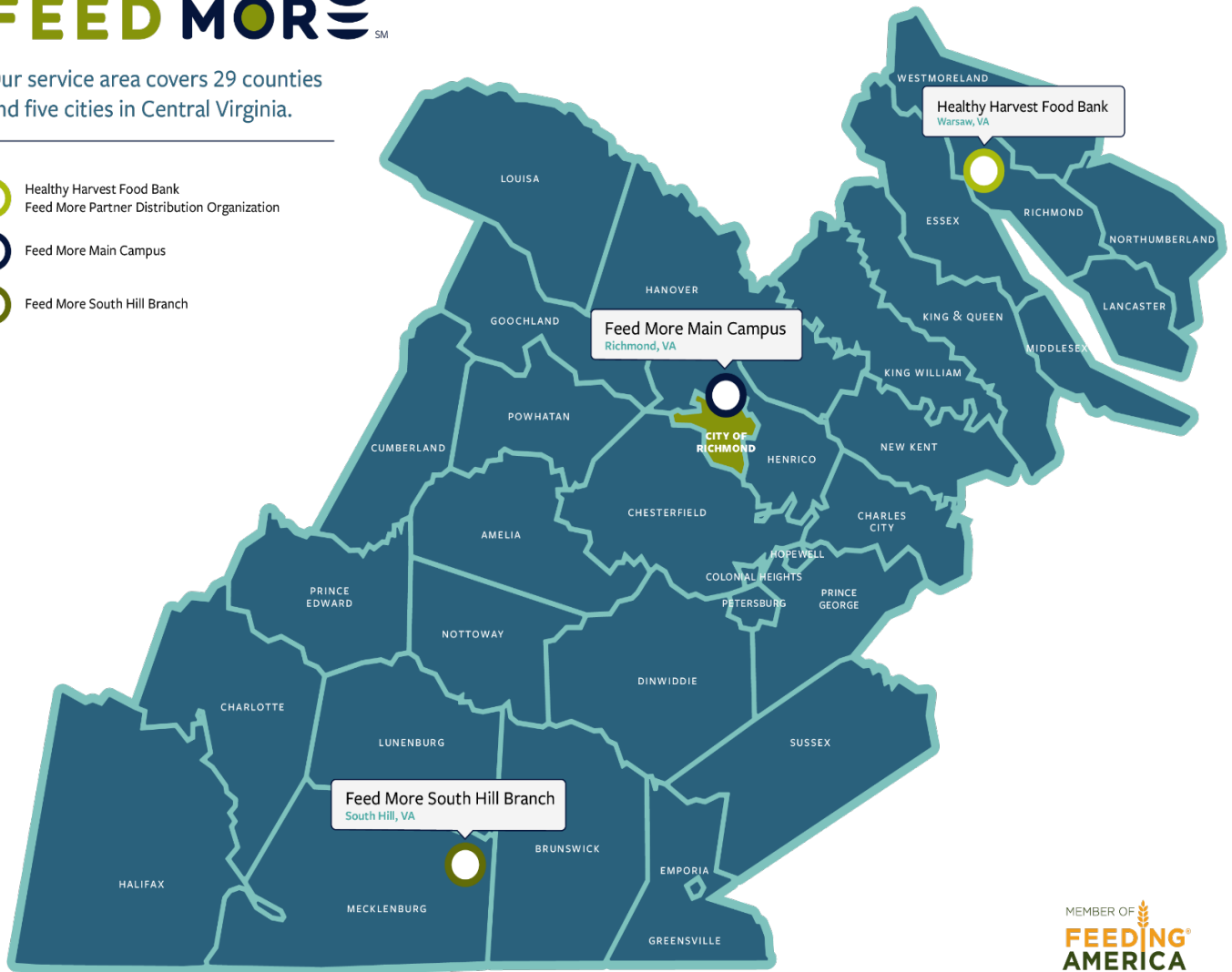


### SPICES



Our service area covers 29 counties and five cities in Central Virginia.

-  Healthy Harvest Food Bank  
Feed More Partner Distribution Organization
-  Feed More Main Campus
-  Feed More South Hill Branch



Additionally, here is a [link to our photo library](#) where you will find our logos, maps of our service area, fact sheets and a TON of images for you to use as you see fit.



## GET INVOLVED

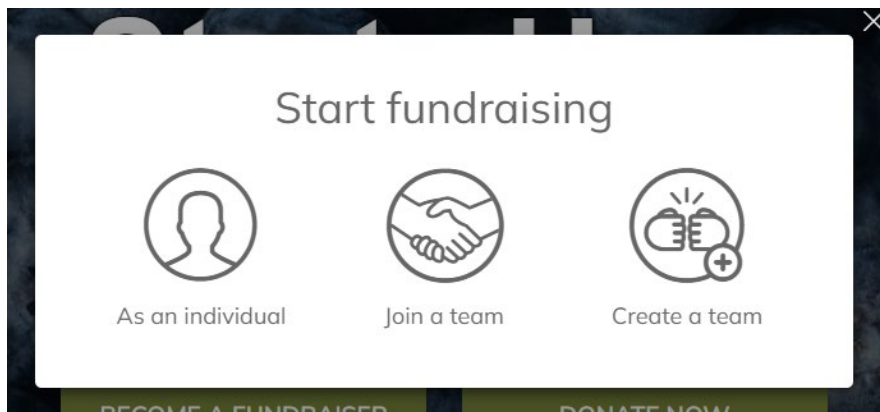
*Feed More's online donation platform, Classy, allows for team landing pages, including team logos, goals and progress trackers and individual fundraising pages, which allow members of your teams to fundraise on your behalf. If you should have any questions about using our donation platform, please don't hesitate to contact [us](#).*

1. [Start your fundraising efforts!](#)



Select "Become A Fundraiser"

2. When you select "Become a Fundraiser" three options will appear: As an individual, Join a team or Create a team.





## AS AN INDIVIDUAL

When you fundraise as an individual, you will create an individual fundraising page to share with your friends and family encouraging your network to support your campaign. You'll set a fundraising goal, create your own personal story and select your own images to customize your page.

A screenshot of a "Create your page" form. It includes a checkbox for "I'm fundraising to honor someone else.", a "Set your fundraising goal" section with a currency dropdown (USD) and a goal amount (\$500.00), a "Fundraising end date" calendar picker, a "Your Page's Headline" text box with the example "Help me feed more!", a "Set your Fundraising Page's Short URL" section with a text box containing "https://give.feedmore.org/ExampleShortUrl", and a checkbox for "It's OK to contact me in the future.".

Create your page

☐ I'm fundraising to honor someone else.

Set your fundraising goal \*

Currency cannot be changed once a donation to your page has been made.

USD \$ 500.00

Fundraising end date \*

Your Page's Headline \*

Help me feed more!

18/255

Set your Fundraising Page's Short URL (optional)

<https://give.feedmore.org/ExampleShortUrl>

Start typing

☐ It's OK to contact me in the future.

Start your page by setting a goal, creating a headline and a custom URL!

A screenshot of a completed fundraising page. It features a blueberry background image, a "Fundraiser's Name" header, a "\$0 Raised" progress bar, a "DONATE" button, and a "Help me feed more!" headline. The page is divided into "STORY" and "UPDATES" tabs, with the "STORY" tab selected. The story text reads: "Thank you for your support! Please help me support Feed More by making a donation through my page. For too many of our neighbors struggle with hunger and I'm trying to help feed more in our community. Every \$10 donated helps provide 40 meals to those in need. Please consider giving through my page. The process is fast, easy and secure. Thanks so much for your support ... and please don't forget to send this page to any friends you think might be interested in donating!"

Fundraiser's Name

\$0 Raised \$500 DONATE

Help me feed more!

STORY UPDATES 0

Thank you for your support!

Please help me support Feed More by making a donation through my page. For too many of our neighbors struggle with hunger and I'm trying to help feed more in our community. Every \$10 donated helps provide 40 meals to those in need.

Please consider giving through my page. The process is fast, easy and secure. Thanks so much for your support ... and please don't forget to send this page to any friends you think might be interested in donating!

Personalize your page with images and stories to inspire your network to feed more.





## JOIN A TEAM

If someone has already created a team page that you'd like to donate to, you can find a listing of all pages by selecting join a team.

A screenshot of the 'Join a team' search interface. It features a title 'Join a team' and a subtitle 'Please search by Team Captain or the Team name to find a team to join.' Below this is a search bar with a dropdown menu set to 'Team' and a text input field containing 'Search by team name'.

## START A TEAM

A screenshot of the 'Create your team' form. It includes fields for 'Team name', 'Set Team Fundraising Goal' (with a currency dropdown set to 'USD' and a goal of '\$ 500.00'), 'Team Page Headline', and 'Set your Team Page's Short URL (optional)'. There is also a checkbox for 'It's OK to contact me in the future.' and a 'CREATE TEAM' button at the bottom.

Start your team page by creating your fundraising goal, page headline and custom URL!

Personalize your page with images and stories to inspire your network to feed more.

A screenshot of a team page preview. It shows a header image of blueberries, a team name 'Team Name', and a headline 'Help feed more in Central Virginia!'. Below the headline are 'JOIN TEAM' and 'DONATE' buttons. A fundraising progress bar shows '\$0 Raised' out of '\$500'. The page also features a 'STORY' section with a welcome message and a description of the team's mission.



## INDIVIDUAL FUNDRAISING TIPS

- ≡ Make your page as personal as you can! Add images and personal reasons why you're choosing to support Feed More in the fight against hunger.
- ≡ Notify your contacts that you're fundraising by sending a few personal messages via email or text and sharing on your social media channels.
- ≡ Tag and thank your friends on social media who have given to your page.

## Thank You!

It's your kindness that nourishes our community. And your generosity that empowers lives and provides hope for neighbors struggling with food insecurity. You make all the difference – thank you for that.

If you have any questions, please do not hesitate to reach out to our team. We are happy to assist you in any way possible.