

# # FEEDING CARROLL TOGETHER

A COUNTY-WIDE COLLABORATION TO COMBAT HUNGER

## FOOD DRIVE TOOLKIT

A guide to conducting a food drive at your business, school, church or organization to benefit our Carroll County neighbors in need.

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Thank you for your interest in participating in the county-wide food drive, Feeding Carroll Together. We have prepared this toolkit to provide you with the necessary resources and information to support this vital initiative. Together, we can make a meaningful difference in the lives of our neighbors in need.

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# ABOUT

"Feeding Carroll Together," is a county-wide food drive that unites the food pantries of Carroll County in the fight against hunger. This collaborative effort aims to alleviate food insecurity and provide support to those in need throughout the summer months.

Summer is a challenging time for many families in our county--food insecurity is particularly prevalent, as families face increased financial strain without the support of school meal programs. The "Feeding Carroll Together" food drive aims to bridge this gap by encouraging residents to donate food items to their neighborhood food pantries throughout the months of July and August.

By considering a food drive you are joining these combined efforts along with other community partners who are dedicated to making a difference in the lives of our neighbors in need. **We encourage donations of non-perishable food items to your local food pantry. Canned vegetables, fruits, protein-rich items, and other nutritious staples are especially valuable. To locate your closest food pantry, we invite the public to visit, <http://bit.ly/ccfreefood>**

The food you collect does more than provide a meal for a child, senior, or family, it gives hope!

While we know that coordinating a food drive can be hard work, your efforts will have a very meaningful impact in our community, as together we stock the shelves for our distribution program, area food banks, community outreaches and more.

Together we can make a difference to fill a child's backpack, help a senior in need, or neighborhood family.

Join us in uniting Carroll County against hunger. By **#FeedingCarrollTogether**, we can make a meaningful difference in the lives of our neighbors in need.



# FAQ

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## **Q: What is Feeding Carroll Together?**

A: Feeding Carroll Together is a county-wide collaboration to combat hunger in Carroll County, Maryland. It aims to alleviate food insecurity and provide support to those in need throughout the summer months.

## **Q: When do these food drives take place?**

A: The food drive is starting now—because the need is urgent—and running throughout the summer months.

## **Q: How can I participate?**

A: There are several ways to participate:

- Donate non-perishable food items to your local food pantry. To **locate your closest food pantry, we invite you to visit <http://bit.ly/ccfreefood>**.
- Volunteer your time at a food pantry.
- Spread the word about #FeedingCarrollTogether through social media and community networks.

## **Q: What kind of food items should I donate?**

A: Non-perishable food items are highly encouraged. Canned vegetables, fruits, protein-rich items, and other nutritious staples are especially valuable donations. You may also check with your local food pantry to see what food they are in need of.

## **Q: Can I donate money instead of food items?**

A: Monetary donations are always welcome, but this drive is focused on food because food donations are so low during the summer months. Please contact your local food pantry for more information.

# FAQ

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**Q: How can I spread the word about #FeedingCarrollTogether?**

A: You can spread the word by:

- Sharing information about the food drive on your social media accounts.
- Utilizing the hashtag **#FeedingCarrollTogether** in your posts.
- Informing your friends, family, and coworkers about the initiative and encouraging their participation.

**Q: Can businesses and organizations participate?**

A: Yes! We encourage local businesses and organizations to support their local food pantry through donations, volunteering, and spreading the word.

**Q: Where can I find my closest food pantry?**

A: Again you may locate your nearest food pantry, by visiting <http://bit.ly/ccfreefood> or by scanning **the QR code below with your smartphone camera.** Here you will find a comprehensive directory of the food pantries in Carroll County.



# SOCIAL MEDIA MATERIALS

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- **In the following pages of this toolkit**, you will find a collection of social media graphics that you can use to promote #FeedingCarrollTogether on various platforms.
- You may also visit the Westminster Rescue Mission's Instagram (**@wrmorg**) or Facebook (**Westminster Rescue Mission**) accounts and **share or re-post** any of the #FeedingCarrollTogether materials from their platforms.
- Be sure to share and **repost using the hashtag #FeedingCarrollTogether**



# SOCIAL MEDIA MATERIALS

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## Post #1

### Caption:

Did you know that food insecurity rates rise during the summer months? Let's come together and make a positive impact. Join us in

**#FeedingCarrollTogether** by donating non-perishable food items to your local food pantry. Together, we can provide hope and nourishment to those in need.

Visit <http://bit.ly/ccfreefood> to locate your nearest pantry and be a part of the solution! **#FeedingCarrollTogether**  
**#CommunityAction**  
**#EndFoodInsecurity**




# SOCIAL MEDIA MATERIALS

## Post #2

### Caption:

This summer, let's spread love and kindness through our actions. Join the county-wide food drive, "Feeding Carroll Together," and donate non-perishable food items to support our neighbors in need. Your generosity can make a significant difference. Visit <http://bit.ly/ccfreefood> to find your nearest food pantry and let's create a hunger-free Carroll County!

**#FeedingCarrollTogether #SpreadLove  
#CaringCommunity**



**DONATE  
FOOD,  
CHANGE  
LIVES**

A Carroll County-wide  
Food Drive  
**THIS SUMMER**

**#FeedingCarrollTogether**

**PLEASE DONATE:**

- ✓ Canned veggies
- ✓ Fruits
- ✓ Protein-rich items
- ✓ Other nutritious staples



# SOCIAL MEDIA MATERIALS

## Post #3

### Caption:

Feeding Carroll Together: Uniting Carroll County to Alleviate Hunger. It's time to stand together and make a positive change. Participate in the "Feeding Carroll Together" food drive and donate non-perishable food items to support our neighbors in need. Your contribution can bring hope and nourishment to those facing food insecurity. Find your nearest food pantry at <http://bit.ly/ccfreefood>.

**#FeedingCarrollTogether**

**#CommunityUnity #AlleviateHunger**



**DONATIONS NEEDED**

TOGETHER WE CAN HELP FEED OUR  
NEIGHBORS IN NEED

Donate non-perishable food items to your local food pantry.  
Locate your closest food pantry by visiting  
<http://bit.ly/ccfreefood>

# DONATION GUIDELINES

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## FOOD COLLECTION

- Collect shelf stable food and store in a “food safe” area, away from chemicals and six inches off the ground, out of the reach of pests.
- Check the expiration dates on the donated items.
- Focus on nutritious staples like canned vegetables, fruits, and protein-rich items.
- Please do not donate opened or homemade food items.

## SCHEDULE DROP-OFF

To ensure someone is available to receive your donation please reach out to your local food pantry to schedule your drop off. To locate your closest food pantry, we invite you to visit <http://bit.ly/ccfreefood>.

# VOLUNTEER INFORMATION

If you are interested in volunteering at a food pantry, please contact your local food pantry or visit their website for more information on volunteer opportunities. They will provide you with the necessary details and guidelines.

# SAMPLE EMAIL/NEWSLETTER TEMPLATE

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Dear [Recipient's Name],

We are excited to announce the launch of **#FeedingCarrollTogether**, a county-wide food drive that unites the food pantries of Carroll County in the fight against hunger. This collaborative effort aims to alleviate food insecurity and provide support to those in need throughout the summer months. We invite you to join us in making a meaningful difference in our community.

## How can you participate?

- Donate non-perishable food items to your local food pantry (see below).
- Volunteer your time at a food pantry during the summer months or any time.
- Spread the word about **#FeedingCarrollTogether** through your social media accounts and community networks.

To locate your nearest food pantry, visit <http://bit.ly/ccfreefood>, where you will find a comprehensive directory of the food pantries in Carroll County.

Together, by **#FeedingCarrollTogether**, we can alleviate food insecurity and support our neighbors in need. Let's make this summer a time of nourishment and hope for all.

Thank you for your support.

Sincerely,

[Your Name]

# FOOD DRIVE MATERIALS

See the following page to customize this flyer for your food drive



*Feel free to add your organization's name, items needed dates/times to the blank spaces provided*

# FOOD DRIVE

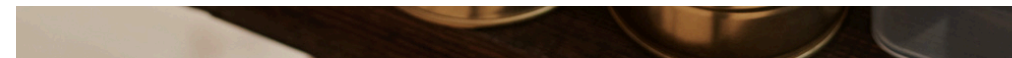


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**We are excited to announce the launch of #FeedingCarrollTogether, a county-wide food drive that aims to combat hunger and support those in need throughout the summer months.**

**We invite you to join us in making a meaningful difference in our community.**





# LOGO & BRANDING GUIDELINES

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Please feel free to use the #FeedingCarrollTogether logo in printed and electronic outreach when and where its appropriate.

**The logo is composed of two parts: 1) the logo, and 2) the font. Neither aspect of the logo may be altered in any way. When using the #FeedingCarrollTogether logo, please first attempt to use a full-color version if possible.**

Using the full-color version may be expensive when producing brochures or other printed materials. If you are trying to keep costs down when printing marketing materials, you may use a one-color version. The only color approved for use in a one-color format is black. Examples of their use are below:

Please DO NOT stretch, crop or alter the logo in any way.

**# FEEDING CARROLL TOGETHER**  
A COUNTY-WIDE COLLABORATION TO COMBAT HUNGER

*(Full color logo)*

**# FEEDING CARROLL TOGETHER**  
A COUNTY-WIDE COLLABORATION TO COMBAT HUNGER

*(One-color logo)*





# CONTACT INFORMATION

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For more information about our #FeedingCarrollTogether initiative or the Carroll County Free Food Resource Guide please reach out to:

## FOR **MEDIA** PLEASE DIRECT YOUR INQUIRIES TO:

### **Cara Paige**

Marketing & Communications Officer - Westminster Rescue Mission

Cell: 410-596-5447

[cpaige@westminsterrescuemission.org](mailto:cpaige@westminsterrescuemission.org)

## FOR **FOOD PARTNERS** PLEASE DIRECT YOUR INQUIRIES TO:

### **Jessica Cook, MPH**

Food Network Coordinator - Mission Food Program

Westminster Rescue Mission

mobile: 410-382-9192

office: 410-848-2222 x 146

[jcook@westminsterrescuemission.org](mailto:jcook@westminsterrescuemission.org)

# CONTACT INFORMATION

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For additional information about **your local pantry** visit the **Carroll County Free Food Resource Guide** (<http://bit.ly/ccfreefood>) or use the contact information below:

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A photograph of a cardboard box filled with fresh produce. In the foreground, there are several green cucumbers, a yellow bell pepper, and a red tomato. In the background, there are more vegetables, including what looks like a head of cauliflower, and several jars of jam or preserves. The entire scene is set against a warm, yellowish background. The text "THANK YOU" is overlaid in the center in a bold, black, sans-serif font.

**THANK YOU**

#FEEDINGCARROLLTOGETHER

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