

Humane Society of Charlotte
Community Outreach



Food Bank Planning Kit



Keeping pets in their loving homes

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humanecharlotte.org



FAQ ABOUT ANIMAL HUNGER



What is the mission of HSC's Community Outreach Food Bank?

The Humane Society of Charlotte is a non-profit 501(c)3 organization that provides no-cost pet food to those that are experiencing financial difficulty. The Humane Society of Charlotte Community Outreach Food Bank will help those that are struggling to make ends meet and supplement their inadequate food supply.



How does the Humane Society of Charlotte Community Outreach Food Bank Food Assistance Program work?

Our clients will range from the working poor, to professionals who have lost their jobs. Individuals in need of pet food assistance come by HSC's 2700 Toomey Avenue shelter, pick up an application and complete it. They will then receive an HSC Community Outreach Food Bank card in the mail with instructions on how the process works. The Food Bank is open the first and third Saturdays of every month - as long as the food supply is available. Clients are eligible to come once a month and are asked to call the HSC Community Outreach Food Bank Hotline at 980-343-4472 before coming to be sure it is open. Our Food Bank also provides food for Meals on Wheels - Mecklenburg County.



How does the Humane Society of Charlotte Food Bank obtain food?

Our Food Bank obtains much of its food through food donations, retail stores and food drives.



Is this service really needed?

Animal shelters are full and pet parents are having to make tough, heartbreaking decisions they never thought they would have to make. According to research, between 50,000 to 1 million dogs and cats in the United States are at risk of becoming homeless. Giving up a pet for lack of ability to care for it is a traumatic experience for both the animal and its owner.



How can we contact someone from the Humane Society of Charlotte Community Outreach Food Bank?

We are always looking for people that have a love of animals and are interested in hosting food drives. If you have any questions or comments, please feel free to reach out to Mary Guecia, HSC Safety Net Coordinator at mguecia@humanecharlotte.org or 704-494-7710.

In 2016, HSC's Pet Food Bank distributed over 52,000 pounds of food to over 2,200 pets - including our Meals on Wheels program that receives 1,800 pounds per month.

ORGANIZING YOUR FOOD DRIVE



1. Get approval from the leadership or management of your business/organization.

You need these folks to help you promote the food drive and make it a success, and you also need to follow any rules about workplace giving and soliciting of items.



2. See if your company will do a matching financial gift.

Many companies are happy to make a matching gift of their employee contributions - even when employees are giving food instead of cash. See if your company will donate a dollar for every pound of food raised. Donations collected will be used for HSC's Safety Net Program, which covers medical, emergency boarding, fence builds and other HSC outreach projects.



3. You may wish to set goals.

Determine the amount of food you wish to raise. If you held an event previously, advertise your past success and set a goal to better the food total by 25% or more. The posters and shopping lists in the back of this packet have spots for you to mark this information.



4. Kick Off!!!

Bring all your targeted participants together for a kick-off event. Explain the importance of your food drive and educate your participants about animal hunger and how the Humane Society of Charlotte Community Outreach Food Bank helps to keep animals in loving homes. Announce goals and any incentives you have for meeting those goals and distribute other details about the food drive.

Use our FAQ sheets and other attached forms to help you with promotion.

Also, send out an email to let your targeted participants know the details about animal hunger, information about the Humane Society of Charlotte Community Outreach Food Bank, and all the details about the food drive. Depending on the length of the food drive, periodically update your coworkers or colleagues on progress towards your goals.



RUNNING YOUR FOOD DRIVE



1. Set-up Collection Points

Place your signs, posters and collection boxes in high traffic areas. Places such as lobbies and lunch rooms work best. Make sure you have an adequate supply of boxes and a place to hold and store food until the drive is over. HSC has donation bins available for larger food drives. Posters and box signs are included in the back of this packet.



2. Build Awareness

You may wish to....

- Give each participant a shopping bag with a shopping list attached to it. You can use the poster, which includes our most needed items.
- Provide participants with a progress report toward your goal and a fact sheet about animal hunger each day via email.
- Create a paycheck insert with the details of the food drive.



3. Involve everyone and make it competitive

Friendly competitions between departments or groups can all help increase the amount of food donated. Offer a prize for the group that brings in the most donations, such as letting the winning department wear casual attire for a day, asking the company to provide them with lunch, or letting them go home an hour early on Friday.

Create competitions with lots of categories - largest individual donation, or match your weight with pounds of food.

Have various departments or groups responsible for collecting different items. For example, have one group bring dry dog food, another canned dog food, another dry cat food, etc.



4. Arrange food delivery to the Humane Society of Charlotte

Email Mary Guecia at mguecia@humanecharlotte.org to confirm your delivery date and arrival time. If you are promoting the charitable efforts of your company or organization through internal and/or external media, make sure to have a photographer on hand at your delivery, so they can share with the media in a post event release and on your social media platforms. Be sure to follow HSC at [@humanecharlotte](https://twitter.com/humanecharlotte) and tag us at [#humanecharlotte](https://twitter.com/hscpetfoodbank) and [#hscpetfoodbank](https://twitter.com/hscpetfoodbank).



5. Announce your results and celebrate success!

The Humane Society of Charlotte Community Outreach Food Bank will send you an acknowledgment of your donation. Individual financial donors will also receive acknowledgments. Make sure to thank everyone for their participation. Reiterate that every bit helps, small or large, in the fight against animal hunger and helping animals stay in their loving homes.

Make sure your event has been covered in your company or organization newsletter. If you did not contact outside media to cover your charitable efforts, consider sending a press release to your local newspapers to advertise your efforts and success.

Humane Society of Charlotte

COMMUNITY
OUTREACH

FOOD BANK



Help us collect pet food and supplies
for our neighbors in need. Donations
will be collected through:

_____ ,
and will be put to good use immediately in the
feeding of hungry animals in our community.

ITEMS NEEDED:

- Dry Dog Food
- Canned Dog Food
- Dry Cat Food
- Canned Cat Food
- Kitten, Puppy, and Senior Dry and Wet Food
- Dog Treats
- Cat Litter

Other supplies:

Example:
Toys
Blankets
Leashes
Collars, etc.

humanecharlotte.org

#hscPetFoodBank



humane
society
of charlotte



community
outreach
pet food bank

SAMPLE LETTER/EMAIL TO TARGETED PARTICIPANT

Our company/organization is holding a food drive on (insert date here) to benefit the Humane Society of Charlotte's Community Outreach Food Bank, an outreach program for HSC which provides pet food assistance to those that are experiencing financial difficulty. This is a great opportunity to help feed the hungry animals in Mecklenburg County and I encourage you to join in our efforts.

All of the food raised will help the Humane Society of Charlotte Community Outreach Food Bank to supply those in need. We are working hard to serve our community and help a growing number of families that are struggling to keep their companions in a safe and loving home.

The Humane Society of Charlotte's Community Outreach Food Bank came about due to extreme outreach needs to help combat pet owner poverty. So many times individuals, especially senior citizens, will go without food for themselves to ensure that their pet does not go hungry. That dog or cat is truly their family and their day-to-day happiness.

Research shows that between 50,000 and 1 million dogs and cats in the United States are at risk of becoming homeless in an economic downturn.

The goal of HSC's Community Outreach Food Bank is to provide food and veterinary assistance to those in need, while working to reduce the number of relinquished and euthanized animals.

Here's how you can help:

1. To donate funds, see last page of this kit.
2. Donate pet food or supplies in the marked boxes at collection points in our location during the drive. The Humane Society of Charlotte Community Outreach Food Bank is in need of the following:

- Dry and canned dog food
- Dry and canned cat food
- Kitten, Puppy and Senior food
- Cat litter
- Dog treats

All other supplies are greatly appreciated as well.
This could range from blankets, leashes, collars, toys, etc.

Thank you for your help!!!

Food Drive Coordinator/Organization Leader

Company Name





HSC
Community
Outreach

PET FOOD DRIVE

CAT AND DOG FOOD DONATIONS ARE WELCOMED AND APPRECIATED!

The Humane Society of Charlotte provides free pet food to pet parents in need, and they welcome pet food donations from supporters to help meet the demand.

FOODS THAT ARE NEEDED:

- DRY AND CANNED DOG FOOD
- DRY AND CANNED CAT FOOD
- KITTEN, PUPPY AND SENIOR FOOD
- CAT LITTER
- DOG TREATS



FOOD DRIVE DATES:

humanecharlotte.org

#hscPetFoodBank



YES!

I want to partner with the Humane Society of Charlotte
to fight against animal hunger in Mecklenburg County.

Here is my tax-deductible gift.

Please fill out the form below and return it to the following address:

Attn: Mary Guecia - HSC Safety Net Program

Humane Society of Charlotte

2700 Toomey Avenue

Charlotte, NC 28203

Email: mguecia@humanecharlotte.org



MY GIFT:

_____ \$25 _____ \$50 _____ \$75 _____ \$100 _____ Other \$ _____

Contact information:



Name _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____



Please check this box if you prefer to keep your gift anonymous

Payment options



Enclosed is my check or money order made payable to the Humane Society of Charlotte



I wish to donate with my credit card. Below is my credit card information.

_____ Visa _____ MasterCard _____ American Express

Card Number: _____

Expiration date: _____ Three Digit Security Code: _____

Card Holder's signature: _____



My employer has a matching gift promotion. Enclosed with my donation is my company's form.

* Monetary donations collected through HSC Community Outreach Pet Food Drives will be used for the HSC Safety Net Program, which covers emergency boarding, medical, fence builds and other outreach projects.