

PET FOOD DRIVE KIT

Keeping
pets in
their loving
homes.

humane
society
of charlotte
pet



FAQs ABOUT ANIMAL HUNGER



In 2017, HSC's Pet Food Bank distributed over 54,000 pounds of food to over 800 pets.

What is the mission of the Humane Society of Charlotte's Pet Food Bank?

The Humane Society of Charlotte is a non-profit 501(c)3 organization that offers no-cost pet food to those that are experiencing financial difficulty. Our Pet Food Bank provides assistance by supplementing pet food.

Who does HSC's Pet Food Bank serve?

Families and individuals and the dogs and cats in those homes. Our Food Bank also provides food for the Mecklenburg County Senior Citizen Nutrition Program (formerly Meals on Wheels) as well as for homebound clients with other programs such as Friendship Trays.

How does the HSC's Pet Food Bank obtain food?

Our Pet Food Bank relies entirely on donations from the community including retail stores, individual donations, and food drives.



What impact does a Pet Food Bank have on the HSC?

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. Our Pet Food Bank serves to keep pets in the loving homes they already have.

How can we contact someone from the HSC's Pet 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 our Community Outreach Manager at petfoodbank@humanecharlotte.org or 704-377-0534, ext 258.



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 Outreach Programs, which include iBuild, Pets for Life and other initiatives designed to improve the lives of pets in our community and to keep pets in the loving homes they already have.

3 Set goals.
Setting and announcing how many pounds of food you wish to collect. If you held an event previously, advertise your past success and raise the goal 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 share the information about animal hunger and how the Humane Society of Charlotte Pet 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 with promotion.

5 Keep the momentum going.
Also, send out an email to let your targeted participants know the details about animal hunger, information about the Humane Society of Charlotte Pet 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

START HERE

SET-UP collection points

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

BUILD awareness

- Use emails, posters, and other internal communications to generate interest in participation.
- Create a paycheck insert with the details of the food drive.
- Provide daily updates as you progress toward your goal.
- Be sure to follow HSC at @humanecharlotte and tag us at #humanecharlotte and #hscpetfoodbank.

DELIVER to the Humane Society of Charlotte

Take group photos with the whole stash of food! Drop off any time we are open, and ask if you need help unloading. If you are promoting the charitable efforts of your company or organization through internal and/or external media, take pictures when you drop off at the shelter.

INVOLVE everyone and make it competitive

Friendly competitions between departments can increase the amount of food donated. Offer a prize to 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 a Friday. Create competitions with lots of categories – largest individual donation, or match your weight with pounds of food.

ANNOUNCE your results and celebrate success!

Make sure to thank everyone for their participation! Add results and photos to your newsletter. Set the date for your next drive.