

## 412 Food Rescue

# Non-Traditional Food Drive Toolkit

412 Food Rescue's mission is to keep perfectly good food out of the waste stream. We waste up to 40% of the food we produce in this country, enough to end food insecurity 4X over! We know that traditional food drives can be a great way for individuals and groups to support pantries, but we invite our volunteers to "think outside the food collection box" for ways to support BOTH our missions of ending food waste and addressing food insecurity.

Here are some fresh ideas to inspire you to action:

## 1. Events:

### Host a party with purpose

Turn any gathering—whether it's a birthday party, holiday celebration, or casual get-together—into a meaningful event by making it a fundraiser for 412 Food Rescue. Ask guests to [donate](#) in lieu of gifts, sell raffle tickets for prizes, or create an exclusive experience where guests donate to participate.

**For online donations, please ask your donors to include a memo or dedication indicating the name of your event or contact person.**

### Food Rescue game night

Partner with a local bar or pub to host a game night supporting 412 Food Rescue. Charge an entry fee for teams, offer prizes for the winners, and donate all or a portion of the proceeds to support our mission. You could adapt this concept out to any co-sponsored event like a craft show or trivia night.

## Host a performance with a purpose

Turn your talent into impact! Host a concert or live musical performance with proceeds benefiting 412 Food Rescue. Whether you are a classically trained musician, a punk band or a singer songwriter, your live or virtual event can help raise funds to support our mission.

- Open mic night
- Multi act performance
- Solo show

## 2. Fundraise for your birthday

Dedicate your special day to helping others. Use social media or online platforms like [Facebook Fundraisers](#) or [GoFundMe](#) to encourage friends and family to make a donation to 412 Food Rescue in honor of your birthday. It's a simple yet powerful way to give back!

Idea in action:

- Invite people to donate an amount equal to your age (\$30 if you're turning 30) or any multiple of your age. For a fun twist, ask friends to donate their own age in dollars!
- In the days leading up to your birthday, share daily stories, facts, or challenges related to 412 Food Rescue. Encourage daily donations and engagement by creating themed days, such as "Matching Monday" where you match donations or "Thankful Thursday" where donors are recognized.
- Make it a friendraiser! Ask your friends to [download](#) the 412 Food Rescue app and do a food rescue in your honor.

## 3. Run (or walk, cycle, hike) for a reason

Participate in a [local marathon](#), 5K, or bike ride, and get sponsors to pledge a donation for each mile or kilometer you complete. Alternatively, organize your own challenge—like hiking a certain number of trails or even a "virtual run" where participants can join from anywhere.

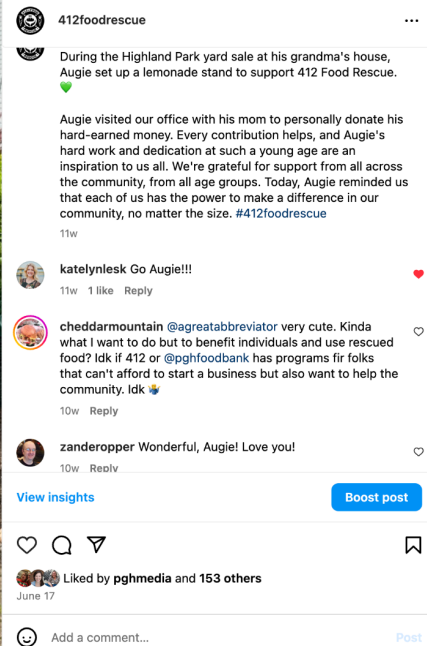
Idea in action:

- Run for 412 Food Rescue! [Join Marathon Heroes](#)
- [Sponsor our Runners](#)
- [Donate](#) to the 412 Food Rescue running team

- Sign up to Volunteer

## 4. When life gives you lemons

Lemonade stands are a great way to support 412 Food Rescue while teaching children about the importance of helping others in their community.



Lemonade stand 101:

- **Choose a location with high foot-traffic** like a park, neighborhood corner, or local event.
- **Create eye-catching signs** explaining that proceeds go to 412 Food Rescue; include our logo and mission to attract attention.
- **Prepare supplies:** table, chairs, lemonade ingredients (lemons, sugar, water), cups, a cash box, and change. Consider offering both regular and sugar-free options.
- **Set a suggested donation price** rather than charging a fixed price - allowing people to give more!
- **Spread the word in advance** through social media, local signage, and community groups.
- **Offer additional items** like homemade cookies, snacks, or branded charity [merchandise](#) to increase donations.
- **Thank donors and share impact:** Offer thank-you notes or small tokens of appreciation and later share the total funds raised and how they will 412 Food Rescue.

## 5. Host an experience for a cause

What are your special talents, skills, and hobbies that light you up? Offer curated experiences to friends and family that create meaningful memories, all while supporting 412 Food Rescue.

Idea in action:

- **Photography session:** If you're skilled with a camera, offer a family portrait session, a pet photography shoot, or a creative photoshoot experience.
- **Personalized art or craft workshop:** If you have a talent for painting, pottery, knitting, or any other craft, offer a private or small-group workshop. Include all the supplies and help your friends create their own masterpieces.
- **Guided adventure or tour:** If you're knowledgeable about your local area, offer a guided tour of local hidden gems, historical spots, or a nature hike with a picnic.
- **Custom-made crafts or artwork:** Create personalized items like a painting, a handmade piece of jewelry, or a knitted scarf for the highest bidder. Let them choose the style, color, or theme.
- **Skills training or tutoring session:** Offer a one-on-one session for a skill you excel at, like guitar lessons, language tutoring, or public speaking coaching.
- **Offer a "Day of Service":** Help someone with something they need, like gardening, organizing, or handyman tasks. This can be a popular option for busy friends and family members.
- **Mindfulness or fitness class** If you're a certified instructor or enthusiast in yoga, meditation, or a specific workout, offer a private class or group session to benefit 412 Food Rescue.

## 6. Cook (or bake) for a cause

If you're a great cook or baker, offer a private cooking lesson or prepare a special dinner party for a group. You could even theme it around items made with rescued or leftover ingredients! Charge guests a ticket price or suggest a donation amount to attend, with all proceeds going to 412 Food Rescue.

Idea in action:

- **Farm to table diner with rescued ingredients:** Host a dinner party featuring a multi-course meal prepared using surplus or "rescued" ingredients sourced from local markets or partners. Highlight the importance of food waste reduction by sharing the story behind each dish and how the ingredients were saved from being wasted.

- **No-waste baking class:** Organize a baking class focused on using “ugly” or surplus fruits and vegetables that might otherwise be discarded. Teach participants how to make baked goods like pies, muffins, cakes, or savory pastries while emphasizing the importance of reducing food waste. Provide take-home recipe cards featuring “waste-not” tips and tricks.
- **Zero-waste cooking challenge:** Organize a dinner party where guests, individually or in teams, create dishes using a curated basket of rescued or leftover ingredients. Provide basic staples and host a friendly competition judged by a local chef or food enthusiast.

## 7. Company match day

If you work for a company that offers donation matching, propose a "Match Day" where all employee donations are doubled by the company. This can also include volunteer hours or a "Volunteer Day" where employees spend a day rescuing food or distributing meals.

## 8. Sponsor our fleet

Be a Fleet Team Hero! Businesses or individuals can sponsor the fleet vehicles that we used to rescue and transport food. This sponsorship can include branding on the vehicle itself, making it a great opportunity for businesses to show their support while helping us increase our capacity.

[More details here on fleet sponsorship →](#)

Your creativity and passion can make a huge difference in supporting our food rescue efforts. These are just a few ideas to get started, but the possibilities are endless! We are here to support you in any way we can, whether it's helping you organize an event, providing promotional materials, or simply brainstorming together.

Contact: [marketing@412foodrescue.org](mailto:marketing@412foodrescue.org)

Thank you for being a Food Rescue Hero and for helping us build a more sustainable and equitable food system!