



NORTH POINT
Health & Wellness Center Inc.

FOOD & FUND DRIVE TOOLKIT



A gift bigger than meals. Help build a stronger and healthier community. Support NorthPoint's Food & Fund Drive!

We're not letting COVID bring us down in 2021. We need your help to continue providing nutritious food and services that support self-sufficiency. No one should be hungry. Your support of our Food & Fund Drive will serve healthy meals to over 1,000+ households each month. 100% of donations go directly to hunger-relief for children, hardworking families, struggling seniors and more.

Ways you can support us during this year's efforts:

Make a cash donation to NorthPoint's Food Shelf – cash donations allow us to purchase items that can't be donated, such as milk, eggs and meat; but most importantly, each dollar donated has at least 3 times the buying power because we can buy food at bulk prices.

In our busy lives, it may be easier to give cash than to purchase a bag of groceries. Cash donations are extremely important for our food shelf, not only because it allow us to purchase items that aren't donated, such as milk, eggs and meat; but most importantly, because of our ability to purchase food at wholesale pricing. Each dollar donated has 3 times the buying power.

For example, if you and your team collects 100 pounds of food, a cash donation of just \$100 dollars would allow NorthPoint Community Food Shelf to purchase nearly **300 pounds of food!**

WAYS TO CONTRIBUTE FINANCIALLY

Online

The easiest way to donate is online at www.northpointhealth.org/donate. **Remember to list the name of your organization in the special instructions section so that we know who to credit.** Also, our Food & Fund Drive posters include a QR code that allow individuals to click and donate right through their phone.

Collect Cash and Checks

It's best to have a point person within your team or organization to collect cash and checks. Donations can either be mailed individually to NorthPoint or collected by your on-site Food & Fund Drive Coordinator and delivered all at once. Checks should be made out to **"NorthPoint Food Shelf"** and mailed to: NorthPoint Health & Wellness Center, 1256 Penn Ave North, Suite 5300 Minneapolis, MN 55411.

Matching Gifts:

Many organizations offer a "Matching Gift" incentive. Be sure to check with your human resources department for the necessary paperwork.

WHY HOST A FOOD & FUND DRIVE?

No one can grow, maintain good health or reach their full potential if they are hungry. A surprising number of our neighbors are doing something they never imagined—visiting NorthPoint's Food Shelf for the first time in their lives.

The COVID-19 Hunger Surge

Data from the U.S. Census Bureau, Feeding America, and McKinsey & Company created projections suggesting that COVID-19 has undone a decade's worth of progress in the hunger fight, with a record number of Minnesotans now facing hunger.

Before the onset of the COVID-19 pandemic, 1 in 11 Minnesotans struggled to afford food. Now, 1 in 9 Minnesotans face hunger every day.

The data suggests that in addition to those who faced hunger before the pandemic, 275,000 Minnesotans—including 112,000 kids—are already or will soon face hunger, bringing the total number of people living with hunger to 735,000.

The Hunger Divide

Stark racial disparities in who is hungry have deepened since the pandemic began. **In Minnesota, this means that Black, Latinx, and Indigenous families now experience food insecurity at more than two times the rate of white Minnesotans, with Black Minnesotans facing the worst disparities in consistent access to food.**

Since the pandemic began, we've provided more food than ever before to our neighbors in North Minneapolis, serving over 1000 households each month.

Everyone can help. Make a donation today. Help fund NorthPoint's Community Food Shelf. A monthly gift of \$30 can provide 1,080 meals per year.

Together, we can solve COVID-era hunger. Thank you for helping us ensure that everyone is kept well and fed during these difficult times!

**Data provided by Second Harvest Heartland*



Thank you for hosting a Food & Fund Drive - what a great way for organizations and groups to contribute positively to our community! Because COVID has pushed so many of us to work remotely, consider participating this year by hosting a virtual Food & Fund Drive with your colleagues, book group, faith community, neighbors, family or friends. Let us know about your plans and we'll provide all the tools you'll need to organize a successful drive including this toolkit, posters, etc. Thank you again (and again!).

OUR IMPACT

NorthPoint's mission is **Partnering to Create a Healthier Community** and meeting basic needs for food is the first step towards health for all. For over forty years NorthPoint's Community Food Shelf has been available to those facing hunger in our community.

2020 challenged the community with COVID-19, the resulting economic downturn, children home from school, and social unrest including the loss of two major chain stores in North Minneapolis. Our generous neighbors responded at record levels by sharing their financial resources, time, and gifts of food and supplies. We are also grateful to work with two responsive and supportive food banks, Second Harvest Heartland and The Food Group. We changed our facility layout and distribution model in order to keep our participants, volunteers, and staff safe from COVID-19.

To address the increased need of isolated and vulnerable families, NorthPoint partnered with Second Harvest Heartland and other north side organizations to deliver food to 150 families every month. The pilot model was successful and will greatly expand in 2021.

Last year our Food Shelf provided more than 961,000 pounds of nutritious food to over 27,500 individuals (11,000 families) in our area. One-fifth were first-time users, and another large percentage had not visited in two or three years.

The **Mobile Food Shelf**—one of the ways we are addressing the increase in hunger among seniors—providing nearly 45,000 pounds of food to more than 175 seniors every month.

The **Summer Outdoor Giveaways** addressed hunger and worked to improve the community's overall health and well-being by distributing more than 171,000 pounds of free food to 6,800 individuals in 1,500 families. In response to the increased need caused by historic events of 2020, we doubled the amount of produce – and added meat, proteins, and dairy items.

In partnership with Second Harvest Heartland, we also distribute boxes to dozens of elders enrolled in the **Nutrition Assistance Program for Seniors** and to chronically ill patients enrolled in the **FOODRx** program.

EASY STEPS FOR A SUCCESSFUL FOOD/FUND DRIVE

1. Set your Goals

Having a goal for the amount of food and financial contributions will give your group something to work toward.

2. Organize and Schedule Dates

The length of your drive is up to you. The key is to give your participants enough notice so that they can be prepared to contribute. Think about the details—do you want to have a theme or a kickoff event, would someone be willing to match your cash donations, where will you put the bins, etc.

3. Register your Food Drive

Let us help you by contacting us before your event. We can provide you with food bins or totes, collection envelopes, and schedule a pick-up or delivery.

4. Promote your Drive

Remember to keep promoting once the drive has begun! Keep enthusiasm high, send out reminders, hold a contest, award prizes, etc.

5. Deliver Donations to NorthPoint

Increase the value of your donation by delivering it directly to NorthPoint Food Shelf located at 1835 Penn Ave. N., Minneapolis, MN 55411, Monday through Friday, 9 a.m. to 5 p.m.

- If you expect to bring in more than 1,000 pounds -- more than a mini-van full -- please call ahead at 612 767-9175 so we can prepare for your delivery.
- Please know that if delivery is not an option, we are happy to pick up your donation.

6. Celebrate

NorthPoint will weigh food donations and count monetary donations. You will then receive notice of how much your drive collected. Make sure you share this news with your participants and celebrate the impact you've made! Don't forget to thank them for their involvement!



CREATIVE IDEAS FOR YOUR FOOD AND FUND DRIVE

To make your food and fund drive easier and successful, here are a few fun ways to solicit donations and encourage participation.

Kick Off Party

Host an event or charge “admission” with a donation.

Single Item Collection

Focus your drive on just one most needed item which can be visually exciting and makes our job sorting easier!

Competitions

Organize a friendly competition between groups, departments, or teams to see who can collect the most donations.

Jeans Days

Allow participants to wear jeans in return for their donations.

Brown Bag It

Ask participants to bring a packed lunch and donate what they would have spent buying from a restaurant.

Matching Gifts

Ask your company to match donations.



POSTERS TO DOWNLOAD

(Go to our website: northpointhealth.org/donate)

1. Donate Here Posters (11" x 17")



2. NorthPoint Food Drive Posters (8.5" x 11")





Host a **FOOD & FUND DRIVE**

NorthPoint is committed to providing nutritious, high quality food, including fresh fruits and vegetables to families in need.



NorthPoint Community Food Shelf

1835 Penn Ave N.
Minneapolis, MN 55411

D: 612-767-9175 | 612-767-9500

OUR MOST NEEDED ITEMS INCLUDE



FINANCIAL DONATIONS



YOUR \$10 = 25 MEALS

Financial donations have the greatest impact.

Scan this code to donate now or visit northpointhealth.org/donate.



FOOD DONATIONS

- Canned tuna and other canned meat
- Peanut butter and jelly
- Beans
- Oatmeal and whole grain cereals



PERSONAL CARE

- Toothpaste and toothbrushes
- Feminine hygiene products
- Diapers and formula
- Deodorant, razors, shaving cream soap, shampoo and other toiletries

Drop off Food & Personal Care Donations

- Mon - Fri | 9 AM to 5 PM
- Call to request a pick-up of large donations

We accept items that are unopened, unexpired, and non-perishable.

Northpoint Health & Wellness is a 501c3 nonprofit. All donations are tax-deductible.



THANK YOU!

For more information, please contact:

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NorthPoint Health & Wellness Center, Inc.

Mailing: 1256 Penn Ave North, Suite 5300, Minneapolis, MN 55411

Street: 1835 Penn Ave North, Minneapolis, MN 55411

612-767-0325 | siseminger@npimn.org

"I am working real hard to eat as healthy as possible and to do the right thing is expensive. This creates a lifeline for me and my family. Thank you! Peace."

--NorthPoint Community Food Shelf participant

