

Food Drive Toolkit

Thank you for hosting a Sunshine Division Food Barrel Drive! Your support is helping us provide immediate food relief to families and individuals across the Portland metro area.

Every barrel you fill helps stock Sunshine Division's Free Food Markets and Home Delivery food boxes, providing groceries each month to thousands of households facing food insecurity.

In 2025, Sunshine Division collected more than 60,000 pounds of food through community food barrel drives, a new record for our organization.

As the need for food assistance continues to grow, food drives are one of the most impactful ways our community can help ensure neighbors have access to nutritious food when they need it most.

If you have questions at any point, contact your Sunshine Division representative or email us: fooddrives@sunshinedivision.org.



Sign up today at sunshinedivision.org/food-drives

Goals & Promotions

Set a Goal

People are more likely to participate when they have a goal to work toward.

Examples:

- “We’re aiming to collect 500 pounds of food donations in September”
- “We want to fill 10 barrels with food donations at X event”
- “We want to collect 1,000 food items for Sunshine Division. We’ll be matching every item you donate with a \$1 donation, up to \$1,000!”

Share & Promote

The more people know about your food drive, the more successful it will be.

Ways to Spread the Word:

- Announce your food drive before it begins
- Share reminders throughout the drive
- Post updates on social media
- Tag Sunshine Division so we can help amplify your message
- Include information in newsletters, emails, or team communications



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Make It Fun

Create Friendly Competition

A little competition can significantly increase participation:

Examples:

- Department vs. Department
- Office vs. Office
- Team vs. Team

Winner can get a special prize, like a pizza party, gift card, social media shoutout, or something else. Be creative!

Give People Time to Participate

We recommend running your food drive for at least two weeks.

If you are hosting a one-day collection event, be sure to provide advance notice and consider focusing on a single food item, such as peanut butter or mac & cheese.



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Share Your Progress

Share Progress Updates

Build momentum by letting participants know how the drive is going:

Examples:

- “We’ve already collected 250 items!”
- “We’re halfway to our goal!”
- “One week left to donate!”

Make Giving Easy

Place collection barrels in visible, high-traffic locations and clearly communicate collection dates and times.

Share Your Why

Tell participants why supporting Sunshine Division matters to you or your organization. Personal stories and connections often inspire others to get involved.



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What to Donate

We encourage anyone who hosts a donate to provide meal-building staples and culturally diverse foods that help families create meals that are familiar, comforting, and meaningful to them.

We welcome unopened, unexpired shelf-stable food items:

- Peanut Butter
- Canned Meats
- Boxed Dinners (Ex. Mac & Cheese)
- Canned Vegetables
- Canned Fruits
- Canned Beans
- Pasta Sauce
- Rice, Pasta & Grains
- Seasonings & Spices
- Sauces & Condiments
- Crackers & Snacks
- Cereal & Breakfast Items
- Soup & Meal Starters
- *Non-Food Items (Toilet paper, toothpaste, dish soap, etc.)

Food is more than nutrition. It's culture, comfort, tradition, and connection.

Questions? Please contact us at fooddrives@sunshinedivision.org



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Host A Virtual Food Drive

A #GiveHealthy virtual food drive is an easy way to support Sunshine Division without collecting or transporting physical food donations.

Create a personalized fundraising page, set a goal, choose your campaign dates, and invite friends, family, coworkers, or your community to donate the exact food items we need most. Every donation helps provide fresh, nutritious food for local families.

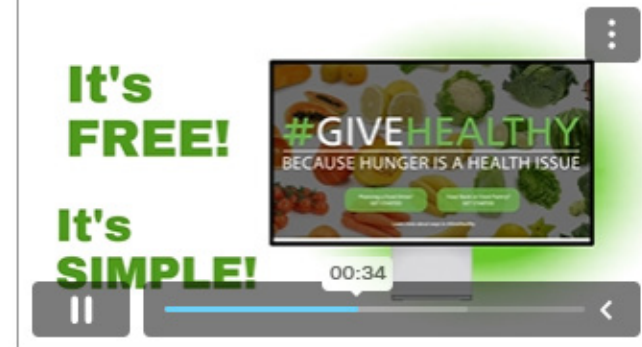
Sunshine Division is proud to be the first nonprofit partner in the Portland metro area to offer #GiveHealthy virtual food drives.

Get started at givehealthy.org/sunshine-drive

Questions? Please contact us at fooddrives@sunshinedivision.org

#GIVEHEALTHY™
BECAUSE HUNGER IS A HEALTH ISSUE

How it works



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