



Delaware
Does More
Growing food & funds for neighbors in need

2009 How-to-Help Kit





What Can YOU Do?

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An Urgent Call for Help

You continue to hear the news accounts. Job losses. Foreclosures. Spiking oil prices. The global financial crisis has not eased. And many experts report that it will get worse before it gets better.

When there's no work, there's no money. No food. No utilities. No way to pay the rent, or the mortgage. For a rapidly increasing number of Delawareans, this is the new reality.

Human service agencies from up and down the state report that demands for assistance with food, shelter and utilities have skyrocketed. Demand that is above and beyond the norm. Demand that we cannot meet with current resources.

Delawareans of all ages stepped up to help their neighbors in need last winter when we called on the community's support in helping us to collect 300,000 pounds of food and \$250,000 for utility and shelter assistance. The results were remarkable. But the demand for assistance still remains.

What can we do collectively to aid our friends and neighbors—perhaps even our own family members—this summer?

The answer is Delaware Does More – Growing Food and Funds for Neighbors in Need. An emergency food and funds drive to ask those who live and work in Delaware to give a just a bit more, help more, care more. Now more than ever.

Delaware Does More is a community-based strategy, jointly proposed by United Way of Delaware and the Food Bank of Delaware, to address the increased demand for social services to serve all those as we continue to weather this recession we're currently in.

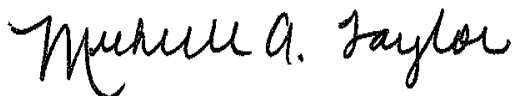
Phase two of *Delaware Does More* has two goals (incremental) to achieve between May 1, 2009 and October 1, 2009:

- 1. FOOD: One million pounds of produce, nonperishable food donations and rescued food**
- 2. UTILITIES & SHELTER: \$150,000 for utilities and shelter.**

Everyone can help meet these goals. Businesses. Schools. Faith-based groups. Social and civic clubs. Neighborhood associations. Sports teams. Individual families.

How can you help? This kit provides some ideas. But YOU can provide more. Be creative. Be aggressive. Be involved.

Thank you for your support,



Michelle A. Taylor
President and Chief Executive Officer
United Way of Delaware



Patricia D. Beebe
President and Chief Executive Officer
Food Bank of Delaware

How Can I Help Meet the Food Goal?

Do everything you can to grow and/or collect as much food as possible

Delaware Does More is working through the *Food Bank of Delaware* and *The News Journal* to collect and distribute **an additional one million pounds of produce and rescued food**. The Food Bank has the resources and infrastructure to help meet this ambitious goal.

Here's what individuals can do:

- 1) **Plant a backyard garden:** Have surplus produce from your backyard? Donate it to Delaware Does More! It doesn't take much to make a real contribution. The average harvest from a typical packet of snap bean seeds weighs 20 pounds. And dense vegetables such as carrots produce about 100 pounds!
- 2) **Plant a container garden:** Have limited space? A container garden is a great way to grow vegetables even if you don't have a backyard or the knowledge to plant a large garden. Possible containers to use – plastic or clay pots, small trash cans, wooden boxes and more.
- 3) **Donate produce:** Next time you're visiting your local market, pick up a few extra items to donate directly to Delaware Does More.
- 4) **Donate nonperishable foods:** Unable to donate fresh produce? The Food Bank of Delaware is always in need of nonperishable goods such as soups, canned fruits and vegetables, canned meats, pasta, peanut butter and more. Visit www.fbd.org for needed items.

Here's what large farmers and growers can do:

- 1) **Donate surplus crops:** Truckloads of surplus produce can be donated to either the Food Bank's Newark or Milford warehouses. Need it picked up? The Food Bank can arrange to send a truck for pick up.
- 2) **Field Gleaners:** The Food Bank is ready to send volunteers to glean your fields. Gleaners harvest the produce that would otherwise be plowed under or left to rot and deliver it directly to agencies that help feed struggling Delawareans.
- 3) **Farmers' Market:** Vendors at farmers' markets may donate unsold produce directly to Delaware Does More. Call us at (302) 292-1305 ext 211 and we'll make arrangements for a pickup.

Here's what restaurants, food industry businesses and groups/individuals holding catered events can do:

- 1) **Donate perishable and prepared foods:** Donating surplus food to food rescue organizations is safe, efficient and cost-effective. It reduces disposal costs, while helping to feed hungry Delawareans. Visit www.fbd.org for food rescue guidelines.

How Can I Help Meet the Utilities & Shelter Goal?

Do everything you can to help raise incremental funds (funds over and above what you and others may already have contributed to United Way or other groups) as quickly as possible.

Delaware Does More is working through United Way of Delaware to raise additional funds to help social service agencies meet the increased demand for assistance with utilities and shelter. The goal is \$150,000 in incremental dollars.

We are asking individuals, businesses, schools, faith-based groups, clubs, and others to conduct their own activities to help raise \$150,000 to meet the anticipated need. United Way of Delaware will provide fiduciary and administrative services to assist with this effort. The money you donate goes directly to Delaware Does More, not to United Way.

See the following pages for ideas about how you can organize fundraising activities.

For more information, contact *Delaware Does More, Monique Chadband*, at 302-573-3762.

Business Organizations: What You Can Do

Keep in Mind:

- ***Delaware Does More* is NOT part of the United Way of Delaware annual campaign**
 - ***Delaware Does More* accepts checks, cash and credit cards**
 - **Payroll deduction is NOT available for *Delaware Does More***
 - **E-Pledge payments are NOT available for *Delaware Does More***
-
- Give an incremental corporate gift to:
United Way of Delaware - Delaware Does More Fund.
 - If you match employee donations to United Way of Delaware, consider directing some or all of that match (by separate check) to *United Way of Delaware – Delaware Does More Fund*
 - Run a company-wide fundraising drive by accepting checks or cash, or directing employees to uwde.org to make credit card donations. Do this over:
 - One day
 - One week
 - One month
 - Activate your internal communications network to challenge employees to make personal donations. Remind them of the need. (See suggested wording attached)
 - Have your CEO or designated leader post a notice on your community net.
 - Have your CEO or designated leader send an e-mail to all staff showing organizational support and asking for people to give.
 - Invite guest speakers from social service agencies to speak to about the increasing need. (United Way of Delaware can assist)
 - Challenge employees to run their own fundraising activities
 - Plant a company-wide garden.
 - Organize employee volunteers for food rescue and/or crop gleaning initiatives.
 - Donate food from office parties and meeting to the Food Bank's food rescue effort
 - Host a food drive
 - Develop a matching gift program.
 - Devote a table or event at your organization's upcoming events to collect donations of food or funds for Delaware Does More.
 - More ideas:
 - Casual Dress Day
 - Sports Tournament
 - Bake Sale
 - Silent Auction
 - Carnival
 - Bingo Night
 - Garage Sale/ Flea Market

Bowl-A-Thon
Car Wash
Used CD/Video/Book sale
Coupon Books
Raffle
Pizza Party
Pancake Breakfast
Karaoke Contest

Sample E-mail Message:

(Business) supports Delaware Does More.

While many Delawareans are getting ready for summer vacation, other families around the state will worry about making ends meet. Their worries – will we be able to pay the rent or mortgage on time? Will there be enough food for dinner tonight? How will we pay these outstanding utility bills?

Because of the economic crisis, there are people in Delaware who once gave generously to others who now need help. People who gave to food drives now need food to feed their families. People who donated money to charities are now turning to charities for help with utilities and shelter.

Delaware Does More is a statewide effort to raise one million pounds of produce and rescued food and \$150,000 to help our neighbors in need get through these tough economic times. (Business) name is supporting this effort. And we ask each and every family who is able, to give as much as you can. Thank you.

CEO or designated leader's name

How Do I Get Started Growing Food?

1. Visit www.fbd.org for resources on growing a garden
2. Contact the Food Bank of Delaware (Charlotte McGarry at (302) 292-1305 ext 211 or cmcgarry@fbd.org). Tell us who you are and how to reach you.
3. Because produce has such a short shelf life, Food Bank of Delaware staff will connect you with the hunger-relief organization that is closest to your house. You may drop off the produce directly to the agency or we can arrange for a volunteer to pick up the donation.

How Do I Donate Rescued Food?

1. Visit www.fbd.org to download the Food Bank's Guide to Food Rescue to learn how your company can help provide safe, nutritious perishable and prepared foods to families in need.
2. Contact Charlotte McGarry to arrange a pick up. Drivers are trained in food safety and sanitation. Donations will be directly donated to area hunger-relief agencies.

How Do I Get Started Raising Funds?

1. Form a fundraising team.
2. Name a leader.
3. Make a plan.
4. Contact United Way of Delaware (Monique Chadband, mchadband@uwde.org, 302-573-3762). and tell us who you are, what your plan is, and how to reach you.
5. We will send you an envelope for recording your donations.
6. Execute your plan.
7. When you're done, put the proceeds in the envelope and call United Way.

How Do I Process Donations to *Delaware Does More*?

Internal Fundraising Drive

- 1) Checks and Credit Card contributions are preferred, for ease of processing, record-keeping, reporting, and tax receipts. Cash is also accepted. Cash gifts will require a list of donors, donor addresses, and individual donation amounts to be eligible for tax receipting.
- 2) United Way of Delaware will supply the Fundraising Leader with Delaware Does More envelopes. These envelopes will be clearly marked with Delaware Does More when delivered to your organization.
- 3) Credit card donations may be made **ONLY** online at www.uwde.org. Select "Donation," "Make a donation," then choose "Delaware Does More."
- 4) Checks should be made payable to UWD – Delaware Does More.

Individual Contributions:

- 1) Checks and Credit Card contributions are preferred, for ease of processing, record-keeping, reporting, and tax receipts. Cash is also accepted.
- 2) Checks should be made payable to UWD – Delaware Does More. Mail checks to United Way of Delaware, Delaware Does More Campaign, 625 N. Orange Street, Wilmington, DE 19801.
- 3) Credit card donations may be made **ONLY** online at www.uwde.org. Select "Donation," "Make a donation," then choose "Delaware Does More."

Educational Institutions: What You Can Do

- Have the principal or other school leader talk about Delaware Does More over the intercom or at a student assembly to inform students, faculty and administration of the need in the community and to ask for help with food or funds. (See sample announcement to follow.)
- Set a day or day(s) to take up monetary collections for Delaware Does More.
- Post “Delaware Does More/What Can You Do?” on the sign outside your school building.
- Start a garden outside your school. It ties both science and community involvement.
- Have your principal or school leader post a notice on the school’s website. (See sample e-mail to follow.)
- Have your principal or school leader send an e-mail to parents and school staff. Encourage families to start a household garden.
- Invite guest speakers from social service agencies to speak to the students/staff.
- Devote a table or event at your school events to collect donations of food or funds for Delaware Does More.
- Engage youth and teen groups to collect food and funds in their communities.
- Engage special-interest groups and clubs within the school to compete to raise the most money. See which class can grow the largest vegetable. Encourage creativity!
- Have musical/choral groups put on a Delaware Does More concert. Audience gains admissions by donating food and funds.
- Initiate a Delaware Does More competition between different grades, different homerooms, different clubs – anything from athletic competitions to chess/checkers competitions to music competitions. Audience gains admission by donating food and funds.
- Institute an art challenge. Student artists can paint or draw an image of neighbors helping neighbors. Art can be posted in lobby or along hallways as ongoing reminder of Delaware Does More.
- More ideas:
 - Sports Tournament
 - Bake Sale
 - Silent Auction
 - Carnival
 - Bingo Night
 - Management Services Auction – have your principal clean your locker!
 - Garage Sale/ Flea Market
 - School Staff Dunk Tank or Pie Toss
 - Casino Night
 - Bowl-A-Thon
 - Car Wash

Used CD/Video/Book sale
Coupon Books
Raffle
Pizza Party
Pancake Breakfast
Karaoke Contest

Sample E-mail Message:

(School) supports Delaware Does More.

While many Delawareans are getting ready for summer vacation, other families around the state will worry about making ends meet. Their worries – will we be able to pay the rent or mortgage on time? Will there be enough food for dinner tonight? How will we pay these outstanding utility bills?

Because of the economic crisis, there are people in Delaware who once gave generously to others who now need help. People who gave to food drives now need food to feed their families. People who donated money to charities are now turning to charities for help with utilities and shelter.

Delaware Does More is a statewide effort to raise one million pounds of produce and \$150,000 to help our neighbors in need get through these tough economic times. (School) name is supporting this effort. And we ask each and every family who is able, to give as much as you can. Thank you.

Principal or designated leader's name

Sample P.A. Announcement

Hello. This is (Name of Principal or designated school leader). I'd like to let each of you know that (School name) is committed to providing extra help to our Delaware neighbors in need by supporting Delaware Does More.

Times are tough for many families and people need help. Help with food and help paying for utilities and a place to stay.

There may be someone in your neighborhood who is struggling right now. Please help by donating food or money to Delaware Does More. [Our school goal is X pounds of food and X dollars.]. Thank you.

Faith-Based Organizations: What You Can Do

- Have the congregation leader talk about *Delaware Does More* as an effective way people can help meet an urgent need in the community.
- Set a day or day(s) to take up food and monetary collections for *Delaware Does More*.
- Post “Delaware Does More/What Can You Do?” on the sign outside your worship house.
- Plant a garden outside your congregation. Members can take turns tending the garden.
- Have congregation members speak of people they know who need help.
- Have your congregation leader post a notice on your congregation’s website.
- Have your congregation leader post a notice in your congregation’s bulletin or newsletter.
- Invite guest speakers from social service agencies to speak to the congregation about the increasing need.
- Devote a table or event at your congregation’s upcoming event to collect donations of food or funds for Delaware Does More.
- Engage youth and teen groups to collect food and funds in their communities.
- Engage special-interest groups within the congregation to compete to raise the most in food and fund donations. Encourage creativity!
- Have musical/choral groups put on a Delaware Does More concert. Audience gains admissions by donating food and funds.
- Initiate a Delaware Does More competition between youth groups of different congregations – anything from athletic competitions to chess/checkers competitions to music competitions. Audience gains admission by donating food and funds.
- Institute an art challenge among youth groups. Young artists can paint or draw an image of neighbors helping neighbors. Art can be posted in social hall or lobby as a reminder of Delaware Does More.
- More ideas:

Sports Tournament

Bake Sale

Silent Auction

Carnival

Bingo Night

Garage Sale/ Flea Market

Bowl-A-Thon

Car Wash

Used CD/Video/Book sale

Coupon Books

Raffle
Pizza Party
Pancake Breakfast
Karaoke Contest

Sample E-mail Message:

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While many Delawareans are getting ready for summer vacation, other families around the state will worry about making ends meet. Their worries – Will we be able to pay the rent or mortgage on time? Will there be enough food for dinner tonight? How will we pay these outstanding utility bills?

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Delaware Does More is a statewide effort to raise one million pounds of produce and \$150,000 to help our neighbors in need get through these tough economic times. (Congregation) name is supporting this effort. And we ask each and every family who is able, to give as much as you can. Thank you.

(signed)
Congregation leader.

Sample Phone Greeting

Hello. This is (name of congregation leader). (Congregation name) is reaching deeper to support Delaware Does More – an emergency food and funds drive to keep our neighbors in need supplied with food, utilities and shelter during these tough economic times. Please contribute whatever you can to Delaware Does More. May your generosity be a blessing to you and your family.

SEND US YOUR PHOTOS!

Send us photos of your Delaware Does More activities! We would love to see what Delawareans in all three counties are doing to support their neighbors. E-mail your photos, along with a descriptive caption that identifies the participants, to skenney@uwde.org. Or, mail a CD to:

Sarah Kenney
United Way of Delaware
The Linden Building, Third Floor
625 N. Orange Street
Wilmington, DE 19801

By sending photos, you give Delaware Does More full permission to use them for marketing purposes. Whenever possible, we will identify your company/agency/community group.

We look forward to hearing from you!

