TROY SCOTT COMMUNITY FRIDGE

FILL THE FRIDGES

A Guide to Hosting a Donation Drive



innisfil.ca/CommunityFridge

Innisfil



Introduction

Thank you for your interest in hosting a Fill the Fridges donation drive for the Troy Scott Community Fridges (TSCF). By hosting a food or fundraising drive, you are helping to increase awareness of community food security, the TSCFs, and how collaborative efforts can affect great change for our community. Visit innisfil.ca/CommunityFridges to learn more.

This guide will help you plan a successful donation drive for the TSCF.

Planning a Fill the Fridges Donation Drive

Here are some items to consider when planning a Fill the Fridges donation drive.

Why are you hosting a donation drive?

Whatever the reason, the Town is very grateful for your support. It's people and organizations like you that make Innisfil the best place to live. Here are some common reasons to host a donation drive for the TSCF:

- I/my organization wants to give back to the community.
- I/my organization wants to challenge others to see who can Fill the Fridges the most.
- It's my birthday/wedding/special event and I want to support the community instead of receiving gifts.

Who will help plan and execute the donation drive?

Think about who will help with your donation drive. Consider who will promote it on social media and in-person, who will collect and drop-off food donations, and other tasks you will need help with. Many hands make light work!

What are you collecting?

If you're encouraging food donations, please consider encouraging direct drop-off to one of the TSCF locations. This will make the drive easier for you to manage. Make sure to follow the TSCF Food Donation Guidelines at innisfil.ca/CommunityFridges.

If you're collecting food at a location other than a TSCF, please collect non-perishable food items (i.e., canned, and prepackaged food) and personal care items (e.g., shampoo, soap, toothpaste, feminine hygiene products). Plan for transporting the non-perishable food and personal care items to one or more of the TSCFs. The Town does not coordinate donation pick-up or drop-off.

If you're collecting financial donations, you can either direct people to donate online or collect cash and drop off the total funds collected at the Town's Customer Service Desk at 2101 Innisfil Beach Road. The Town of Innisfil can issue an official donation receipt to the individual or organization that made the donation. We cannot issue an official receipt in the name of anyone but the true donor. If you're collecting cash donations, please ask donors if they would like a receipt. If they do, collect their name, address, and donation amount, and submit this information to the Town with the donation.

Donors who are interested in donating pasteurized dairy, dairy products, or Grade A eggs must email communityfridge@innisfil.ca.

Who are you collecting donations from?

It could be groups like staff, customers, or special event guests. Targeting your efforts to a certain population helps messaging and likelihood of success.

What is your goal?

Setting goals or creating a challenge is a great way to encourage donations and build momentum – who doesn't love a little healthy competition?

When will you collect donations?

The TSCFs are always open and ready for donations. Consider filling the fridges during non-holiday times so they stay full all year long. Hosting a donation drive for two weeks is usually sufficient.

Promoting

Here are some suggestions for reaching your target donors and making your Fill the Fridges donation drive successful:

- Share the event with your customers/clients in your newsletter
- Share the event and updates to your employees via email
- Post updates on the progress of the event via social media
- Share photos of your progress

Fill the Fridges Donation Drive Media Kit

This media kit includes poster templates to print and post on your welcome desk(s) or elsewhere and hold up while taking and posting a selfie to your social accounts, and social media templates for you to quickly put together social media posts about your donation drive and thank donors.

Remember to tag @townofinnisfil so we can share your post and use #FeedInnisfil.

Praising

Remember to thank all your donors, supporters, and others for helping with the event and supporting their neighbours. A small thank you goes a long way.

Need more information?

Contact communityfridge@innisfil.ca if you have any questions.

Did you know you can rent the Horodynsky Community Kitchen?

- Team Building
- Food Business Prep Space
- Prepare meals for Troy Scott Community Fridges

Call 705-436-3710 today to discuss rental opportunities, fees & charges!

Join the Town of Innisfil's Neighbours Helping Neighbours cooking class in the Horodynsky Community Kitchen!

In this program, we welcome participants to prepare simple, balanced meals to package and drop off at the Troy Scott Community Fridges in Innisfil.

- Learn a new recipe
- Promote awareness of community food security
- Increase your food literacy skills
- Build community connections

Cooking and food programs open for registration on the 1st of every month at 8:30 a.m. on Active Innisfil. Visit our website to learn more about our food and cooking programs: innisfil.ca/Cooking.

How do I register?

To create or sign into your account, visit innisfil.ca/ActiveInnisfil.



Media Kit

Thank you for supporting the Troy Scott Community Fridges by organizing a donation drive to encourage food and/or financial donations. Here are some suggested marketing assets you can use to help promote your Fill the Fridges campaign.

Graphics/Images:

- Social Media Graphic
- Campaign Poster (printable)
- Customizable Poster (printable)

Social Media Captions:

Feel free to adapt or customize the suggested posts to suit your needs and organization.

<table>
<tr><td rowspan="2">Promoting a food drive</td><td>Facebook/Instagram Sample:
#DYK 1 in 3 Simcoe Muskoka households struggle to put food on the table? [Your Business/Organization] is honoured to support our neighbours in need by collecting donations for the Troy Scott Community Fridges. Every small donation has a big impact, so please consider dropping off a food item at [location] on your next visit.
Learn about donation guidelines on the @townofinnisfil's website at innisfil.ca/CommunityFridges.
#FillTheFridges #FeedInnisfil</td></tr>
<tr><td>Twitter/X Sample:
[Your Business/Organization] is hosting a food drive for the Troy Scott Community Fridges! Please bring food donations to [location] to support community food security for your neighbours. Learn more at innisfil.ca/CommunityFridges. #FillTheFridges @townofinnisfil</td></tr>
<tr><td rowspan="2">Promoting a fundraising drive</td><td>Facebook/Instagram Sample:
It's time to #FillTheFridges, Innisfil! More of us are facing food insecurity than ever before, so please join [Your Business/Organization] in supporting the Troy Scott Community Fridges this month. Your gift at bit.ly/3nb5wV4 will help to ensure that no one in our community goes without.
Learn more on the @townofinnisfil's website at innisfil.ca/CommunityFridges. #FeedInnisfil</td></tr>
<tr><td>Twitter/X Sample:
Let's #FillTheFridges! More of us are facing food insecurity than ever before, so join [Your Business/Organization] in supporting the Troy Scott Community Fridges. Your gift will help ensure no one in our community goes without. Learn more at innisfil.ca/CommunityFridges. @townofinnisfil</td></tr>
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Promoting a food and fundraising drive	**Facebook/Instagram Sample:** This month, [Your Business/Organization] is encouraging our [customers/clients/patrons] to open their cupboards and wallets to help support food security in Innisfil. Please support our #FillTheFridges campaign for the Troy Scott Community Fridges by dropping off food items or making a financial contribution at [location]. Every donation, no matter the size, helps feed a neighbour in need. Learn about donation guidelines on the @townofinnisfil's website at innisfil.ca/CommunityFridges. #FeedInnisfil
	Twitter/X Sample: This month, [Your Business/Organization] is encouraging our [customers/clients/patrons] to promote community food security. Support our #FillTheFridges campaign for the Troy Scott Community Fridges by donating food or funds at [location]. Learn more at innisfil.ca/CommunityFridges. @townofinnisfil
Saying thank you to donors	**Facebook/Instagram Sample:** [Your Business/Organization] would like to extend a BIG thank you to all those who donated to our #FillTheFridges campaign for the Troy Scott Community Fridges last month! Through your generosity, we raised [total dollars/pounds of food] to help support individuals and families in our community. It's people like you that make Innisfil the best place to live! Want to give more? Consider organizing your own #FillTheFridges campaign. Learn more on the @townofinnisfil's website at innisfil.ca/CommunityFridges. #FeedInnisfil
	Twitter/X Sample: [Your Business/Organization] would like to extend a BIG thank you to those who donated to our #FillTheFridges campaign for the Troy Scott Community Fridges! Through your generosity, we raised [total dollars/pounds of food] to support individuals and families in our community. @townofinnisfil

Other Post Ideas:

- Share photos of your team in action (e.g., collecting or dropping off food donations)
- Snap a selfie with our printable poster and share your message: "I'm filling the fridges because…"
- Write about how it feels to give back to your community
- Share why dignified access to food matters
- Challenge your followers to match your donation to the Troy Scott Community Fridges
- Share a few facts about local household food insecurity
- Order an oversize cheque and take a group photo at one of the fridge locations
- Post updates on the progress of your donation drive

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Donation Checklist



Hygiene Products

- ☐ Pre-packaged feminine hygiene products (pads and tampons)
- ☐ Packed individual soap bars or packaged sets
- ☐ Packaged toothpaste, toothbrushes, dental floss, mouthwash
- ☐ Sealed shampoo and conditioner bottles

Baby Products

- ☐ Baby food (packages, pouches, and box snack packs)
- ☐ Baby diapers
- ☐ Baby wipes

Fresh Food*

- ☐ Fresh fruits and vegetables (consider frozen fruits and vegetables during colder months)
- ☐ Fresh produce grown in backyards or community gardens (washed and pest-free)
- ☐ Meals prepared in public health inspected kitchens, labeled with ingredient list, location prepared, and date prepared or best-before date

** Donors who are interested in donating pasteurized dairy, dairy products or Grade A eggs must email* ***communityfridge@innisfil.ca***

Older Adult Products

- ☐ Adult Incontinence diapers
- ☐ Nutritional Supplement drinks (e.g. Ensure)

Packaged Goods

- ☐ Cereals, oatmeal, pasta, rice
- ☐ Jams and peanut butter
- ☐ Bagels, breads, and pastries (all packed and not re-bagged)
- ☐ Granola bars and snack packages

✖ Unacceptable Items

- ✖ Meat or seafood, even frozen
- ✖ Cracked eggs or eggs that are below Grade A, domestic or ungraded
- ✖ Homemade food
- ✖ Expired food
- ✖ Dented cans
- ✖ Moldy produce
- ✖ Opened prepackaged goods
- ✖ Alcohol

Consider hosting a donation drive!

Download the guide at innisfil.ca/communityfridge

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Donation Kit Ideas

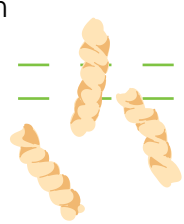
One way to give back is to create donation kits that can be packaged in resealable bags, or cardboard boxes, or placed side by side in the pantry section of the Troy Scott Community Fridges. Here's a list of kit ideas to assemble:

Personal Hygiene Kit

- ☐ Feminine hygiene products
- ☐ Toothbrush
- ☐ Toothpaste
- ☐ Hand soap
- ☐ Body wash
- ☐ Shampoo and conditioner
- ☐ Deodorant
- ☐ Disposable razors
- ☐ Shaving cream



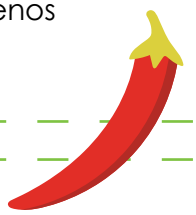
Pasta Kit



- ☐ Dry pasta
- ☐ Jar of marinara or alfredo sauce
- ☐ Jar of pesto
- ☐ Shelf-stable parmesan cheese

Taco Kit

- ☐ Salsa
- ☐ Tortilla chips
- ☐ Taco shells
- ☐ Canned diced tomatoes
- ☐ Taco seasoning
- ☐ Pickled jalapenos



Snack Kit

- ☐ Peanut-free granola bars
- ☐ Packaged crackers
- ☐ Packaged cookies
- ☐ 100% juice boxes
- ☐ Individual chip bags
- ☐ Applesauce or fruit cups
- ☐ Microwave popcorn

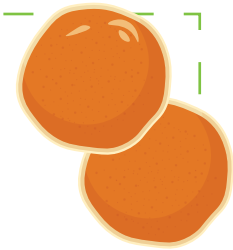
Packaged Goods

- ☐ Cereals, oatmeal, pasta, rice
- ☐ Jams and peanut butter



- ☐ Bagels, breads, and pastries (all packed and not re-bagged)
- ☐ Granola bars and snack packages

Breakfast Kit



- ☐ Maple syrup
- ☐ Pancake mix
- ☐ Jam
- ☐ Peanut or nut butter
- ☐ Oatmeal
- ☐ Mini cereal boxes or cereal cups

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NEIGHBOURS HELPING NEIGHBOURS





