

# CITY HARVEST

RESCUING FOOD FOR NYC

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October 2024

Dear Friends of City Harvest,

Right now, average monthly visits to New York City food pantries and soup kitchens are up 82% compared to 2019. To help ensure all of our neighbors have food on their tables this winter, City Harvest is once again partnering with the *New York Daily News* to host the *Daily News Food Drive*, running **Tuesday, October 22, 2024 through Friday, January 17, 2025**.


Enclosed you will find information and materials to help run a successful food drive and share with your participants. For additional information, including a full list of drop off locations, please visit [cityharvest.org/dailynews](https://cityharvest.org/dailynews), call us at 646.277.7800, or email [fooddrives@cityharvest.org](mailto:fooddrives@cityharvest.org). Interested in making a monetary donation? Just \$1.32 helps City Harvest feed a New York City family in need for a day. To donate, visit [cityharvest.org/dailynewsdonate](https://cityharvest.org/dailynewsdonate).

Through our *Kids Can Help Competition*, the school in each borough with the top food drive collection will win a prize from our partners at Macmillan Publishing!

City Harvest trucks will pick up donations of 100 pounds or more, or food can also be dropped off at your local firehouse, police station or participating Apple Bank locations. Additionally, you can run an online food drive through our partners at #GiveHealthy for delivery to the City Harvest warehouse.

Thank you for helping City Harvest put food on the tables of our neighbors in need!

Sincerely,



Jilly Stephens  
Chief Executive Officer

P.S. Did you know that there are even more opportunities for students to support our neighbors in need with City Harvest? We now offer field trips to our Food Rescue Center in Sunset Park, Brooklyn, for school groups of children 6-9 years old. Students learn about our work, tour our warehouse, and participate in a hands-on volunteer activity. Children aged 10 and up are also welcome to volunteer at our onsite repacks. For more information, visit [cityharvest.org/schools](https://cityharvest.org/schools).

# DAILY NEWS FOOD DRIVE

**October 22, 2024–January 17, 2025**

## How To: Run An In-person Food Drive

For more than 40 years, City Harvest and the *Daily News* have partnered each fall to host New York City's largest food drive, taking place this year from **Tuesday, October 22, 2024 through Friday, January 17, 2025**. Running a food drive gives children at your school an opportunity to make a difference and helps City Harvest provide nutritious food for families in need. Through our *Kids Can Help Competition*, the school in each borough that runs a drive and collects the most food will win a prize from our partners at Macmillan Publishing!

If your school would like to run an in-person food drive, below are some helpful tips on how to get started.

### Starting your food drive is easy as 1-2-3!

- 1. Select dates for your food drive.** While the *Daily News Food Drive* runs from **October 22 through January 17**, you can run your drive any time during that period. We recommend running your drive for at least two weeks.
- 2. Set up a sturdy collection bin in a high-traffic area and hang flyers** (download additional materials at [cityharvest.org/dailynews](https://cityharvest.org/dailynews)).
- 3. Spread the word.** Send the flyer included in your toolkit home to parents or post about the drive on your class or school website. See our "Tips for Running a Successful Food Drive" sheet for ways to engage your students.

### Important things to know:

- Most needed items include: canned fruit, canned vegetables, canned proteins (i.e. tuna or beans), canned soups, peanut butter (plastic jars), macaroni and cheese (packaged), hot and cold cereal (packaged, family-sized), and juice packs. *Note: City Harvest cannot accept unlabeled or dented cans, open packaging, products that need to be refrigerated, homemade foods, or expired products.*
- City Harvest will pick up food drive donations of 100 pounds or more (estimate one can = one pound of food) through January 31. If you collect less than 100 pounds, you can drop off the food at your local firehouse, police station or participating Apple Bank. For a full list of drop-off locations, visit [cityharvest.org/dailynews](https://cityharvest.org/dailynews).
- When you've collected at least 100 pounds of food, contact City Harvest by calling **646.277.7800** or emailing [fooddrives@cityharvest.org](mailto:fooddrives@cityharvest.org) to schedule a pickup. You must schedule at least seven days in advance of your desired pickup date.

### Preparing for your Food Drive pickup:

On the day of your pickup, please make sure that:

- Your food is packed in sturdy boxes **weighing 50 pounds or less**.
- The boxes must be located on the ground floor, ready for our driver.
- See more helpful tips in the "Getting Ready for Your Pickup" flyer.



# DAILY NEWS FOOD DRIVE

**October 22, 2024–January 17, 2025**

## How To: Run An Online Fresh Food Drive

For more than 40 years, City Harvest and the *Daily News* have partnered each fall to host New York City's largest food drive, taking place this year from **Tuesday, October 22, 2024 through Friday, January 17, 2025**. Running an online food drive gives children and their families at your school an opportunity to make a difference and helps City Harvest provide fresh, nutritious food for families in need.

This year, your support is more important than ever: monthly visits to NYC soup kitchens and food pantries are up more than 82% compared to 2019.

If you would like to run an online fresh food drive through our partners at #GiveHealthy, [please visit cityharvest.org/dailynews](https://www.cityharvest.org/dailynews) or scan the QR code and follow the instructions below.

### Setting up your online fresh food drive:

- 1) Start your [online food drive through #GiveHealthy](https://www.cityharvest.org/dailynews), which provides users the opportunity to order fresh produce, as well as non-perishables, to be delivered directly to the City Harvest warehouse.
- 2) Share the customized link to your food drive page with your school's community through email, social media, or newsletters. Participants will be able to select food items to purchase directly through your page.
- 3) Send periodic updates on progress and reminders to donate. We recommend one kick-off message, one mid-way through the drive, and one when you're in the final stretch.
- 4) After your drive has ended, you will receive a tax acknowledgment from the food drive platform and a food drive certificate of participation from City Harvest.

For any questions or for help setting up your online food drive, please contact us at [646.277.7800](tel:646.277.7800) or email [fooddrives@cityharvest.org](mailto:fooddrives@cityharvest.org).



# DAILY NEWS FOOD DRIVE

**October 22, 2024–January 17, 2025**

## Tips For Running A Successful Food Drive

Running a food drive is easy! Get students involved by using creative ways to make collecting food fun. Through our *Kids Can Help Competition*, the school in each borough that runs a drive and collects the most food will win a prize from our partners at Macmillan Publishing! Here are some ideas to help make your food drive a success:

- **Have a friendly competition among students.** Involve the entire school by doing a grade- or class-level competition and create a leaderboard showing the amount of food collected for each class. Have a district-wide competition with other participating schools in your district.
- **Create a classroom goal thermometer** to set and track milestones.
- **Post updates in public areas and make weekly announcements** to let the class know how they're doing and what is needed to reach their goals.
- **Motivate the kids by offering a prize** for the top collector in your class or school and remind your students that the top school in each borough also receives a prize!
- **Publicize the drive.** Make announcements in assemblies, over the PA, and in communications to parents. Hang the posters included in your toolkit around your school and use them to decorate your collection bins. Downloadable posters are also available at [cityharvest.org/dailynews](https://cityharvest.org/dailynews). Encourage age-appropriate students to post about the drive on their social media page(s) using #WeAreCityHarvest.
- **Run "day of the week" drives based on our most-needed items, such as: *Mac & Cheese Monday, Tuna Fish Tuesday or Canned Fruit Friday.*** Most needed items include: canned fruit, canned vegetables, canned proteins (i.e. tuna or beans), peanut butter (plastic jars), macaroni and cheese (packaged), hot and cold cereal (packaged, family-size), soups, and juice packs.



# DAILY NEWS FOOD DRIVE

## Attention Parents: The Daily News Food Drive Is Here! Tuesday, October 22, 2024 – Friday, January 17, 2025

For more than 40 years, City Harvest and the *Daily News* have partnered each fall to host New York City's largest food drive.

Our school's drive will run on these dates:

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(Schools, please fill in before sending home to parents.)

Each participating school will be entered into the *Kids Can Help Competition*. The school in each borough that collects and donates the most pounds of food between October 22 and January 17 will be awarded a prize! Donations for this competition must be received by January 31.

Millions of New Yorkers struggle with hunger, including one in four New York City children. This year, as New Yorkers continue to contend with rising costs for necessities like food, rent, and gas, the need for nutritious food remains high for families across the five boroughs. By participating in the *Daily News Food Drive*, your child will help keep shelves stocked at food pantries and community food programs across the five boroughs.

### Most Needed Items:

- Canned fruit
- Canned vegetables
- Canned proteins (i.e. tuna or beans)
- Canned soups
- Peanut butter (plastic jars)
- Macaroni and cheese (packaged)
- Hot and cold cereal (packaged, family-sized)
- Juice packs

*Note: City Harvest cannot accept unlabeled or dented cans, open packaging, products that need to be refrigerated, homemade foods, or expired products.*

### Interested in donating funds?

Every \$1.32 donated helps City Harvest feed a New York City family in need.  
To donate, visit [cityharvest.org/dailynewsdonate](https://cityharvest.org/dailynewsdonate)

For more information on the food drive, visit [cityharvest.org/dailynews](https://cityharvest.org/dailynews)  
or contact City Harvest at **646.277.7800** or [fooddrives@cityharvest.org](mailto:fooddrives@cityharvest.org)



# DAILY NEWS FOOD DRIVE

## Atención, Padres: ¡Llegó La Colecta De Alimentos Del *Daily News*! Martes, 22 De Octubre De 2024–Viernes, 17 De Enero De 2025

Durante 40 años, City Harvest y el *Daily News* se han asociado para organizar la colecta de alimentos más grande de la ciudad de Nueva York.

La colecta de nuestra escuela se realizará en estas fechas:

(Las escuelas deben completar la información antes de enviar el volante a los padres).

Cada escuela que participe ingresará en la competencia *Kids Can Help* (Los niños pueden ayudar). ¡La escuela de cada distrito que recolecte más libras de alimentos entre el 22 de octubre y el 17 de enero ganará un premio! Donaciones para esta competencia se deben recibir antes del 31 de enero.

Millones de neoyorkinos luchan contra el hambre, entre los que se incluyen uno de cada cuatro niños de la ciudad de Nueva York. Este año, los neoyorkinos siguen enfrentando el aumento del costo de vida, como la comida, la renta, y la gasolina. La necesidad de alimentos nutritivos sigue siendo muy importante para las familias de los cinco distritos. Al participar en el *Daily News Food Drive* su hijo ayudaría a mantener los estantes llenos en los bancos de alimentos y los programas comunitarios de alimento alrededor de los cinco condados.

## Artículos Que Más Se Necesitan:

- Fruta enlatada
- Verduras enlatadas
- Proteínas enlatadas (por ejemplo, atún o frijoles)
- Sopas enlatadas
- Mantequilla de maní (en frascos de plástico)
- Macarrones con queso (empaquetados)
- Cereal caliente y frío (empaquetado, en tamaño familiar)
- Paquetes de jugo

*Attention: City Harvest no acepta latas abiertas, dañadas, sin etiqueta, productos que necesiten refrigeración, hechos en casa, o expirados.*

### ¿Le interesa donar fondos?

Cada \$1.32 donado ayuda a City Harvest a alimentar a familias necesitadas en Nueva York. Para donar visite [cityharvest.org/dailynewsdonate](https://cityharvest.org/dailynewsdonate)

Para obtener más información, visite [cityharvest.org/dailynews](https://cityharvest.org/dailynews) o comuníquese con City Harvest al **646.277.7800** o envíe un correo a [fooddrives@cityharvest.org](mailto:fooddrives@cityharvest.org).



# DAILY NEWS FOOD DRIVE

**October 22, 2024–January 17, 2025**

**Please help fill this box with food to help feed New Yorkers in need!**

## Most Helpful Items:

- Canned fruit
- Canned vegetables
- Canned proteins (i.e. tuna or beans)
- Canned soups
- Peanut butter (plastic jars)
- Macaroni and cheese (packaged)
- Hot and cold cereal (packaged, family-sized)
- Juice packs

For more information, visit [cityharvest.org/dailynews](https://cityharvest.org/dailynews)  
or contact [fooddrives@cityharvest.org](mailto:fooddrives@cityharvest.org)





# DAILY NEWS FOOD DRIVE

**October 22, 2024–January 17, 2025**

## Getting Ready for your Food Drive Pickup

Thank you for collecting food for the *Daily News Food Drive* running from **Tuesday, October 22, 2024 through Friday, January 17, 2025**. Your support will help City Harvest reach our goal of collecting over 700,000 pounds of food for New Yorkers in need.

1. Pack your donations in sturdy boxes weighing no more than 50 pounds for safe lifting (see below images for reference).
2. On the day of pickup, have your collection boxes at the street level or accessible via elevator with no steps or stairs in the way so our driver can safely maneuver the hand truck.
3. Make sure that you're onsite during the agreed upon pickup window, and feel free to give our driver a hand loading the truck when they arrive.

**Thank you again for your support!**

### How to pack your donation boxes



**Image 1.** Fully packed food drive box.  
Box dimensions: 19x13x11. No more than 50 pounds.

### How *not* to pack your donation boxes



**Image 2.** The box is filled past the folding flaps, and is ripped, making it likely to break when lifted, and causing the cans to fall out.

