

FOOD DRIVE TOOLKIT



Hello there!

Thank you for stepping forward and taking the lead on organising your school's food donation drive! We truly appreciate you for committing time to join our charity in fighting food insecurity in Singapore.

As the Food Drive Coordinator for your school, you will serve as the liaison between your school and Food from the Heart. If you have questions at any point in time, please get in touch with **Fathin via email fathin@foodheart.org or her direct line at 6958 8847.**

We have prepared this toolkit as a guide to make the food donation drive as easy as possible so please take a moment to familiarise yourself with the materials contained in this toolkit.

ABOUT FOOD FROM THE HEART

Food from the Heart (FFTH) is an independent, homegrown food charity with a mission to alleviate food insecurity in Singapore. We provide **consistent, reliable and sustainable food support** to those in need through our five food distribution programmes.

Working closely with community partners, such as grassroots organisations, family service centres, senior activity centres and other social service agencies islandwide, FFTH distributed more than \$8.5 million worth of food to close to 64,000 individuals in 2024. **More details can be found at foodfromtheheart.sg.**

WHO DOES FOOD FROM THE HEART HELP?

Our beneficiaries include children, lower income individuals and families, elderly, and people with special needs, who are residents of welfare homes, as well as those staying in the housing estates. Their monthly per capita income typically falls below \$800.

FOOD DRIVE TOOLKIT



WHY RUN FOOD DONATION DRIVES FOR FOOD FROM THE HEART?

We do not receive regular government funding and rely solely on private donations (monetary and in-kind), such as the one you are conducting now to support our programmes and community-based initiatives. Other than food drives, we are also supported by corporate sponsorships and private donations from individuals.

LET'S GET STARTED

HOW DOES IT WORK?

1

Decide on the scale of your food drive (e.g. school-wide or level-wide), how long to run the food drive and the date(s)

Share these information with Fathin/FFTH:

- Name of School
- Date/Duration of Food Drive
- Address of Food Drive
- Do you require FFTH to collect the food items from you?
- Contact person's name, mobile number and email address

2

Let the target group know that the food drive is happening through marketing collaterals, such as EDM or newsletter, e-bulletin, printed posters or flyers

3

Once the food items start coming in, store them in a centralised location till the end of the food drive

Since we distribute
12,900
food packs every month,

we require around
155,000
food items
EVERY. SINGLE. MONTH.

FOOD DRIVE TOOLKIT



WHAT DOES FFTH NEED?

In general, we prefer products that are in boxes, cans, or plastic bottles, and do not have to be refrigerated as they are easier to process. It means that perishable goods are not ideal because of their short shelf life.

Some of our beneficiaries are also coping with illnesses that require a healthier diet. Products with the Healthier-Choice Symbol are preferred as they are lower in saturated fat, sodium, sugar and higher in dietary fibre, calcium, and wholegrains, when compared to similar products within the same food category.

READY. SET. DONATE RIGHT!



FOOD WISH LIST

We require all donations
to be dated at least

3 MONTHS BEFORE EXPIRY

We prefer to receive
food items that are

HALAL-CERTIFIED

Biscuits 200 G - 500 G

Bread Spreads

Canned Meat SARDINES, FRIED DACE, CHICKEN, PORK

Canned Vegetables/ Mushrooms

Canned Soup

Cooking Oil 1L

Evaporated/ Condensed Milk

Instant Beverages, in satchets MALT, TEA, COFFEE

Instant Noodles

Rice 1 - 2.5 KG

Rice Vermicelli

100% OF FOOD DONATIONS RECEIVED IS REDISTRIBUTED

FOOD DRIVE TOOLKIT



PLANNING

- ☐ Appoint a food drive committee to handle the logistics of the drive. Decide who will serve as the main coordinator and point of contact.
- ☐ Will you be raising food, funds or both? Set a target to work towards! (Tip: 500-600 food items will help pack about 50 food packs.)
- ☐ Decide on a date. Contact FFTH several weeks before your start date so that we can assist you with the planning process.
- ☐ Decide on a location.
- ☐ Decide on a theme. Food drives with themes feel more focused.
- ☐ Decide on your speaker if you need one.
Tip: FFTH can help you arrange a speaker for your food drive kick-off event.
- ☐ Coordinate the delivery of your donation to FFTH.

MARKETING & PUBLICITY

They won't be prepared to donate if they are not aware about your food drive in the first place. Get the word out and stir some interest!

- ☐ Send out e-mails, memos, phone messages and newsletters to publicise your food drive. It's worth keeping in mind that personal appeals are always more successful than mass mailings!
- ☐ Prepare the logistics.
Tip: FFTH is able to provide you with our plastic bags and other marketing materials available for your use, so do request if you need any.
- ☐ Apply for relevant permits if any are required.

EXECUTION

- ☐ Place your taped collection boxes in high-traffic, easily visible areas.
- ☐ Shout out frequent notifications about your progress toward your goal.
- ☐ Include a food insecurity fact of the day to help highlight the need for food donations.

CLOSING

- ☐ Ensure that delivery of the food donations is made to FFTH.
- ☐ Share your success and thank those who participated. People feel good when they know their contributions played a part in the greater scheme of things. Encouraging feel-good feelings is also encouraging them to repeat their generosity!
- ☐ Evaluate your food drive – what could have been done better?
- ☐ Set a date for your next food drive!

FOOD DRIVE TOOLKIT



FOOD DONATION DRIVE FAQ

I want to hold a food drive. Will FFTH pick up my donation?

With very limited transportation and manpower resources, we strongly encourage our food drive coordinators to consider delivering the food items to us instead, if the amount of food items raised is manageable for you and your team.

However, we can collect your food donations. Kindly allow us at least three weeks advance notice. We have a lean team and collection timing will be based on our logistics team's schedule which prioritises food pack delivery to our beneficiaries. Collections are only done on weekdays between 9:30am - 12:00pm or 2:30pm - 5:30pm.

Where do I drop off items gathered from the food donation drive?

Please drop off food donations at the FFTH office:

- 📍 130 Joo Seng Road #03-01 Singapore 368357
- 🕒 Monday - Friday 8 AM - 6 PM (Avoid lunch hours 12 - 2 PM)
- Closed on public holidays

Let us know in advance if you will be delivering the items to us.

Who should I contact at FFTH?

Fathin, Programme Lead , Tel: 6958 8854

(On day of food collection only - Zuraimi, Logistics Manager Tel: 6958 8852)

Please indicate your name, mobile number and your school's name on the delivery remarks for us to easily identify and track the food donations.

Does FFTH accept baby food or formula?

While FFTH will not turn down these donations, regulations on the distribution of baby food and formula are much stricter than for other items, which is why we discourage these donations.

FOOD DRIVE TOOLKIT



FOOD DONATION DRIVE FAQ

Does FFTH accept toiletries or other non-food items?

While FFTH will not turn down donations of these items, FFTH is in need of and will most efficiently be able to use items raised from a food-focused donation drive. Shelf-stable food items like those on the FFTH wish list, which is included in this toolkit, are high-priority items for us and will go a long way toward helping the needy in Singapore.

Does FFTH have collection bins for items collected at the food drive?

FFTH can provide plastic bags for this purpose. As such resources are limited, we encourage the organisers of the food drive to use their own boxes or bags when possible. Regardless of type and size, please ensure that the boxes and bags do not overflow and are reinforced with tape on the bottom and sides.

How many plastic bags will be needed?

To encourage the practice of sustainability, when possible, please use your own boxes or bags that can be recycled. FFTH will be able to provide some of our plastic bags to supplement the use of your existing boxes or bags to hold the food donations received.

Can I use FFTH's logo on my publicity materials?

Yes, FFTH's logo can be used on materials to promote your food drive. A high-resolution copy is available [here](#).

We seek your support to clear any all collaterals with FFTH logo with us before publishing them.

Can FFTH provide marketing materials for my food drive?

Yes, please use our [Food Donation Drive poster template](#), and adapt to your requirements.

CONTACT INFORMATION

For other requests and enquiries, get in touch with

Fathin Samar

Programme Lead

E fathin@foodheart.org

T 6958 8847

W foodfromtheheart.sg

E info@foodheart.org

T 6280 4483

130 Joo Seng Road

#03-01 Singapore 368357

Reg No. 200721064R | IPC Status: 000634