



# END SUMMER HUNGER

How Your Business, School  
or Group Can Make an Impact  
This Summer

# Welcome to the Cause

Thank you for your interest in hosting a food or fund drive with Hopelink! The End Summer Hunger campaign is Hopelink's grassroots effort to collect food and raise funds to help bridge the gap in access to regular, healthy meals for kids who receive free and reduced-price meals during the school year. As the school year comes to a close, so do school-sponsored meal programs. But by supporting our End Summer Hunger campaign, you can help ensure that no child in our community goes hungry this summer.

Aside from being easy, fun, and rewarding one of the best things about leading a fund or fund drive with your team, family, place of worship, business, or peers is the opportunity to unite for one common cause.

## This toolkit includes:

- Steps to host a *food drive*
- Steps to host a *fund drive*
- Tips and resources to help spread the word
- FAQs

If you have questions about creating your food or fund drive, accessing drive supplies, or anything else related to End Summer Hunger or Hopelink, I'm happy to help. Just email me at [drives@hopelink.org](mailto:drives@hopelink.org) or give me a call at 425.869.2440.

Best,  
**Debbie Fellows** (she/her)  
Development Specialist,  
Community Engagement

**1 IN 6**  
**CHILDREN IN AMERICA**  
live without consistent  
access to food  
Source: US Dept. of Agriculture ERS, 2022

**28.5M**  
**CHILDREN IN AMERICA**  
rely on school-  
sponsored meals  
Source: US Dept. of Agriculture, 2023

**17,730**  
**CHILDREN IN KING COUNTY**  
rely on school-sponsored  
meal programs  
Source: Office of Superintendent  
of Public Instruction, 2022-2023



# Host a Food Drive

Thank you for hosting a food drive. Over the summer, members of our community visit our food markets in need of nutritious food for their families. But they come away with more than that; they come away with culturally relevant, nutritious, and kid-friendly food as well as a renewed sense of dignity and hope, knowing that they are not alone and can count on Hopelink. By hosting a drive, you are helping ensure our neighbors have access to healthy, nutritious foods over the summer months.

## How do our neighbors reach the food items from our food drive?

After donations arrive at Hopelink Food Markets, they are sorted into appropriate categories by volunteers and placed onto shelves for our neighbors to take home.

## What items can I collect in my food drive?

Please [click here](#) to see a full list of our most needed items. We can't accept expired, opened, or damaged food; meat that isn't USDA grade; clothes, shoes, or accessories; home goods or appliances; medicines; or alcohol.

## Do I need to tell anyone that I am coming to a Hopelink market to drop off donations?

We find it helpful if you're able to schedule your drop-off with Debbie so that she can give the appropriate food market staff a heads up. Debbie can be reached at [drives@hopelink.org](mailto:drives@hopelink.org) or 425-869-2440.

## Do you need drive supplies?

Hopelink is here to support your drive. We have collection sleeves and crates, flyer templates, posters, and social media graphics to raise awareness and inspire people to contribute to your drive.



[Download this flyer](#) to promote your food drive!

Need sleeves or crates? [Contact us](#) to request items.

# END SUMMER HUNGER

Together, we can bridge the gap!

## Contribute to our Food Drive

Over the summer, our neighbors visit Hopelink's Food Markets to shop for groceries that are fresh, culturally-relevant, and most importantly — free. With your support, you can help ensure that families come away with more than just a cart full of groceries this summer, but a renewed sense of dignity and hope, knowing that they are not alone and can count on the Hopelink community. Thank you for helping us stock the shelves!

### Most-Needed Food Items

- Canned meals
- Canned meat (tuna, chicken, etc.)
- Healthy cereal/oats
- Canned fruits & vegetables
- Grains (pasta, rice, quinoa, barley, etc.)
- Soup and broths
- Non-dairy milk – shelf stable (oat, almond, soy)
- Cooking oils
- Spices
- Salt, brown and white sugar, and flour (no bulk please)

### Most-Needed Non-Food Items

- Baby items (squeeze food pouches, wipes, diapers size 4 – 7)
- Hygiene items (feminine products, toothpaste, toothbrushes)
- Adult briefs all sizes
- Paper items (toilet paper, paper towels)
- Household items (Clorox wipes, reusable bags, utensils)

### Most Needed Summer Items

- Bumble Bee Rice Bowls/ Snack On The Run Kits, etc.
- Tuna (in pouches) flavored/seasoned
- Juice (full gallons, boxes)
- Nut/Seed Butters (almond, sunflower, peanut)
- Jelly (no glass jars)
- Mac & Cheese (individual cups)
- Snacks (trail mix, crackers, fruit bars/leather, seaweed)
- Applesauce/fruit cups
- Campbell's Snacking Soups
- Children's protein shakes
- Ready to eat meals (Bumble Bee Rice Bowl)
- Ready Rice (Rice-A-Roni etc.)
- Beanvivo pouches

**Please ensure that all donated items are non-perishable, not expired and in their original, unopened packaging.**

Event details:

# END SUMMER HUNGER

## Most Needed Foods

- ☐ Cereal & Oatmeal
- ☐ Bumble Bee Lunch/Snack On the Run Kits
- ☐ Juice (full gallons, boxes)
- ☐ Nut/Seed Butter & Jelly (no glass jars)
- ☐ Mac & Cheese (individual cups)
- ☐ Snacks (trail mix, crackers, fruit bars/leather, seaweed)
- ☐ Applesauce/Fruit Cups
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# Host a Fund Drive

When you share your support through a fund drive with Hopelink, not only are you helping raise funds to support critical resources, but your participation fuels important conversations about increasing access to food for families during the summer months.

However you choose to rally your village - whether through a bake sale or team-building event - 100% of your gift directly benefits Hopelink services. Every contribution — no matter the size — makes a difference.



## How to Start Your Online Fundraiser

### Step 1: Create Your Online Fundraising Page

“Click the “Become a Fundraiser” button on our [online fundraising site](#) and you’ll be up and running in no time! Our online fundraising platform allows you to set up an individual or team page. When creating your page, you can choose your fundraising goal and share why Hopelink is important to you and your community. By sharing your passion for giving back, your audience will make a connection to your story and want to be a part of it.

### Step 2: Spread the Word

Once your fundraising page is set up, get in touch with your friends and family and ask for their support. The more people know, the quicker you’ll reach your goal! We’ve included sample social media posts, tips and digital assets that you can use in promoting your fundraiser in this kit.

### Step 3: We are here to help

Hopelink is proud to partner with you in providing access to culturally relevant, nutritious, and kid-friendly food during the summer months. Please email us at [drives@hopelink.org](mailto:drives@hopelink.org) with any questions.

# Spread the Word

## Download our Media Kit

Download the [media kit](#) to access drive flyers, digital assets such as logos, images and banners to help with your social media posts.

## Rally Your Network with Email



### Sample email to friends, employees, family, clients:

(NAME) is hosting a drive to support Hopelink. My goal is to raise \$(GOAL) and/or to collect (GOAL) pounds of food by (DATE).

Here are three ways you can help:

1. **Click here to become a fundraiser:** [\(Link to PAGE\)](#)
2. **Donate food or funds.** Find out more [here](#).
3. **Help us spread the word!** If you aren't able to donate, please spread the word about our cause on social media, or send a quick email to friends.

## Spread the Word on Social Media



### LinkedIn example post:

A little goes a long way!  
Help me support @Hopelink by donating to my fund drive for their End Summer Hunger campaign at {LINK HERE}



### Facebook example post:

I'm partnering with @Hopelink to ensure families have access to culturally relevant, nutritious, and kid-friendly food during the summer months. Help me reach my fundraising goal by donating online {LINK HERE}. "Alone we can do so little; together we can do so much." – Helen Keller



### Instagram example post:

I'm hosting a fundraiser for @HopelinkHelps, a local nonprofit providing critical services for our community like access to nutritious and kid-friendly food during the summer months. Can you pitch in to support our neighbors? Click the link in my bio join me and #EndSummerHunger #hopelink

Join the conversation using

**#Hopelink**

**#EndSummerHunger**

 [linkedin.com/company/hopelink](https://www.linkedin.com/company/hopelink)

 [facebook.com/hopelink](https://www.facebook.com/hopelink)

 [@hopelinkhelps](https://www.instagram.com/hopelinkhelps)

## Quick Tips for Success

### Start your campaign with a donation

People will follow your lead. By making the first contribution, you will encourage others to become involved.

### Make it easy

If you are collecting in-kind items, promote a designated drop-off location for donations. Folks are more likely to engage in your drive if it's easy for them.

### Share your passion for the cause

Why is Hopelink important to you? By letting people know where your passion lies, you will help them make a connection to your story and engage in the drive.

### Start close to home

Your most loyal supporters will likely be your personal community, i.e. your closest friends and family. You'll feel most comfortable sharing with them, and they are the most likely to donate. Simply start your campaign by sending messages to your community, and encourage them to spread the word to gain more support for your cause. Once you've raised contributions from those close to you, you can reach out to others via email, or using social media templates.

### Spread the word

Use social media, email, or word of mouth to get the buzz out about your drive! Creating a hashtag or goal for your drive will get the ball rolling. When you post on social media, don't forget to tag and thank donors while asking for donations from others. This tactic will spread your message further and will help show that people are already getting behind you. Make sure you tag us on each channel and also use the tags **#Hopelink** and **#EndSummerHunger!**

### Email follow up

Continue to send emails throughout your campaign; including highlights, milestones, and additional information on why your cause matters. Ask people to help you reach your next milestone or final goal.





## FAQs

### Is my donation tax deductible, and will I get a receipt?

Yes and yes! When you make a donation online, you will automatically receive a receipt via email. When you drop off at a physical donation, please ask a volunteer or staff member to provide you with a receipt. We can only offer receipts for the donations that are given directly to Hopelink. If your group pools together money to purchase gifts for a drive, we are unable to offer individual tax receipts.

Hopelink is a 501(c)3 nonprofit organization and your donation is tax deductible. To claim a donation as a deduction on your federal income taxes, please keep your receipt as your official record. Our Tax ID number is 91-0982116.

### Who do I make a check donation out to?

Checks can be made payable to "Hopelink" and can be dropped off at any of our centers, or mailed to our administrative office at P.O. Box 3577, Redmond, WA 98073. To ensure that your gift is credited to a specific drive, please note the individual or business's name on the memo line.

### How will I know how much my group/business raised?

You will receive a receipt upon dropping off your in-kind donations, which will include the total weight in pounds of food. If you didn't receive a receipt or are inquiring about cash, please contact Debbie at [drives@hopelink.org](mailto:drives@hopelink.org) or 425-869-2440. You can view your online fundraising total by visiting your fundraising page.

### Want to volunteer with us?

Definitely! Contact the volunteer team at [volunteerwithus@hopelink.org](mailto:volunteerwithus@hopelink.org) or 425.869.6066.



Please contact Debbie at [drives@hopelink.org](mailto:drives@hopelink.org) or 425-869-2440 for up to date donation drop off hours and market closure information.

## Hopelink Center Locations

### Kirkland/Northshore

11011 120th Ave NE  
Kirkland, WA 98033  
425.889.7880

### Redmond

8990 154th Avenue NE  
Redmond, WA 98052  
425.869.6000

### Sno-Valley

31957 East Commercial St  
Carnation, WA 98014  
425.333.4163

### Bellevue

14812 Main St.  
Bellevue, WA 98007  
425.943.7555

### Shoreline

17837 Aurora Avenue N.  
Shoreline, WA 98133  
206.440.7300



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