

# Strike Out Hunger:

Food Drive &  
Thanksgiving Basket Giveaway Program



**Strike Out Hunger:  
Food Drive & Basket Giveaway Outcomes Report  
Request For Co-Sponsorship**

Proposed Dates: November 13-17, 2016  
Alachua County Fairgrounds  
Gainesville, Florida

**Sponsors:** Martin Luther King, Jr., Commission of Florida, Inc., and the Long Foundation, Inc

**2015 Co-Sponsors:** Alachua County Government, City of Gainesville, and the Alachua County Nutrition Alliance (ACNA).

**Food Drive Dates:** November 14-17, 2016 In recognition of National Hunger Month

**Food Drive Mission:** To collaborate with local Businesses, Faith Based Organizations, Education, Government, Law Enforcement agencies, Private, Not-for Profit agencies, City and County Residents, to develop an all-encompassing food drive to help feed the hungry right here in our community.

**Food Drive Goal:** To build a safety net for those in need of food, increase the availability of food to those who are nutritionally challenged, bring awareness of the ever growing issue of hunger, and develop a work plan to unite community food collections, to support our local food pantries. And, to assist the Alachua County Nutritional Alliance (ACNA) in accomplishing its goals of addressing food security in Alachua County.

**Beneficiaries:** The 2015 beneficiaries and potential beneficiaries for 2016 are as follows: Bread of the Mighty Food Bank, Eldercare/Senior Recreation Center, Food 4 Kids Backpack Program, Gainesville Community Ministries, Lazarus Restoration Ministries, Newberry United Methodist Church, Showers of Blessings Harvest Center Bread Ministry, Blessed Hope, The Upper Room Ministries, UF Food Pantry and families in need.

**Benefactors:** The 2015 benefactors and potential 2016 partners are as follows:

**Business Community:** UF Health Shands, Cox Communications, Dollar General Distribution Center, Waste Corporation of America, North Florida Regional Medical Center, Collier Companies, McDonald's of Gainesville, Zaxby's, Sandwich Inn, Chunky's, Willie Holden Catering, Commissioner Lee Pinkoson, Gladys G. Cofrin, C. David Coffey, Pegeen Hanrahan, Louis Kalivoda, Kinnon Thomas, Representative Clovis Watson, Jr., TV 20, My GTN TV.

**Civic and Education Groups:** Alachua County School District, Santa Fe College-Boo at The Zoo, The Visionaries Club, UF Athletic Association, Zeta Phi Beta Sorority, Gator Collegiate Cattle Women, The Martin Luther King, Jr., Commission, and, The Long Foundation, Inc.

**Faith-Based Community:** Abiding Faith Christian Church, Abundant Grace, Alive Church, Church of God By Faith (Gainesville), Archer Church of God in Christ, Antioch Missionary Baptist Church, Center Point Christian Fellowship, First Missionary Baptist Church, Galilee Missionary Baptist Church, First Missionary Baptist Church, Glorious Kingdom of God, Greater Faith Love, Heaven Bound Outreach, Landmark Kingdom of God, Open Door Baptist Church, Mt. Zion Church of God In Unity, Mt. Carmel Baptist Church, Mt. Moriah Missionary Baptist Church, Mt. Pleasant United Methodist Church, Mt. Olive AME, Hall Chapel UM Church, Heaven Bound Outreach, Lazarus Restoration Ministries, New Horizon, Day Springs Missionary Baptist Church, Faith Missionary Baptist Church, Gainesville Family Worship Center, Passage Family Ministries, Pleasant Hill Baptist Church, Showers of Blessings Harvest Center, Victory Temple Church of God in Christ, Upper Room Church of God Christ, William Temple COGIC, N. Johnson Chapel Baptist Church, Gainesville Christian Ministries, Hope to The World, Enduring Faith, Community Praise Center, Blessed Hope Foundation, and Community Praise Center.

**Government Agencies:** Alachua County Growth Management, Alachua County Public Works, Alachua County Library District, Alachua County Tax Collectors Office, City of Gainesville, University of Florida Athletic Association, Gainesville Regional Utilities, United States Postal Services, University of Florida Police Department, Department of Children and Families, Clerk of the Circuit Court, State Attorney's Office, Alachua County Sheriff's Office, and, United States Probation.

**2015 Strike Out Hunger: Food Drive & Thanksgiving Basket Giveaway Program Outcomes:**

- **Over 80 organizations** and individuals participated in the Strike out Hunger: Food Drive & Thanksgiving Basket Giveaway Program.
- **Private monetary donations and in-kind contributions** in the amount \$18,000.00 was received for the Thanksgiving Basket Giveaway Program.
- **925 Thanksgiving Baskets with turkeys were distributed to families.**
- **820 Families were served through the Alachua County School District Partnership.**
- **Over 11,000 pounds of turkeys** were distributed to needy families.
- **Nearly 94,000 pounds of non-perishable** food items were collected and distributed
- **Over 18, 800 pounds of perishable food** items were donated by the Bread of the Mighty Food Bank and distributed to needy families.
- **Nearly 113,000 pounds** of non-perishable and perishable food items were collected and distributed through the Strike Out Hunger Food Drive including the Alachua County School District, donations of perishable food items by the Bread of the Mighty Food Bank, and food drives sponsored by other organizations and delivered directly to food banks, pantries or back pack programs.

### **Roles and Responsibilities of Sponsor and Co-sponsors:**

**The Martin Luther King, Jr., Commission of Florida, Inc.** will serve as a co-sponsor of the 2016 Strike Out Hunger: Food Drive & Thanksgiving Basket Giveaway Program. **The Martin Luther King, Jr., Commission of Florida, Inc.** will also provide volunteers to assist with staffing the planning meetings/workshops and volunteers to assist with the sorting of donated foods and items at the fairgrounds building during drop off and pick up by the beneficiaries and benefactors. **The Martin Luther King, Jr., Commission of Florida, Inc.**, will provide financial resources and additional assistance as needed to ensure the success of the 2016 Strike Out Hunger: Food Drive & Thanksgiving Basket Giveaway Program.

**The Long Foundation, Inc.** Rodney Long, President and CEO will be the primary organizer and contact person for the food drive and Thanksgiving Basket Giveaway. As the champion and chief organizer of the Food Drive since 2008, former Commissioner Long is knowledgeable of the inner workings, the coordination needed and the stakeholders involved to make the event a success.

#### **The Long Foundation, Inc. responsibilities will include but not be limited to the following:**

Serve as the principal organizer and coordinator of the 2016 Strike Out Hunger: Food Drive & Thanksgiving Basket Giveaway Program. They will be responsible for scheduling meetings/workshops, including locations, contacting stakeholders regarding all meetings/workshops, recording minutes at all meetings/workshops, provide audio visual equipment and printed meeting materials at all meetings/workshops, coordinate all fundraising activities, coordinate volunteers for the meetings/workshops and food drive at the fairgrounds, coordinate pick up and drop off of food items for beneficiaries and benefactors at the fairgrounds with the co-sponsors, coordinate publicity with the co-sponsors, coordinate with stakeholder groups regarding strategies for a successful food drive, provide a final report and presentation including the outcomes and stakeholder recognition to the co-sponsors, Alachua County, City of Gainesville and the Martin Luther King, Jr., Commission of Florida, Inc. Drop off 2016 Strike Out Hunger Food Drive Boxes to participants throughout the community.

**The Long Foundation, Inc.** will provide whatever resources and or coordination needed to ensure the success of the 2016 Strike Out Hunger: Food Drive & Thanksgiving Basket Giveaway Program.

**The City of Gainesville** has been a committed partner in the effort to reduce poverty in Gainesville/Alachua County. Under the leadership of former Mayor Pegeen Hanrahan, and Assistant City Manager Fred Murry, the City has been a major partner in the creation of the Hunger Abatement Plan (HAP) and a major player in the 2011-2015 Strike Out Hunger Food Drives and Thanksgiving Basket Giveaway Program. It is our desire to continue this much needed outreach effort for our food banks, pantries and citizens in need with the City of Gainesville by offering them the opportunity to continue its partnership in the 2016 Strike Out Hunger: Food Drive and Thanksgiving Basket Giveaway Program as a co-sponsor.

**The City of Gainesville requested co-sponsorship will include the following:**

- **City of Gainesville** donates the use of the Martin Luther King, Jr. Multi-Purpose Center and the Thomas Center for planning meetings. We are requesting use of the above facilities on the dates and times listed in the below Strike Out Hunger Food Drive and Basket Giveaway Timelines and Critical Dates.
- Issue a proclamation at the October 6, 2016 City Commission Meeting in recognition of November, 2016 as National Hunger Month.
- Appoint a designee from the City of Gainesville to attend the planning meetings and to keep the City Commission informed of the progress of the Strike Out Hunger: Food Drive and Thanksgiving Basket Giveaway Program.
- The Mayor, Manager or his designee attend if possible and participate in the Strike Out Hunger: Food Drive Drop off on Monday, November 14, 2016 from 8:00 am -5:00pm at the Fairgrounds.
- The Mayor, Manager or his designee participate if possible at the fairgrounds in the pick-up of donated food items by the food banks and pantries on Wednesday, November 16, 2016 from 10:00 am - 2:00 pm and, participate if possible in the pick-up of donated food items by needy families on Thursday, November 17, 2016 from 2:00 noon– 6:00 pm.
- City of Gainesville and Gainesville Regional Utilities Departments and staff to coordinate and participate as one of our government organizations in the collection of non-perishable food items for the food drive.
- **Public Works Department:** Provide the use of orange parking cones. Delivery date is November 11, 2016 at the Fairgrounds.
- **Communications Department:** Provide air time for pre produced public service announcements to be aired on Cox Cable Channel 12.

## **Strike Out Hunger Food Drive and Basket Giveaway Proposed Timelines and Critical Dates**

Tuesday, March 1<sup>st</sup> – Email notification and agenda for the May 27<sup>th</sup> Community Planning Meeting goes out to the Strike Out Hunger Food Drive Participants.

Wednesday, March 23<sup>rd</sup>, 10:00 am – 12:00 noon Community-Wide Planning Meeting. Tentative Locations: Thomas Center or King Center.

Friday, April 1<sup>st</sup> – Email notification and agenda for the April 20<sup>th</sup> Community Planning Meeting goes out to the Strike Out Hunger Food Drive Participants.

Wednesday, April 20<sup>th</sup> 10:00 am – 12:00 noon Community-Wide Planning Meeting. Tentative Locations: Thomas Center or MLK Multipurpose Center.

Monday, May 2<sup>nd</sup> – Email notification and agenda for the May 18<sup>th</sup> Community Planning Meeting goes out to the Strike Out Hunger Food Drive Participants.

Wednesday, May 18<sup>th</sup> 10 am – 12:00 noon Community-Wide Planning Meeting. Tentative Locations: Thomas Center or MLK Multipurpose Center.

Wednesday, June 1<sup>st</sup> – Email notification and agenda for the June 15<sup>th</sup> Community Planning Meeting goes out to the Strike Out Hunger Food Drive Participants.

Wednesday, June 15<sup>th</sup> 10:00 am – 12:00 noon Community-Wide Planning Meeting. Tentative Locations: Thomas Center or MLK Multipurpose Center.

Friday, July 1- Email notification and agenda for the July 20<sup>th</sup> Community Planning Meeting goes out to the Strike Out Hunger Food Drive Participants.

Wednesday, July 20<sup>th</sup> 10:00 am – 12:00 noon Community-Wide Planning Meeting. Tentative Locations: Thomas Center or MLK Multipurpose Center.

Friday, August 5<sup>th</sup> – Email notification and agenda for the August 24<sup>th</sup> Community Planning Meeting goes out to the Strike Out Hunger Food Drive Participants.

**Friday, August 12<sup>th</sup>, Production of Television and Radio Public Service Announcements for the Strike Out Hunger Food Drive.**

**Wednesday, August 17<sup>th</sup>, Strike Out Hunger Food Drive Media Releases and Publicity begins for collection of food (MY GTN TV, TV 20, MARC Radio Gainesville, Praize 107. 5 FM, WBMT 90.1 FM, Gainesville Sun, Alligator, Cox Communications and City and County Public Access Channel 12).**

Wednesday, August 24th -10:00 am – 12:00 noon Community-Wide Planning Meeting  
Tentative Locations: Thomas Center or MLK Multi Purpose Center.

**Wednesday, August 24<sup>th</sup>, Distribution of Collection Boxes begins for community organizations.**

Friday, September 2nd – Email notification and agenda for the September 21<sup>st</sup> Community Planning Meeting goes out to the Strike Out Hunger Food Drive Participants

Wednesday, September 21<sup>st</sup> 10:00 am – 12:00 noon Community-Wide Planning Meeting.  
Tentative Locations: Thomas Center or MLK Multi Purpose Center.

Monday, October 3rd – Email notification and agenda for the October 19th Community Planning Meeting goes out to the Strike Out Hunger Food Drive Participants.

**Tuesday, October 11<sup>th</sup> – 9:00 am, Board of County Commission to issue a proclamation in recognition of National Hunger Month.**

**Thursday, October 20<sup>th</sup> 5:00 pm, City Commission to issue a proclamation in recognition of National Hunger Month.**

Wednesday, October 19th -10:00 am – 12:00 noon Community-Wide Planning Meeting.  
Tentative Locations: Thomas Center or MLK Multi Purpose Center.

**Friday, October 21-30, 2016 – Tentative Alachua County Fair at the Fairgrounds.**

**Sunday, October 30th - Alachua County Fair ends.**

**Tuesday, November 1<sup>st</sup> – Change Fairgrounds Sign for 2016 Strike Out Hunger Food Drive**

Friday, November 4<sup>th</sup> – Email notification and agenda for the November 9<sup>th</sup> Community Planning Meeting goes out to the Strike Out Hunger Food Drive Participants.

Wednesday, November 9<sup>th</sup>, -10:00 am – 12:00 noon Community-Wide Planning Meeting.  
Tentative Locations: Thomas Center or MLK Multi Purpose Center

**Monday, November 14<sup>th</sup> thru Thursday, November 17<sup>th</sup> – 2016 Strike Out Hunger Food Drive and Thanksgiving Basket Giveaway Program**

Friday, November 11<sup>th</sup> - 9:00 a.m. Alachua County Facilities Management and County Public Works to Drop off chairs and tables at the Fairgrounds Exhibition Building. Scales for weighing food items to be set up by Ag Extension Offices. The City of Gainesville Public Works to DROP Off orange directional cones.

**Sunday, November 13<sup>th</sup>, 1: 00 pm - Fairgrounds Setup by Martin Luther King, Jr., and the Long Foundation, Inc. and volunteers.**

**Monday, November 15<sup>th</sup> - Drop off of Food Items at the Fairgrounds from organizations and individuals. Sorting of donated items for pantries, food banks by volunteers.**

Monday, November 15<sup>th</sup>, Drop off of Donated Food Items by Dollar General at Fairgrounds to be placed in Thanksgiving Baskets.

**Tuesday, November 15<sup>th</sup>, 9:00 am – Pick-up purchased non-perishable food items from Hitchcock’s.**

Tuesday, November 15<sup>th</sup> – 10:00 am – 5:00 pm. Sorting and assembling of donated food items to be picked up by pantries and food banks that provide food assistance to the community at the fairgrounds.

Wednesday, November 16<sup>th</sup>, 10:00 am – 2:00 pm. Pick up of donated food items by Food Banks and Pantries at the Fairgrounds.

Wednesday, November 16<sup>th</sup>, 10:00 am – Sorting and preparing Thanksgiving Baskets for Giveaways for Needy families picked up Thursday, November 16<sup>th</sup>, of donated food items by Food Banks and Pantries at the Fairgrounds.

**Thursday, November 17<sup>th</sup> – 2:00 pm – 6:00 pm - Pick up of Thanksgiving Baskets by eligible families recommended by food pantries, food banks, social service agencies and The Long Foundation, Inc. at the Fairgrounds.**

Thursday, November 17<sup>th</sup> – Clean-up and removal of tables, chairs, scales, directional signs and cones at the Fairgrounds by volunteers.

Wednesday, December 14<sup>th</sup> - 10:00 am – 12:00 noon Tentative Community-Wide Post Planning Meeting. Discussion of the Draft 2017 Strike Out Hunger Food Drive Outcomes Report. Tentative Locations: Thomas Center or MLK Multi Purpose Center.

**Tuesday, February 28, 2017 – 9:00 am 2016 Strike Out Hunger Food Drive Outcomes Presentations and Recognition of Participants at the County Commission Board Meeting. .**

**Thursday, March 17, 2017 – 9:00 am 2016 Strike Out Hunger Food Drive Outcomes Presentations and Recognition of Participants at the City Commission Meeting.**