

LEGISLATIVE

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2012

Strike Out Hunger Food Drive



Presented By Rodney Long
President & CEO, The Long
Foundation, Inc.

6/11/2012

2012 Strike Out Hunger Food Drive

Dates: November 1-7, 2012

Gainesville, Alachua County

Sponsor: The Long Foundation, Inc.

Co-Sponsors: Alachua County Government
City of Gainesville
Martin Luther King, Jr., Commission of Florida, Inc.

Food Drive Dates: November 1-7, 2012 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 (ACNU) in accomplishing its goal of addressing food security in Alachua County.

Beneficiaries: The 2011 beneficiaries and potential beneficiaries for 2012 are as follows: Bread of the Mighty Food Bank, Catholic Charities, Catholic Charities/United Way Backpack Program, Eldercare/Senior Recreation Center, Food 4 Kids Backpack Program, Gainesville Community Ministries, Gainesville Harvest, Lazarus Restoration Ministries, Newberry United Methodist Church, Salvation Army and families in need.

Benefactors: The 2011 benefactors and potential 2012 partners are as follows: **Business Community:** Advance Auto, AvMed Health Plans, Bank of America, Cox Cable, Dollar General Distribution Center, Publix Supermarket, Regions Bank, Village Retirement Community, Wal-Mart. **Civic and Education Groups:** Alachua County Public Schools, Girl Scouts Troup #259, Phi Beta Sigma Fraternity, Inc., Santa Fe College, Swallowtail Farm – Earth Scouts Circle #1, University of Florida – George A Smathers Library. **Faith-Based Community:** Abiding Savior Lutheran Church and School, Community Christ Church, Community Praise Center Faith Missionary Baptist Church, Gainesville Family Worship Center, Hope to the World Church, Ignite Life Center, Johnson Chapel Baptist Church, Open Door Ministries, Spirit of Faith Christian Center, Victory Temple Church of God in Christ. **Government Agencies:** Alachua County, Alachua County Fair Association, City of Gainesville, North Florida S George Veteran Employee Association, Office of the State Attorney and the United States Postal Services.

2011 Food Drive Outcomes: Over 67 organizations and individuals participated in the Strike out Hunger Food Drive. Nearly 67,000 pounds of food was collected. Private monetary donations in the amount \$7,358 was raised. With the assistance of Social Services, over 450 individuals and families were referred for a thanksgiving basket, 423 Households received a turkey and basket at the Kickoff, with 30 turkeys distributed to the faith community and organizations to help feed the homeless at Thanksgiving Day Community Feeding Programs. We collaborated with Bank of America and The Southwest Preservation and Enhancement District which resulted in one hundred and twelve (112) Thanksgiving Baskets being distributed to individuals and families who reside in Southwest Gainesville. Overall, the Strike Out Hunger Food Drive was an overwhelming success. Nearly 67,000 pounds of food including 562 Turkeys and 550 Baskets were distributed with an estimated 1,700 citizens benefiting from the 2011 Strike Out Hunger Food Drive and Give-Away.

Roles and Responsibilities of Sponsor and Co-sponsors:

The Long Foundation, Inc. President and CEO, former county commissioner and Champion of the Strike Out Hunger Food Drive, Rodney Long will be the primary organizer and contact person for the food drive. As the champion and chief organizer of the Food Drive for the past four years, 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 2012 Strike Out Hunger Food Drive. 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 2012 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 2012 Strike Out Hunger Food Drive.

Alachua County Government has played a pivotal role in the success of the Strike Out Hunger Food Drive since its inception. The County Commission has been a strong advocate for poverty reduction in Alachua County. The adoption of the Hunger Abatement Plan (HAP) and other poverty reduction programs including providing resources to our food banks and pantries is commendable. As a part of its previous efforts, the County Commission under the leadership of former Commissioner Rodney Long has put together an outstanding coalition of partners to raise awareness of Hunger in Alachua County and providing much needed food resources to our pantries, food banks and our needy families through the Strike Out Hunger Food Drive.

The success of the 2011 Strike Out Hunger Food Drive can be attributed to the outstanding dedication and commitment from Partners for A Productive Community, (Minnie Rolark and Marie Small), Social Services, (Candie Nixon, Sandra Barton, and Megan Lang), Facilities Management, (Charlie Jackson, George Kleckley and Staff), Solid Waste (Sally Palmi and Patrick Irby), Communications (Mark Sexton and Alan Yeager), and Commission Services (Latoya Gainey).

The community wide planning model that was used last year was impeccable and will be duplicated for the most part again this year during this private/public partnership. It is our desire to continue this much needed outreach effort to assist our food banks, pantries and citizens in need with Alachua County by offering them the opportunity to continue as a partner in the 2012 Strike Out Hunger Food Drive as a co-sponsor.

Alachua County Government requested co-sponsorship will include the following:

County Commission: As a co-sponsor, Alachua County Government is asked to provide as they did last year, the use of the Alachua County Fairgrounds for this year's food drive (November 1-8, 2012). Allow as was last year the participation of social services staff (on a referral basis), facilities staff (as last year), solid waste department staff (as last year) and communications staff as outlined below. The County Commission issue a proclamation at the October 22, 2012 Board Meeting in recognition of National Hunger Month. Appoint a County Government liaison to attend the planning meetings/workshops and to keep the County Commission informed of the progress of the 2012 Strike Out Hunger Food Drive. Attend and participate if possible in the 2012 Strike Out Hunger Food Drive Drop off on Monday, November 5, 2012 from 8:00 am - 5:00pm at the fairgrounds. Participate if possible at the fairgrounds in the pick-up of donated food items by the food banks and pantries on Tuesday, November 6, 2012 from 9:00 am - 3:00 pm and, participate if possible in the pick-up of donated food items by needy families on Wednesday, November 7, 2012 from 11:00 am – 6:00 pm at the fairgrounds. And, to receive a final presentation at the Tuesday, December 10, 2012 Board Meeting regarding the outcomes and recognition of stakeholders and participants in the 2012 Strike Out Hunger Food Drive.

Social Services: Provide a referral list of eligible families to receive Thanksgiving Baskets at the 2012 Strike Out Hunger Food Drive at the Fairgrounds. Provide other pertinent information and contacts needed to ensure a successful food drive.

Solid Waste Department: Assist as you did last year with providing the food drive boxes for stakeholders and community participants. Coordinate with the sponsor to provide the 2012 Strike Out Hunger Food Drive Poster to be distributed throughout the community. Coordinate the pick-up of donated food items from UF on November 3rd following UF vs. Missouri Football Game. Assistance in the coordination of food drive collections from major Solid Waste users, and any other items deemed appropriate for the success of the food drive.

Facilities Management Department: Assist as you did last year in setting up the fairgrounds building on October 30th for the food drive. Assistance includes providing the following items inside the fairgrounds building: Tables and chairs for sorting food items, check in tables, tables for the volunteer area, a forklift and staff to remove large donated items from tractor trailers, a portable freezer to store turkeys overnight if available, directional signs and cones for entrance and exit for drop off and pick up of food items at the fairgrounds building. Pick up of donated food items from government agencies and other organizations for the food drive. The use of the Health Department for meetings/workshops if needed. And, other items deemed appropriate for the success of the food drive.

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, current Mayor Craig Lowe, 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 Strike Out Hunger Food Drive. 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 2012 Strike Out Hunger Food Drive as a co-sponsor.

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

City Commission: As a co-sponsor, the City Commission will allow as they did last year, the use of the Martin Luther King, Jr. Multi-Purpose Center for planning meetings/workshops on the following days and times: Tuesday, July 24, 10:00 am -12:00 noon; Wednesday, September 26, 10:00 am-12:00 noon; Wednesday, October 24, 10:00 am -12:00 noon and December 5, 10:00 am – 12:00 noon (**dates and times have been confirmed**). Issue a proclamation at the October 18, 2012 City Commission Meeting in recognition of National Hunger Month.

Appoint the Mayor or his designee as the City of Gainesville liaison to attend the planning meetings/workshops and to keep the City Commission informed of the progress of the 2012 Strike Out Hunger Food Drive.

Attend if possible and participate in the 2012 Strike Out Hunger Food Drive Drop off on Monday, November 5, 2012 from 8:00 am -5:00pm at the fairgrounds.

Participate if possible at the fairgrounds in the pick-up of donated food items by the food banks and pantries on Tuesday, November 6, 2012 from 9:00-3:00 pm and, participate if possible in the pick-up of donated food items by needy families on Wednesday, November 7, 2012 from 11:00 am – 6:00 pm.

And, receive a presentation at the Thursday, December 20, 2012 City Commission Meeting regarding the outcomes and recognition of stakeholders and participants in the 2012 Strike Out Hunger Food Drive.

The Martin Luther King, Jr., Commission of Florida, Inc. will serve as a co-sponsor and the fiscal agent for **The Long Foundation Inc.**, for receiving and disbursements of funds for turkeys and other food drive items until the approval of **The Long Foundation Inc.**, 501 C3 Designation by the Internal Revenue Service. 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 additional assistance as needed to ensure the success of the 2012 Strike Out Hunger Food Drive.

2012 Strike Out Hunger Food Drive Timelines and Critical Dates

Monday, June 18th or soon thereafter – Email notification goes out to the 2012 Strike Out Hunger Food Drive Participants regarding the Tuesday, July 24, 10:00 am – 12:00 noon Community-Wide Planning Meeting/Workshop at the Martin Luther King, Jr., Multi-Purpose Center.

Tuesday, July 10th – 10:00 am – 12:00 noon - Tentative meeting with 2012 Strike Out Hunger Food Drive Work Group Champions. The location is to be determined.

Wednesday, July 25th -10:00 am – 12:00 noon Community-Wide Planning Meeting/Workshop at the Martin Luther King, Jr., Multi-Purpose Center.

Tuesday, August 21, 10:00 am – 12:00 noon meeting with 2012 Strike Out Hunger Food Drive Work Group Champions. The location is to be determined.

Monday, September 3rd – Email notification and meeting from the July 24th Workshop goes out to the 2012 Strike Out Hunger Food Drive Participants regarding the Wednesday, September 19th, 10:00 am – 12:00 noon Community-Wide Planning Meeting/Workshop at the Martin Luther King, Jr., Multi-Purpose Center.

Wednesday, September 19th -10:00 am – 12:00 noon Community-Wide Planning Meeting/Workshop at the Martin Luther King, Jr., Multi-Purpose Center.

Tuesday, October 9th - 10:00 am – 12:00 noon meeting with 2012 Strike Out Hunger Food Drive Work Group Champions. The location is to be determined.

Thursday, October 18th - 9:00 am, City Commission to issue a proclamation in recognition of National Hunger Month.

Friday, October 19-27, 2012 – The Alachua County Fair at the Fairgrounds.

Tuesday, October 22nd – 9:00 am, Board of County Commission to issue a proclamation in recognition of National Hunger Month.

Wednesday, October 24th -10:00 am – 12:00 noon Community-Wide Planning Meeting/Workshop at the Martin Luther King, Jr., Multi-Purpose Center.

Saturday, October 27th - Alachua County Fair ends.

Monday, October 29th – Distribution of 2012 Strike Out Hunger Food Drive Collection Boxes to participating organizations and individuals.

Tuesday, October 30th – 9:00 am. Fairgrounds Building set up by Facilities Management, Court Services Volunteers and other organizational volunteers. Things to be set up include, tables, chairs, scales, freezer, directional signs and cones, banners on walls (social services) for pantries and food banks at Fairgrounds Building

Thursday, November 1st thru Wednesday, November 7th – 2012 Strike Out Hunger Food Drive

Thursday, November 1st – Strike Out Hunger Food Drive – Government, Educational and Civic Organizations

Friday, November 2nd – Strike Out Hunger Food Drive – Business Community

Saturday, November 3rd - Strike Out Hunger Food Drive – UF vs. Missouri Home Football Game

Sunday, November 4th Strike Out Hunger Food Drive - Faith Community Organizations

Monday, November 5th - Drop off of Food Items at the Fairgrounds from organizations and individuals. Sorting of donated items for the pantries, food banks and individuals receiving Thanksgiving Baskets by volunteers.

Tuesday, November 6th - Pick Up of donated food items by pantries, food banks and designated organizations that provide food to assistance to the community at the fairgrounds.

Wednesday, November 7th – Pick up of Thanksgiving Baskets by eligible families recommended by food pantries, food banks and other social service agencies at the Fairgrounds.

Thursday, November 8th – Clean-up and removal of tables, chairs, scales, freezer, directional signs and cones at the Fairgrounds by community service workers and volunteers.

Tuesday, November 20th - 10:00 am – 12:00 noon meeting with 2011 Strike Out Hunger Food Drive Work Group Champions. To discuss Strike Out Hunger Food Drive Outcomes Preliminary Report. The place and time will be determined.

Wednesday, December 5th - 10:00 am – 12:00 noon Community-Wide Post Planning Meeting/Workshop. Discussion of the Draft 2012 Strike Out Hunger Food Drive Outcomes Report. The location is the Martin Luther King, Jr., Multi-Purpose Center.

Tuesday, December 11th – 9:00 am 2012 Strike Out Hunger Food Drive Outcomes Presentations and Recognition of Participants at the County Commission Board Meeting.

Thursday, December 20th – 1:00 pm 2012 Strike Out Hunger Food Drive Outcomes Presentations and Recognition of Participants at the City Commission Meeting.