

THE FORT FILLS THE FLEET



Ride shotgun with us to fill our fleet and feed our neighbors!

South Michigan Food Bank serves eight counties, including Calhoun County. Our role as a food bank is to acquire millions of pounds of nutritious foods each year and partner with over 345 agencies to supply our neighbors with much-needed grocery products. We have a fleet of 19 trucks that travels across eight counties to deliver food! With your partnership, we can fill our fleet and feed our neighbors.



The Fort Fills the Fleet is a fund and food-raising opportunity from **April 1rd to April 30th**. It is designed for any size company. You can select from our distribution fleet and fill to capacity! It can be a cargo van that holds 2 pallets or for larger companies, select the semi-truck that holds 20! Empower your coworkers, your peers, and your stockholders to maximize your time and dollar by engaging in the event that rises to the occasion and "puts the pedal to the metal," and End Hunger!








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HOW TO PARTICIPATE

Your company can get as creative and simple as you want! You can engage your team in multiple ways: host a team potluck with each employee contributing a donation, compete between each department to raise the most cereal boxes, or create a team-building experience by volunteering for a portion of your day! The first step is to choose your tier or vehicle, then determine which activities you'll complete to fill your vehicle!

Choose a tier that fits your employee size and determine different activities to stock your vehicle and together, we will fill our fleet!

Tier	Pallet Count	Cost	Pounds	Staff Size
 Cargo Van	2 Pallets	\$4,600	4,042	1 - 100
 2 Cargo Vans	4 Pallets	\$9,200	8,084	101 - 500
 Baby-Box Trucks	6 Pallets	\$13,800	12,126	101 - 500
 Box Truck	10 Pallets	\$23,000	20,210	501 - 1000
 Semi Truck	20 Pallets	\$46,000	40,420	1001+

Activities on how to fill your truck and explanations of the calculations to determine a winner is explained on the next three pages

ACTIVITIES



Raise Funds

For every \$500 donated, together, we supply families with 2,750 meals! You can stretch your dollar by raising funds for South Michigan Food Bank. Your company can provide a donation and your employees can raise funds

Our volunteers play a vital role in allowing us to get food to our community! You can make a huge impact by joining our network of volunteers and engaging your staff in team building! For every volunteer, you can save the food bank \$31.80 per hour and this counts towards filling your vehicle of choice!

Volunteer






Food Raising



Since the majority of the food we receive is in bulk, themed food drives are our jam – especially PB & J! Your company can choose a "themed" drive and collect the same foods so each of our clients receive the same packages of food. How about Ramen, rice and pasta, cereal, canned protein or fruit and vegetables?

HOW TO FILL YOUR TRUCK

Here's how each activity fills your truck

	Raise Funds	1 pallet = \$2,300
	Volunteer	1 pallet = 72 volunteer hours OR 1 volunteer = \$31.80 per hour
	Raise Food	1 bin = \$255 OR 9 food bins = 1 pallet

EXAMPLE

Peter works for the Battle Creek Dog Food Company. His company joins The Fort Fills the Fleet competition. Their company chooses the Baby-box truck tier to provide six pallets.

They filled their truck with:

- 3,788 dollars raised - $\$3,778 = 1.6$ pallets
- 200 Volunteer hours - $\$6360 = 2.7$ pallets
- 16 bins of food donated - $\$4,080 = 1.7$ pallets

Total = \$14,218 or 6 Pallets of food

HOW TO WIN

At the end of the competition a winner will be chosen based on the percentage of their chosen vehicle they were able to fill. This ensures that every business has a chance to win.

The winning company will have their name put on a plaque that will be displayed at the Food Bank along with their own plaque to display at their business.



TIMELINE

March 29th	Pickup bins and signage at South Michigan Food Bank
April 1st	Competition starts Fund raising, Volunteering, Food drives
April 30th	Competition ends
May 1st	Final scores are tallied

WHAT WE PROVIDE

We will provide the following for businesses participating in The Fort Fills the Fleet

- Website presence and social media post that you can feel free to share, like and comment!
- Status updates on the competition every Monday
- Shareable photo opportunities for volunteers
- Outreach to keep enthusiasm going
- Signage such as ground huggers or printable flyers and signs
- Food Collection Bins
- Donation links and QR codes
 - We can also provide a link for a live donation feed to display at your business

WHAT YOU PROVIDE

Businesses will need to provide the following while participating in The Fort Fills the Fleet

- Internal motivators for employees
 - Competitions between departments - eg. winning department gets a pizza party
 - Incentives for donating - Such as a raffle
 - Fun ways to donate such as a company pot-luck
- Opportunities for employees to volunteer
- Spreading the word to other businesses in the Fort Custer area
- A positive attitude

SETTING UP THE QR CODE FOR DONATIONS ON THE LIVE FEED

We will provide all businesses with our link and QR Code for the Fort Fills the Fleet

- Employees can donate and it will show up on the donation page which company they donated from. They can remain anonymous and still donate for their company. This feed can be put on a live display at your organization to encourage competition between businesses.

How does it work?

- Employees scan the QR code or go to the provided link and donate. When they donate there will be an option under the amount to select their company.
- Their donation will be credited to their company and will show up in the live feed.

What do we need from you to set this up for your company?

- The name of your company
- Your chosen vehicle/dollar amount
- A png or jpg file of your logo

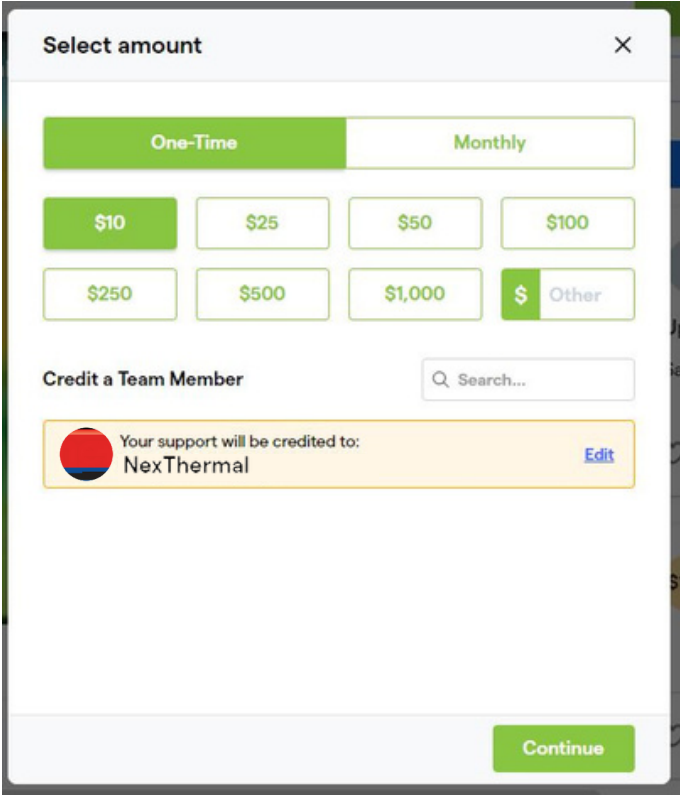
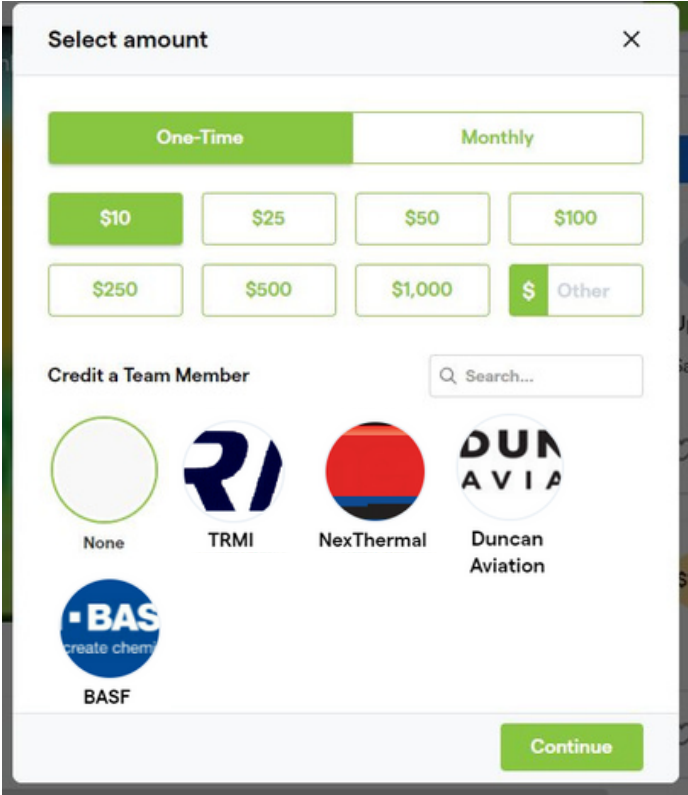
After that your business will be set up on the live feed!

Example Screen shots are on the next two pages

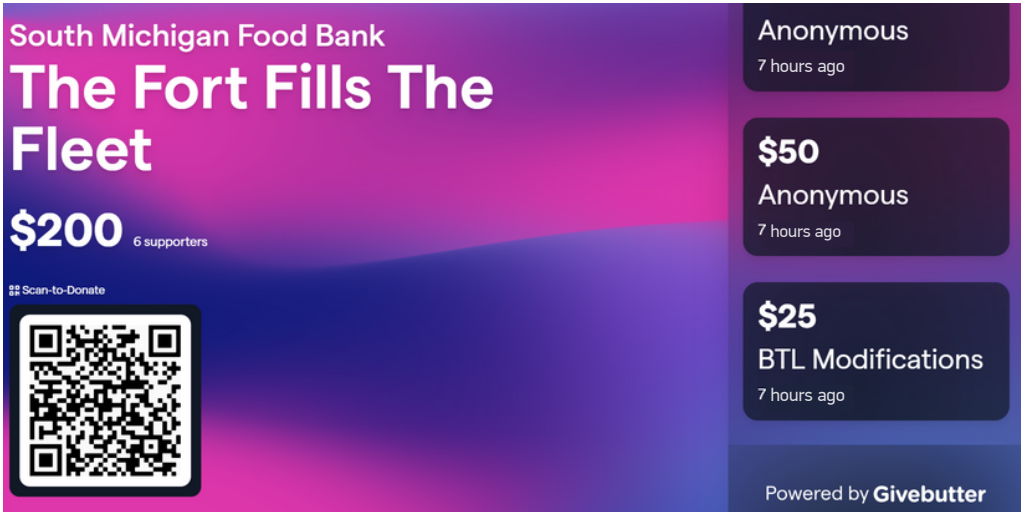
**To send your information for online donations or additional questions
email Clarissa at clarissa@smfoodbank.org
or call (269) 964-3663 Ext. 454**

EXAMPLES

Donation screen with option to select your company



Example of a live display screen



EXAMPLES

Example of the donation page showing multiple companies



The Fort Fills The Fleet



Organized by South Michigan Food Bank →

Live Display Verified

\$200 6 Supporters

Team Members

TRMI \$125 3 Supporters	NexThermal \$50 2 Supporters	Duncan Aviation \$25 1 Supporter	BASF \$0 0 Supporters

You Can see how much each company has raised.

Campaign Ended

Share Fundraiser

Campaign Ended

New Campaign Update

TRMI received a donation from Anonymous

September. Dept

Love Comment Share

and 1 other

Thank you for joining in with The Fort fills the Fleet!

TRMI received a \$50 donation from Anonymous

Love Comment Share

Thank you very much!

Duncan Aviation received a \$25 donation from BTL Modifications

You Can see who has donated and receive live updates!