

# 2015

## Strike Out Hunger Food Drive And Thanksgiving Basket Giveaway Program



Presented By Rodney Long,  
President, Martin Luther  
King, Jr., Commission of  
Florida, Inc., & President &  
CEO, The Long Foundation,  
Inc.

## 2015 Strike Out Hunger Food Drive

Dates: November 2-6, 2015  
Gainesville, Alachua County

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

**2014 Co-Sponsors:** Alachua County Government, City of Gainesville Alachua County Nutrition Alliance (ACNA).

**Food Drive Dates:** November 1-5, 2015 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 2014 beneficiaries and potential beneficiaries for 2015 are as follows: Bread of the Mighty Food Bank, Eldercare/Senior Recreation Center, Food 4 Kids Backpack Program, Gainesville Community Ministries, Gainesville Harvest, Lazarus Restoration Ministries, Newberry United Methodist Church, Showers of Blessings Harvest Center Bread Ministry, Blessed Hope, The Upper Room Ministries and families in need.

**Benefactors:** The 2014 benefactors and potential 2015 partners are as follows:

**Business Community:** AvMed Health Plans, UF Health Shands, Cox Communications, Dollar General Distribution Center, Plum Creek Foundation, Tower Hill Insurance, Capital City Bank, Florida Farm Bureau, Waste Corporation of America, Gainesville Health and Fitness, Life South, North Florida Regional Medical Center, Collier Companies, University Athletic Association, Spy Glass Apartments, Huntington Lakes Apartments, Legacy Apartments, Ashbury Apartments, Commissioner Lee Pinkoson, Linda Butler, 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 Public Schools, Santa Fe College Employees, Santa Fe College-Boo at The Zoo, Christian Brothers Fisherman United, Azelia Chapter 27 – Eastern Order Stars, The Visionaries Club, The Martin Luther King, Jr., Commission, The Long Foundation, Inc.

**Faith-Based Community:** Abiding Faith Christian Church, Alive Church, Galilee Missionary Baptist Church, Glorious Kingdom of God, Open Door Baptist Church, Mt. Zion Church of God In Unity, Mt. Carmel Baptist Church, Hall Chapel UM Church, Lazarus Restoration Ministries, Day Springs Missionary Baptist Church, Faith Missionary Baptist Church, Gainesville Family Worship Center, Passage Family Ministries, Showers of Blessings Harvest Center, Victory Temple Church of God in Christ, Upper Room Church of God Christ, N. Johnson Chapel Baptist Church.

**Government Agencies:** Alachua County Growth Management, Alachua Library District, Alachua County Tax Collectors Office, City of Gainesville, University of Florida Athletic Association, United States Postal Services, University of Florida Police Department, Department of Children and Families, Three Rivers Legal Services, Alachua County Senior Rec. Center, State Attorney's Office, Public Defenders Office, Alachua County Sheriff's Office, City of Gainesville EEO,

**2014 Food Drive and Thanksgiving Basket Giveaway Program Outcomes:**

- Over 70 organizations and individuals participated in the Strike out Hunger Food Drive and Thanksgiving Basket Giveaway Program.
- Private monetary donations and in-kind contributions in the amount \$20,600.00 was received for the Thanksgiving Basket Giveaway Program.
- **875 Thanksgiving Baskets with turkeys were distributed to families.**
- **11,372 pounds of turkeys** were distributed to needy families,
- **A total of 2,636 Adults were impacted by the Thanksgiving Basket Giveaway Program.**
- **A total of 2,603 Children were impacted by the Thanksgiving Basket Giveaway Program.**
- **A total of 842 Teens were impacted by the Thanksgiving Basket Giveaway Program.**
- **A total of 470 Seniors were impacted by the Thanksgiving Basket Giveaway Program.**
- **A total of 6,551 Individuals were impacted from the Thanksgiving Basket Giveaway Program**
- **800 Families were served through the Alachua County School District Partnership.**
- Nearly **84,000 pounds** of non- perishable food items were collected through the Strike Out Hunger Food Drive, Alachua County School District Winter Break Food Drive 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 2015 Strike Out Hunger Food Drive and Thanksgiving Basket Giveaway Program, applicant in the Alachua County CAPP Funding Process again and the fiscal agent for **The Long Foundation Inc.**, for receiving and disbursements of funds for turkeys and other food drive items. 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 2015 Strike Out Hunger Food Drive and 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 for the past eight 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 2015 Strike Out Hunger Food Drive and 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 2015 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 2015 Strike Out Hunger Food Drive and Thanksgiving Basket Giveaway Program.

**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 2014 Strike Out Hunger Food Drive and Thanksgiving Basket Giveaway Program can be attributed to the outstanding dedication and commitment from Alachua County Social Services staff Candie Nixon and Megan Lang, Facilities Management, Charlie Jackson, George Kleckley and Staff, and the Public Works Department.

The community wide planning model will be continued 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 2015 Strike Out Hunger Food Drive and Thanksgiving Basket Giveaway Program 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 co-sponsor the 2015 Strike Out Hunger Food Drive and Thanksgiving Basket Giveaway Program by providing the following:

- **Alachua County Fairgrounds in-kind.** Last year the Martin Luther King, Jr., Commission of Florida at the request of the Alachua County Commission applied for CAPP Funding to pay for the use of the Alachua County Fairgrounds. It was determined by staff and the CAPP Board that CAPP Funding could not be used for rental of the Fairgrounds. However, the Board approved \$4,200.00 for food reimbursement. Although we were grateful for the CAPP Award, had the County been a co-sponsor by providing the Fairgrounds as an in-kind contribution as it had in previous years, the \$4,200 paid for the rental of the Fairgrounds could have gone to food items for the Thanksgiving Baskets, and the \$, 4,200.00 we received from CAPP could have been given to another CAPP Agency as we were able to raise the funds needed to provide food. Further, after talking with staff for reimbursement following our event, it was determined that we don't fit as an event because reimbursements are given over a year to agencies with programs in equal installments. We are not in need of money for food items. We are seeking a partnership of in-kind contributions to assist us in helping Alachua County achieve its goal of poverty

reduction by providing food assistance to our food banks and pantries and to needy citizens of Alachua County.

- Issue a proclamation at the October 6, 2015 Board Meeting in recognition of National Hunger Month.
- Appoint a County Commission Champion for the Strike Out Hunger Food Drive and Thanksgiving Basket Giveaway Program to keep the Commission informed of the progress of the food drive.
- Attend and participate if possible in the 2015 Strike Out Hunger Food Drive Drop off on Monday, November 2, 2015 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 3, 2015 from 10:00 am - 1:00 pm and, participate if possible in the pick-up of donated food items by needy families on Thursday, November 5, 2015 from 2:00 pm – 6:00 pm at the Fairgrounds.
- The County Commission to receive a final presentation at the Tuesday, February 23, 2016 Board Meeting regarding the outcomes and recognition of stakeholders and participants in the 2015 Strike Out Hunger Food Drive and Thanksgiving Basket Giveaway Program.
- The County Commission and County Manager allow county departments and staff to coordinate and participate as one of our government organization in collection of non-perishable food items for the food drive.
- **Social Services Staff:** participation to identify needy families for Thanksgiving Baskets. Attend Planning Meetings for the food drive and thanksgiving basket giveaway. Attend Thanksgiving Basket Giveaway on Thursday, November 5, 2015 to distribute baskets to needy families identified by Social Services. Provide outcomes data of participants receiving baskets and referrals to the Long Foundation to be included in the final Strike Out Hunger Food Drive Outcomes Report.
- **Public Works Department:** Provide the use of orange parking cones, tables and chairs for sorting food. Delivery date is October 30, 2015 at the Fairgrounds. Place food drive dates on signage at fairgrounds.
- **Facilities Management:** Provide tables and chairs for sorting collected food items. Delivery date is October 30, 2015.
- **Communications Department:** Provide air time for pre produced public service announcements to be aired on Cox Cable Channel 12.

## **2015 Strike Out Hunger Food Drive and Basket Giveaway Timelines and Critical Dates**

Wednesday, April 1<sup>st</sup> – Email notification and agenda for the April 22nd Community Planning Meeting goes out to the 2015 Strike Out Hunger Food Drive Participants.

Wednesday, April 22nd 10:00 am – 12:00 noon Community-Wide Planning Meeting/Workshop.  
Tentative Locations: MLK Multipurpose Center or Thomas Center.

Friday, May 1<sup>st</sup> – Email notification and agenda for the May 27<sup>th</sup> Community Planning Meeting goes out to the 2015 Strike Out Hunger Food Drive Participants.

Wednesday, May 27<sup>th</sup> 10:00 am – 12:00 noon Community-Wide Planning Meeting/Workshop.  
Tentative Locations: MLK Multipurpose Center or Thomas Center.

Wednesday, June 3<sup>rd</sup> – Email notification and agenda for the June 25<sup>th</sup> Community Planning Meeting goes out to the 2015 Strike Out Hunger Food Drive Participants.

Wednesday, June 24<sup>th</sup> 10:00 am – 12:00 noon Community-Wide Planning Meeting/Workshop.  
Tentative Locations: MLK Multipurpose Center or Thomas Center.

Wednesday, July 1<sup>st</sup> – Email notification and agenda for the July 15<sup>th</sup> Community Planning Meeting goes out to the 2015 Strike Out Hunger Food Drive Participants.

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

Wednesday, August 5<sup>th</sup> – Email notification and agenda for the August 26<sup>th</sup> Community Planning Meeting goes out to the 2015 Strike Out Hunger Food Drive Participants.

**Friday, August 14th, Production of Television and Radio Public Service Announcements for the Strike Out Hunger Food Drive.**

**Wednesday, August 19th, Strike Out Hunger Food Drive Media Releases and Publicity begins for collection of food (MY GTN TV, TV 20, MARC Radio Gainesville, Praize 105. 5 FM, Gainesville Sun, Alligator, Cox Communications and County Public Access Channel 12).**

Wednesday, August 26th -10:00 am – 12:00 noon Community-Wide Planning Meeting  
Tentative Locations: MLK Multi Purpose Center or Thomas Center.

**Wednesday, August 26<sup>th</sup>, Distribution of Collection Boxes begins for community organizations.**

Wednesday, September 2nd – Email notification and agenda for the September 23rd Community Planning Meeting goes out to the 2015 Strike Out Hunger Food Drive Participants

Wednesday, September 23rd -10:00 am – 12:00 noon Community-Wide Planning Meeting/Workshop. Tentative Locations: MLK Multi Purpose Center or Thomas Center.

Thursday, October 1<sup>st</sup> – Email notification and agenda for the October 21<sup>st</sup> Community Planning Meeting goes out to the 2015 Strike Out Hunger Food Drive Participants.

**Tuesday, October 6<sup>th</sup> – 9:00 am, Board of County Commission to issue a proclamation in recognition of National Hunger Month.**

**Thursday, October 15<sup>th</sup> 5:00 pm, City Commission to issue a proclamation in recognition of National Hunger Month.**

**Friday, October 19-24, 2015 – The Alachua County Fair at the Fairgrounds.**

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

**Saturday, October 24<sup>th</sup> - Alachua County Fair ends.**

**Monday, October 26<sup>th</sup> – Change Fairgrounds Sign for 2015 Strike Out Hunger Food Drive**

Friday, October 30<sup>th</sup> - 9:00 am. Fairgrounds Building to be set up by The Long Foundation, Inc., Martin Luther King, Jr., Commission of Florida, Inc., Facilities Management Staff, Court Services Volunteers BOLD Men's Organization and other organizational volunteers. Things to be set up include, tables, chairs, scales, directional signs and cones, banners on walls for pantries and food banks at Fairgrounds Building

**Monday, November 2nd thru Thursday, November 5<sup>th</sup> – 2015 Strike Out Hunger Food Drive**

**Monday, November 2<sup>nd</sup> - Drop off of Food Items at the Fairgrounds from organizations and individuals. Sorting of donated items for pantries, food banks by volunteers.**

Tuesday, November 3<sup>rd</sup> – 10:00 am – 1:00 pm. 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, sorting and assembly of Thanksgiving Baskets at the Fairgrounds.

**Thursday, November 5<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 5<sup>th</sup> – Clean-up and removal of tables, chairs, scales, freezer, directional signs and cones at the Fairgrounds by community service workers and volunteers.



Saturday, November 7<sup>th</sup> – Tentative Strike Out Hunger Food Drive – UF Home Football Game

Wednesday, December 2<sup>nd</sup> -10:00 am – 12:00 noon Tentative Community-Wide Post Planning Meeting/Workshop. Discussion of the Draft 2015 Strike Out Hunger Food Drive Outcomes Report. Tentative Locations: MLK Multi Purpose Center or Thomas Center.

**Tuesday, February 23, 2016 – 9:00 am 2015 Strike Out Hunger Food Drive Outcomes Presentations and Recognition of Participants at the County Commission Board Meeting.**