

This November marks the 30th year CityLink has sponsored the Stuff-A-Bus Food Drive to benefit the food pantry at the Peoria Friendship House of Christian Service. Every year, the Peoria Friendship House provides **50,000-60,000** meals to the City's most vulnerable and hungry residents.

While the Stuff-A-Bus Food Drive is successful, **the amount collected has not been enough to meet the need.** Last year, in spite of the generosity of many Peorians, the PFH was out of food within eight months.

## WE NEED YOUR HELP!

**The Stuff-A-Bus planning committee is looking for schools, churches, organizations and businesses who would like to partner with us for the food drive.**

**Peoria is experiencing a food crisis -- especially the urban center. What does that mean?**

- Almost 80% of children in Peoria District 150 are on reduced or free lunch. Some in the urban center only get good nutrition during the week while at school. Many children go hungry on the weekend.
- Food deserts are becoming more prominent: A food desert is an urban area in which it is difficult to buy affordable or good-quality fresh food.
- 100% of the people served at the Peoria Friendship House live below \$16,000 per year.
- The unemployment rate in the urban center ranges between 9% to as high as 17% in some neighborhoods.

## Here's how you can help:

- Have a food drive at your school/church/organization/business.
- Volunteer during the food drive: greet shoppers at Kroger stores and hand-out shopping lists.
- Volunteer to sort and box food for storage after the drive.

**To involve your organization, contact:  
Email: [marketingpr@ridecitylink.org](mailto:marketingpr@ridecitylink.org)  
Phone: 309-679-8138**



## How to Hold a Successful Food Drive

### Competition

Create a competition between classrooms, departments or floors at your organization. It makes it more fun for the employees and people always seem to raise more when there is a rivalry involved. Prizes help too!!!

### Jeans Day

Create a goal and add an incentive, by allowing employees to wear jeans if they meet their goal. Groups can also sell jeans passes for employees to purchase the privilege of dressing down, with all proceeds going to the Peoria Friendship House.

### Theme Food Drives

Pick a theme for your food drive or choose themed days, such as baby day or pasta day and have all of the employees participate by bringing items associated with that theme. This can be lots of fun in conjunction with holidays!

### Hunger Fasts

Encourage your group to skip one meal giving what money they would have spent on that skipped meal to the Peoria Friendship House.

### Preferred Food Items

Utilize our list of preferred items and designate "items of the day" for people to donate each day.

### Special Events

Food drives combined with other events or promotions are often very successful. For example, a company picnic is a great time to bring food as well as donate food.

### Loose Change and Penny Wars

Have a loose change container sitting out in your company's cafeteria. Have a penny war by setting out large glass jars throughout the company and have a race to see who can fill their jar with the most pennies.

### Company Matches

Money can also be collected during a food drive. Encourage your company to match the pounds of food collected by donating a dollar amount per pound of food with all of the proceeds benefiting the Peoria Friendship House.

### Preferred Food Items:

- Protein
- Canned Meat, Beef Stew, Tuna, Canned Chili, Peanut Butter, Canned and Dried Beans
- Fruits & Vegetables
- Canned Fruit, Canned Vegetables, Canned Soup, Fruit Juices, Jelly
- Carbohydrates
- Pasta, Rice, Instant Potatoes, Macaroni & Cheese, Cereal, Pancake Mix, Oatmeal, Cake Mixes
- Dairy
- Canned Milk, Instant Pudding

TO SIGN UP YOUR COMPANY OR ORGANIZATION TO GET INVOLVED WITH THE STUFF-A-BUS FOOD DRIVE, PLEASE CONTACT CITYLINK MARKETING:  
marketingpr@ridecitylink.org  
(309) 679-8138



*Ideas courtesy of Feeding America of Eastern Wisconsin*