



# HUB

Community Development  
Corporation's

# Food Pantry 2024 Food Drive & Fundraising Event



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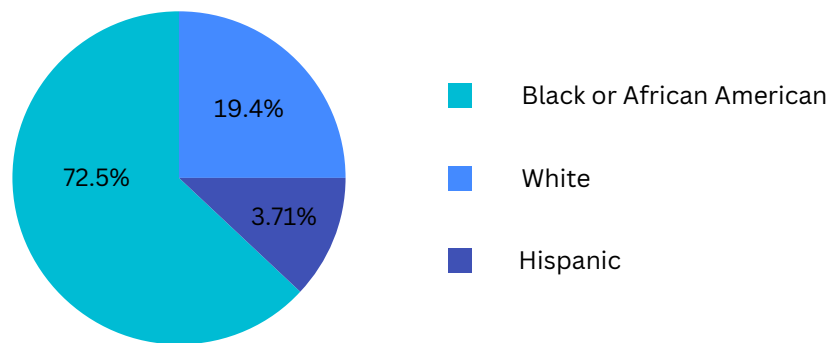
# MARKET ANALYSIS

## Event Location

- Bessemer, Alabama - a mid-sized city founded in 1887 in the southwestern part of Jefferson County

## Population

- Bessemer has a population of 26,000
- The largest ethnic groups within the city are Black or African American (72.5%), White (19.4%), and Hispanic (3.71%).



## Economic Status

- The lifestyle of the population varies.
- Economic status is low compared to other major cities in the area.
- They have a poverty rate of 32.04% with an average household income of \$52,335.
- Various local organizations are in the area to



# SWOT ANALYSIS

## Strengths

- A wide variety of nutritious food options available to meet the diverse needs of the community.
- Dedicated and passionate volunteers who work tirelessly to support the pantry.
- Strong community support and positive reputation, which helps attract donations and resources.

## Weaknesses

- Limited funding and resources, which impacts the pantry's ability to meet the growing demand.
- Challenges in maintaining a consistent food supply due to reliance on donations.
- Capacity constraints that limit the number of individuals the pantry can serve.
- Limited marketing and not well-known throughout the community.

## Opportunities

- Building partnerships with local farms, grocery stores, and restaurants to secure a more reliable and diverse food supply.
- Expand outreach efforts to raise awareness about the pantry's services and reach more individuals in need.
- Collaborating with community organizations to provide additional support services such as nutrition education or job training.

## Threats

- Increasing competition from other food pantries or charitable organizations in the area.
- Changes in government policies or regulations that could impact funding or food distribution.
- Economic downturns or natural disasters that may lead to a higher demand for services and strain available resources.

The food pantry could focus on fundraising to secure more funding and resources. They could also explore partnerships to help alleviate the challenges they face. To act on an opportunity, the food pantry could invest in marketing and outreach efforts to raise awareness about its services and reach more individuals in need. To avoid a threat, the pantry could stay informed about government policy and regulation changes that could impact their operations. They can adjust their strategies accordingly and mitigate potential risks by being proactive and adaptable. To turn a threat into an opportunity, they could use challenges as catalysts for innovation and growth.



# SEGMENTS

The food pantry serves individuals and families facing food insecurity and needing assistance. People from various backgrounds can find themselves needing food pantries, including those experiencing financial difficulties, unemployment, homelessness, or other challenging circumstances. The food pantry aims to support anyone struggling to access an adequate and consistent food supply. It provides a vital resource for individuals and families to meet their basic nutritional needs during difficult times. Working professionals, community leaders, and other assistance organizations are needed for the event.

## TARGET MARKET

Those experiencing:

- Financial Difficulties
- Unemployment/Homelessness

Also:

- Working professionals
- Community leaders
- Other assistance organizations

### Reaching Target Market

- Local social service agencies
- Community Organizations
- Schools
- Churches
- Personal invitations to previous sponsors and donors



# GOALS & OBJECTIVES

GOALS	OBJECTIVES	STRATEGIC OBJECTIVES
<p>Raise Funds &amp; Food</p>	<ul style="list-style-type: none"> <li>• Sell 100 raffle tickets</li> <li>• Raise \$1,000 from raffles ticket sales</li> <li>• Raise an additional \$5,000 from previous sponsors and donors</li> <li>• Receive 600 goods</li> </ul>	<ul style="list-style-type: none"> <li>• Sell raffle tickets for guests to have a chance to win a prize</li> <li>• Contact past donors via mail and email with donation envelope and direct donation link</li> <li>• Have everyone bring 3 non-perishable food items</li> </ul>
<p>Raise Awareness</p>	<ul style="list-style-type: none"> <li>• Advertise through social media, local news stations, and community places</li> <li>• Involve local schools, social service agencies, and churches</li> </ul>	<ul style="list-style-type: none"> <li>• Get the Board of Education to do a press release</li> <li>• Include in announcements at church</li> <li>• Local news and radio mentions</li> <li>• Send informational flyers home with kids in school</li> <li>• Flyers posted at local parks and shelters</li> </ul>
<p>Gain Community Involvement &amp; Partnerships</p>	<ul style="list-style-type: none"> <li>• Involve local farms, grocery stores, and restaurants</li> <li>• Involve major assistance organizations (ex. Habitat for Humanity)</li> </ul>	<ul style="list-style-type: none"> <li>• Schedule meetings with local businesses</li> <li>• Send informational brochures</li> <li>• Host stands in front of local stores</li> <li>• Approach organizations with deals</li> </ul>



# EVENT PLAN

## Description of Event

The HUB CDC's Food Pantry will host a Fun Day Food Drive & Fundraising event on June 1, 2024 in Bessemer, Alabama. Since the organization's food pick up is located at The Worship Center Christian Church, the Fun Day will be held there in the church's parking lot. The event will raise funds through raffle ticket sales, and will raise food by guests bringing 3 non-perishable food items for entry. Also, the event is open to everyone and will have activities for those of all ages. Guests will be able to enjoy an evening of delicious food, music, games, and activities.

## Rationale & Goals

- Sell at least 100 raffle tickets (projecting that the event will have 200+ guests and only half will purchase a raffle) - the Bessemer community is large and enjoy events such as this
- Raise at least a total of \$6,000 - capable of reaching with raffles and target audience
- Involve local schools, churches, community leaders, and other community organizations - to support the initiative through sponsorships and donations
- Involve local food trucks, restaurants, DJ's, and vendors - to provide food and entertainment for guests
- Build awareness among individuals and families experiencing financial difficulties, unemployment, and homelessness - to ensure they are aware of the services offered
- Build awareness among those who are not experiencing challenges - to grow support and involvement in future events

## Target Markets

- Working professionals
- Community Leaders
- Other local assistance organizations
- Schools
- Churches
- Large assistance organizations (Habitat for Humanity, The Salvation Army, and The Fuller Center for Housing )





## Tasks & Timelines

- 03/01/2024 - Start promotional activities
- 04/15/2024 - Food and entertainment confirmed
- 04/30/2024 - Volunteers secured
- 05/01/2024 - Sponsorships secured
- 05/05/2024 - Raffle gifts secured
- 05/31/2024 - Vendors and volunteers spots secured and trained

## Proposed Budget - \$10,000

- Food Vendors \$3,000 (5 different food trucks)
- Entertainment \$500 (DJ)
- Activities \$1,000
- Raffle Prizes \$1,000
- Event Promotion \$200 (printed flyers)
- Other expenses \$5,000

## Aesthetics

- Colorful/fun lights
- Tables and chairs for guests to eat and rest
- Carnival look
- Big signs
- Fans



## Event Set-Up/Floor Plan



- Event will be held in this back parking lot of church
- Guests will park on opposite parking lot in front of church



## Event Itinerary

- 12:00pm - vendors, entertainers, and volunteers arrive
- 1:00pm - set up is complete
- 2:00pm - guests begin to arrive
- 2-4:00pm - guests enjoy food and activities
- 4:00pm - food pantry president speaks
- 4:30pm - raffle prize drawing
- 5-6:00pm - guests continue with festivities
- 6:00pm - event ends
- 7:00pm - cleaning is complete

## List of Personnel

- Event manager
- Volunteers
- Vendors
- DJ
- Photographer/Videographer
- An executive from The HUB CDC



# PROMOTIONAL PLAN

## Save The Date Email

Personalized emails will go out to organization and church staff, previous donors, and individuals and families who have used food pantry services informing them of event.

## Social Media

**The HUB CDC social media accounts:**

- Showcase event highlights
- Showcase vendors and entertainers
- Showcase initiatives
- Include link taking to official website
- Leverage the social media network to spread the word
- Get influencers to post about the event

## Local News & Radio Station Announcements

Get local news and radio station to make monthly announcements to spread the word.

## Printed Flyers

Print a bulk of flyers to hand out and post at local businesses such as schools, churches, grocery stores, and assistance programs.

## Website

Event will be posted to The HUB CDC official website. We can also get the sponsors to post the event on their official websites and social media accounts.



# PRESS RELEASE

## FOR IMMEDIATE RELEASE

Pamelia Harris

The HUB Community Development Corporation

pharris@thehubcdc.org

### **The HUB CDC's Food Drive and Fundraising Event**

Bessemer, AL: The HUB CDC is thrilled to announce their upcoming food drive and fundraising event on June 1, 2024. This exciting initiative aims to raise funds and collect food donations for their food pantry, which plays a vital role in supporting the local community.

The event will feature various activities and opportunities for individuals and businesses to contribute. Attendees can participate in the food drive by bringing non-perishable food items, such as canned goods, rice, pasta, and other essential items. Additionally, there will be a raffle drawing and donation booths, where individuals can make monetary contributions to further support The HUB CDC's mission.

“We are incredibly grateful for the support we receive from our community, and this food drive and fundraising event is an opportunity for everyone to come together and make a positive impact,” Bishop Vanable Moody II, founder of The HUB CDC. “By donating food and funds, we can ensure that families in need have access to nutritious meals and essential supplies.”

All donations received during the event will directly benefit The HUB CDC's food pantry, enabling them to continue providing assistance to individuals and families facing food insecurity. The organization encourages everyone to get involved and make a difference in the lives of those in need.

For more information about The HUB CDC's food drive and fundraising event, please contact Pamelia Harris at [pharris@thehubcdc.org](mailto:pharris@thehubcdc.org) or visit [thehubcdc.org](http://thehubcdc.org).

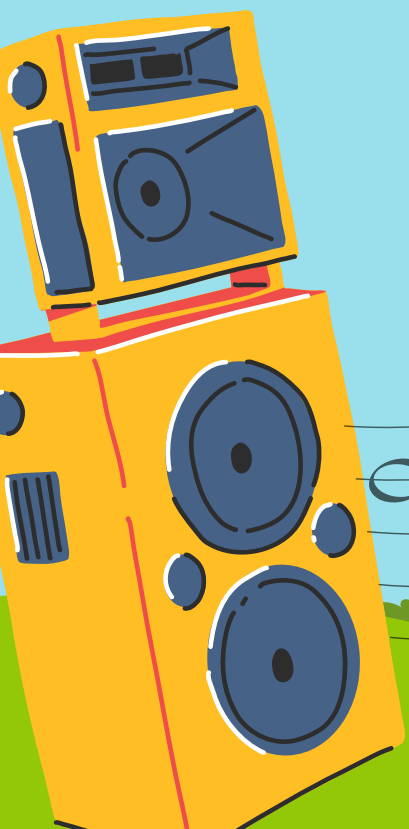


**The HUB CDC  
presents the...**

# **Food Drive & FUNdraiser**

**Saturday, June 1, 2024  
2-6pm**

**Bring 3 non-  
perishable food  
items for entry**



**HUB**  
Community Development Corporation



# SPONSORSHIP PLAN

## Event Sponsor Benefits

(For Donations of \$250+)

- Company will gain brand exposure by having their logo and name prominently displayed on promotional materials, such as banners, flyers, and social media posts
- Company name will be announced and promoted on the radio and ABC 33/40 News
- Company name promoted on The HUB CDC's website
- Company will receive a gift certificate for a free dinner for 2 overlooking the city at City Club Birmingham
- Company will receive a \$50 gift card to use at Kale Me Crazy
- Company will receive 2 free raffle tickets for a chance to win exclusive prizes

## Gift Sponsor Benefits

(Valued at \$250+)

- Company will gain brand exposure by having their logo and name prominently displayed on promotional materials, such as banners, flyers, and social media posts
- Company name will be announced and promoted on the radio and ABC 33/40 News
- Company name promoted on The HUB CDC's website
- Company will receive a \$25 gift card to use at Kale Me Crazy
- Company will receive 1 free raffle ticket for a chance to win an exclusive prize



# SPONSORSHIP FORM

Please **PRINT** all names legibly and exactly as they should appear in all publications (if applicable)

**Company Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Sponsorship Type:**  **Event Sponsor**  **Gift Sponsor**

**Payment:**  **Check**  **Cash**  **Gift** **Amount/Value:** \_\_\_\_\_

**Comments:** \_\_\_\_\_

Please make checks payable to:  
**The HUB Community Development Corporation**

Checks can be mailed to:  
**Pamelia Harris**  
7555 Dickey Springs Rd  
Bessemer, AL 35022  
(205) 451-1757





**Food Pantry  
2024  
Food Drive &  
Fundraising Event**

[thehubcdc.org](http://thehubcdc.org)