

May 2010

Dear Community Member,



More than 16,000 families in Johnson County sought help for food last year. The economy has affected all of us but none more than low-income families who were already struggling before lay-offs and work hour reductions hit our area. Local food pantries have experienced as much as a 30% increase in requests for assistance.

**We need your help!** Individuals, businesses, civic and faith organizations are encouraged to participate in the **13<sup>th</sup> Annual Thanksgiving in July Community-Wide Food Drive**. Your efforts will help The Crisis Center of Johnson County stock their shelves and purchase food in bulk at the time of year when donations are at their lowest.

The Crisis Center Food Bank is distributing around 3,000 bags of supplemental food each month to our neighbors in need. 50% of the individuals receiving food are children under the age of 18.



63% of all households have at least one member who is employed, but still struggle to have enough food. More than 75% of food distributed to these families by The Crisis Center is donated by the community. **Below are just a few ideas** of ways you can contribute to the 2011 Thanksgiving in July efforts.

### **Host a Food Drive :**

- **In your neighborhood** – pick a day, distribute flyers asking your neighbors to set out donations, load up the car, and bring the proceeds down to The Crisis Center.
- **At your organization's monthly or weekly meetings** – encourage attendees to bring non-perishable items or focus on one type of item (soup, peanut butter, toilet paper, etc.).
- **At your business location** – set out a donation box all month or just a few days and encourage your employees and/or customers to donate non-perishable items, create competition among departments for the total number of items donated, offer incentives like a casual day for employees or entry in a door-prize drawing for customers.
- **With your church** – advertise in your newsletter and/or bulletin, create a donations area, and encourage your congregation to bring in items all month.

### **Hold a Fundraiser:**

- Pass an envelope among your neighbors, members, co-workers, or congregation.
- Display a donations box for your customers and employees.
- Take donations for a Friday casual dress day, door-prizes, or other incentives.
- Make a donation to The Crisis Center Food Bank on behalf of your family, business or organization.

You can make a difference. We need and appreciate your support in **reaching the 2011 goal of 40,000 pounds\*** of non-perishable items for The Crisis Center Food Bank, which is the equivalent of two weeks of distributions. \*A \$1 cash donation is equivalent to 4 pounds of food.

To help The Crisis Center with planning and publicity, please take a few minutes to REGISTER. You may complete the form below or register online at our website, [www.jccrisiscenter.org](http://www.jccrisiscenter.org). Drives are also being held this year for pantries in Coralville, North Liberty and Tiffin. More information about those efforts can be found at [www.thanksgivinginjuly.org](http://www.thanksgivinginjuly.org).



**Key Dates for 2011 Thanksgiving in July in Iowa City**

**Friday, June 24 –Media Kit Info:** Registrations must be received by this date to be included in media materials

**Monday, July 4 – Coralville 4<sup>th</sup> of July Parade:** Join the fun and promote your organization/activity by participating in the 2011 Thanksgiving in July entry in the Coralville 4<sup>th</sup> of July parade.

**Saturday, July 30 – Crisis Center TGIJ Drop-Off Event:** 9:00 am – 12:00 pm at our location, 1121 Gilbert Court in Iowa City. Volunteers will be on hand to help unload and weigh your donations plus there will be photo opportunities, breakfast treats, t-shirt giveaways, and more.

**Many thanks to this year’s Thanksgiving in July sponsors!**



**2011 Thanksgiving in July Registration (or online at [www.jccrisiscenter.org](http://www.jccrisiscenter.org))**

Organization \_\_\_\_\_ Contact Name \_\_\_\_\_

Contact Email \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Fax Number \_\_\_\_\_

Address \_\_\_\_\_ City/Zip \_\_\_\_\_

Brief Description of Activity \_\_\_\_\_

Date(s) of Activity \_\_\_\_\_ Activity Time(s) \_\_\_\_\_

- Include activity information on The Crisis Center’s  Website  Facebook  Media kit (by June 24, 2011)
- I/we want to participate in the July 4<sup>th</sup> parade entry  I/we are interested in TGIJ volunteer opportunities
- I’d like a Crisis Center representative to attend my activity (if schedules permit)
- I/we will participate in The Crisis Center Drop-off Event on Saturday, July 30 between 9:00 am - 12:00 pm
- I/we will drop-off our proceeds at our convenience (visit [www.jccrisiscenter.org](http://www.jccrisiscenter.org) for more information)

**Mail to The Crisis Center, 1121 Gilbert Court, Iowa City, IA 52240 or Fax to (319) 351-4671**