

Canstruction Cares Food & Fund Campaign: October 4 – November 2, 2021

While our in-person build had to be scaled down this year in light of the COVID-19 pandemic, we’re still looking to support the Merrimack Valley Food Bank (MVFB) as much as possible. Last year, supporters like you raised more than \$65,000 (plus 4,000 cans of food) – can we beat that this year?

Any firm that works in the A/E/C industry is welcome to participate in this fundraising campaign – and be eligible to win our Fundraising Soup-er Star award – whether you are designing a structure this year or not. If you’re planning to participate, please email canstructionboston@gmail.com with your contact information and team name.

How to Donate

Teams can raise funds or food, which can be donated via one of the methods listed below. Please note that each method of donation has an area to add text (e.g. subject line, notes box, etc.). It’s very important that **all donations include a comment that indicates your associated TEAM NAME and CANSTRUCTION** – we need this information for event accountability (and for the Fundraising Soup-er Star award). In addition, teams will be asked to track all donations made on their behalf (as best as possible), as described on the following page.

Raising Funds: Monetary Gifts

- Donate via Facebook’s fundraising tools, either via the [Canstruction Boston page’s Donate post](#) (pinned to the top of our page) or by setting up a fundraiser on your company’s or personal page (by creating a post, clicking the three dots to get more features and selecting “Raise Money,” then adding the Merrimack Valley Food Bank as the recipient – you may need to click an additional option to add the “Donate” button).
 - People can donate by clicking the **Donate** button on the post, which will forward donations securely and directly to the MVFB.
 - *No credit card processing fees are charged if you donate using this method; the food bank prefers this option for that reason.*
- Donate money via credit card on the MVFB website (www.mvfb.org).
 - Select the red **DONATE NOW** button at the top of the page.
 - *This donation method incurs credit card fees, which can be covered by donor or the food bank.*
- Send a check directly to the MVFB, a 501c3 organization.
 - Checks should be made out to **Merrimack Valley Food Bank, Inc.**
 - Checks should be mailed to Merrimack Valley Food Bank, Inc., P.O. Box 8638, Lowell, MA 01853.

Raising Food: Food Donations

If you would like to contribute food instead of (or in addition to) money, you may do so by using:

- **Amazon Pantry.** Log in to Amazon.com and search Amazon Pantry.
 - Ship to Merrimack Valley Food Bank, 733-735 Broadway Street, Lowell, MA 01854
- **In-Person Drop Off.** Teams are welcome to drop food donations off Monday-Friday from 8:00am-3:00pm.
 - Physical Location: Merrimack Valley Food Bank, 733-735 Broadway Street, Lowell, MA 01854
- **Gift Cards.** Teams can donate gift cards from Market Basket, Hannaford, or Stop & Shop in any denomination. Often, smaller cards (\$10, etc.) are provided to families in lieu of (or in addition to) food.
 - Mail to Merrimack Valley Food Bank, Inc., P.O. Box 8638, Lowell, MA 01853

Items most needed (as requested by the MVFB):

Macaroni & Cheese	Pasta & Rice	Peanut Butter & Jelly	Fruit Juice & Juice Boxes
Cereal & Oatmeal	Taco Meals	Tomato & Pasta Sauce	Canned Tomatoes
Chili, Soup, & Stews	Baked Beans	Canned Vegetables	Canned Chicken & Ham
Canned Fruit & Applesauce	Baby Food	Ravioli & Spaghetti O’s	Canned Tuna & Seafood

Fundraising Soup-er Star Competition Instructions

The Fundraising Soup-er Star Award recognizes the team (whether they are building a structure or not) that contributes the most to the food bank. The team with the most points will win; points will be calculated as follows:

- Each donated food item (i.e., each can, box, or bag) associated with your firm counts as a point.
- Each donated dollar associated with your firm counts as a point.

In all cases, you'll want to alert your company, employee, or sponsors who may directly donate to **notate both your TEAM NAME and CANSTRUCTION in the message section of the donation.**

Teams should use the attached Excel template to track and submit a summary of donations to canstructionboston@gmail.com by **5:00 pm on November 2nd**. We need this summary to cross-check other information we receive and to make sure donations are being applied correctly.

Fundraising Ideas

We encourage teams to use their creativity to come up with fun and engaging ideas ... but we've also included some ideas to get you started!

- **Employer Match.** Is your company providing a match in dollars for charitable giving at this time? Suggest to colleagues that they make Merrimack Valley Food Bank their recipient to double the donation!
- **Team Joint-Venture Donations.** You're not building, and neither is the team you joint-venture with each year. Reach out and ask your usual build partner if they would like to make a donation on behalf of your team.
- **Sponsor and Vendor Donations.** In that same vein, if you solicit help each year from sponsors or vendors, reach out and ask if they would be willing to make a donation on behalf of your team.
 - They can make their donation to your firm as a pass-through; you can then donate on their behalf; or
 - They can make a donation as outlined in the monetary gift section above and notate your team as the donor.
- **Have a Can Drive.** The MVFB definitely still wants donations of canned food! Host a canned food drive if possible; teams must deliver the food collected to the MVFB as outlined in the "In-Person Drop Off" instructions.
- **Social Media.** Use social media to bring attention to your fundraising (and enter the Social Media Soup-er Star Award competition!).
 - Canstruction Boston's Facebook page (<https://www.facebook.com/CanstructionBoston>) has a fundraiser set up. Direct people to donate there (reminding them to note your firm name to have it counted).
 - Create a Facebook fundraiser for MVFB through a company or personal page that can be shared. Because MVFB is a 501c3, the donations are free, direct, and secure.
 - Use a fun hashtag to use along with #CanstructionBoston and #FundraisingSouperStar, and use them across all social media to raise awareness of your fundraising.
 - Share facts that people can relate to when posting on social media:
 - \$30 buys one bag of food and feeds a family of 4 for a week
 - \$50 provides 150 meals
 - \$100 provides 300 meals
- **Fundraise Internally.** Ask your colleagues across the office, the city, or the country to consider donating one of the [cash donation](#) suggestions above or donate small grocery store [gift cards](#) that can be mailed to the MVFB. A \$10 card goes a long way for the MVFB members.
- **Redirect Funds Intended for the Physical Build.** Unable to build but still have a budget for cans? Consider donating that money to the MVFB or using Amazon Pantry.

Another small way to support the food bank is to use Amazon Smile instead of Amazon and make the Merrimack Valley Food Bank your donation recipient for your purchases (even if just for a couple of months!). This isn't trackable, and will not count towards the Fundraising Soup-er Star Award, but is a nice way to support the MVFB.