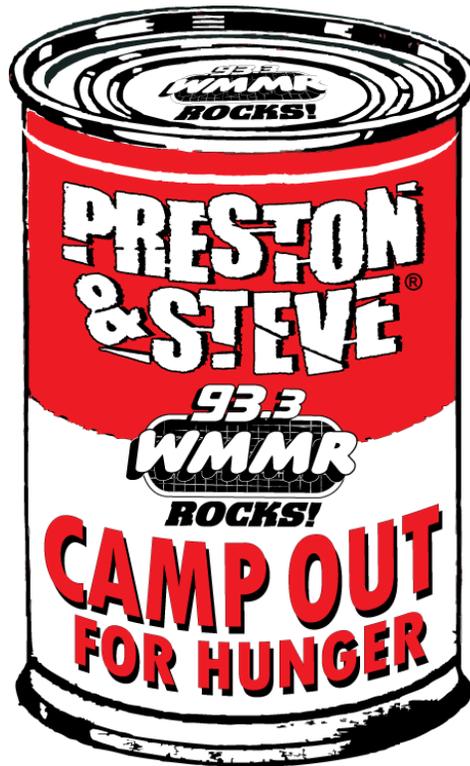


93.3 WMMR's Preston & Steve®  
Camp Out for Hunger



# 2018 Food Drive Toolkit

A resource to help maximize your Camp  
Out experience!

PHILABUNDANCE

2018

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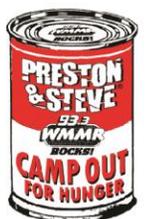
Thank you for helping feed our neighbors in need by participating in **WMMR's Preston & Steve Camp Out for Hunger**. Camp Out is in its 21st year, and its goal is to raise as much food as possible to help feed the more than 700,000 hungry people in the Delaware Valley.

While 1 in 8 people in the U.S. face hunger, 1 in 5 people here do not know where their next meal will come from... or if they'll have one at all. Thanks to you, more kids, families, seniors, Veterans and others will have the food they need to survive.

This guide will help you maximize your donation and provide visibility tips to help us make Camp Out the best year yet!

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## Background

### What is Camp Out?

Preston & Steve started “camping out” in 1998 in the parking lot of the former Adam’s Mark Hotel on City Avenue to collect food and give back to the community. That event raised 1 ton of food. 20 years later, it is the largest single-location food drive in the U.S! In 2017, fans and partners donated over 1.6 million pounds of food, providing more than one million meals!

### When is Camp Out?

The 2018 Preston & Steve Camp Out for Hunger is 6 AM Monday, November 26 through 11 AM on Friday, November 30 at XFINITY Live! Learn more at [www.wmmr.com/campout](http://www.wmmr.com/campout)

### What is Philabundance?

Philabundance is the Delaware Valley’s largest hunger relief organization, serving more than 90,000 people each week in PA and Southern NJ. **Of those served, 30 percent are children, 16 percent are seniors and we also serve college students, families and the working class.** A one dollar donation provides two meals – Give now or learn more at [Philabundance.org](http://Philabundance.org).

## FAQs

### What is the Business Challenge?

The Business Challenge is a way to involve more companies in the fight against hunger by challenging them to donate the most food. There are prizes for first, second and third place:

1<sup>st</sup> place: Preston & Steve broadcast live from your business

2<sup>nd</sup> place: Pierre Robert live broadcast from your business

3<sup>rd</sup> place: \$20,000 Advertising Schedule (during Q1, 2019) on WMMR

Thanks to our generous new sponsor Heritage Business Systems, any company that participates in the Business Challenge will be eligible to win a 36-month lease on a Canon copier/printer (valued at \$8,000!)

### Do You Have Graphics We Can Use to Promote our Food Drive?

You can download promotional posters at [www.wmmr.com/campout](http://www.wmmr.com/campout)

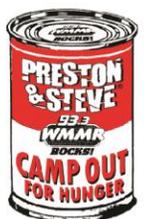
### Do you Have Branded Camp Out Boxes We Can Use?

Unfortunately due to demand and cost, we are not able to provide collection boxes. We suggest printing the poster to mount to your own boxes.

### When and Where Can We Drop Off Food?

Donations can be brought to XFINITY (1100 Pattison Ave., Philadelphia) Monday through Thursday, between 6 AM-9 PM and from 6-11 AM on Friday, the final day.

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If your organization is making a donation that requires a tractor trailer or other large delivery vehicle, please deliver directly to Philabundance. In that case, please notify WMMR and Philabundance of this delivery by calling at least a week in advance. Tractor trailer donations WILL NOT be unloaded at XFINITY Live, but can stop by for a photo-op. Philabundance receiving hours are Monday-Wednesday, 7 AM-3:30 PM and Thursday, 7 AM – 6:30 PM. The warehouse is located at: 302 West Berks St., Philadelphia PA 19122.

**Can We Purchase Food that will count towards our collection total?**

**Yes you can!** If purchasing food in large quantities, please refrain from buying loads of larger, institutional-size items, as smaller, retail-sized items are more useful to individuals and families. We can even make it easier; instead of buying your own food, we encourage you to order through Philabundance, which ah the purchasing power to turn your dollars into more food... and more pounds! All orders must be placed by Friday, November 9, 2018.

**What Should You Collect for Camp Out for Hunger?**

Many of our clients can't afford healthier, more protein-rich foods. For that reason, we request you donate items that support the good health of our neighbors.

See our attached list on the last page, which includes the most needed items. Donations should be unexpired, recently-purchased and in good condition.

**My Company Would Like to Volunteer – Can We Just Show Up?**

We're grateful to all the WMMR listeners, fans and Camp Out supporters who want to come down to volunteer. To make sure it's a great, rewarding experience, **all volunteers must sign up to secure a slot.** And if spots are full for the day you want to come down, just bring the team (and lots of food!) and enjoy the broadcast! Sign up here:

<https://www.philabundancevolunteers.org/campout>

**When Will We Learn Who Won the Business Challenge?**

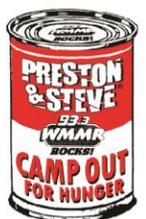
Tune in to Preston & Steve on Tuesday, December 4 when WMMR Camp Out for Hunger's biggest donors will be announced!!!



**Contacts**

For any questions about your food drive, Camp Out or WMMR, please contact Eric Simon at 610-771-9760 or [Eric.Simon@bbgi.com](mailto:Eric.Simon@bbgi.com).

For questions about food collection or delivery, please contact Scott Smith at Philabundance at 215.339-0900 x1303 or [scsmith@philabundance.org](mailto:scsmith@philabundance.org).



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Tips & Tricks

Get social with your drive!

Promote your support by taking pictures of your staff donating food and/or your collection boxes and tagging us on social media. The more creative, the better chance we'll RT/share. Please use #CampOutForHunger



<https://www.facebook.com/933WMMRFM>

<https://www.facebook.com/PrestonAndSteve>

<http://www.facebook.com/Philabundance>



@933WMMR

@PrestonSteve933

@philabundance



Philabundance

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Make it a Contest

The more your company collects the better, so why not create an inter-office contest? Whoever donates the most can get a bonus day, a Dunkin Donuts gift card or maybe lunch on the boss!

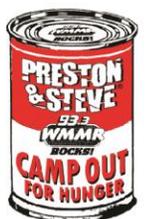
Have an Outing

Reward your staff who contribute by bringing them to the live broadcast of Camp Out at XFINITY Live. Give us a heads' up you're coming and we might even give you a shout out!

Thank YOU for helping us drive hunger from our communities!



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**PHILABUNDANCE**

*Driving hunger from our communities*

**TOP 10  
MOST NEEDED ITEMS**

In an effort to provide the most nutritious food to those we serve, this list represents our highest food priorities. These items are high in both demand and nutritional value. While we continue to accept other items, we kindly ask you to focus your efforts on these items so, together, we can have the maximum impact for individuals facing hunger.

 <p>PEANUT BUTTER &amp; JELLY</p>	 <p>COOKING OIL</p>	
 <p>CANNED TUNA OR MEAT</p>	 <p>CANNED FRUITS &amp; VEGETABLES</p>	
 <p>CANNED STEW &amp; SOUPS</p>	 <p>BREAKFAST CEREALS &amp; BREAKFAST BARS</p>	 <p>WHOLE GRAIN PASTA</p>
 <p>100% JUICE</p>	 <p>RICE</p>	 <p>BOXED, NON-REFRIGERATED MILK</p>

**GUIDELINES:**

*Please donate products that are in boxes, cans or plastic bottles and do not require refrigeration.*

*Please note we prefer items that are low in sugar/sodium and free of high fructose corn syrup. Please do not donate bread and baked goods which have a short shelf life.*

*All items should be recently purchased and in good condition.*

• PLEASE NOTE: THESE ITEMS ARE NOT RANKED IN A PARTICULAR ORDER BECAUSE ALL OF THESE ITEMS ARE VERY MUCH NEEDED •

FOR MORE INFORMATION, VISIT [PHILABUNDANCE.ORG](http://PHILABUNDANCE.ORG)

