



EVENT PLANNING MANUAL

Outreach Food Packaging Event

A food packaging event is a cooperative effort between Outreach and a sponsor which produces dried non-perishable meals to be distributed to starving people locally as well as internationally. This is accomplished by the sponsor hosting the event utilizing volunteers to convert the bulk foods into packages of six meals each and pack them in boxes suitable for shipping anywhere in the world.

In order to host an event there are several goods and services that Outreach will provide and several that the host is expected to provide. This document will guide the host through the process from beginning to end and all the steps in between.

Planning of the Event

An initial meeting will be held between Outreach and the host to explore options and understand the process. If the host decides to hold an event then the host's leadership team (steering committee) should be identified as soon as possible. Outreach and the host steering committee will then meet and begin the planning process.

The host steering committee is responsible for determining the size of the event (see table below) and, working with the Outreach Event Coordinator, determining the date of the event.

The first decision to be made is to determine the size of the event that the host wishes to hold. This will be measured in terms of the number of meals to be packaged. The following table shows some general guidelines for the event. **The following diagram is for illustrative purposes only. Please call Outreach at (641)-486-2550 to discuss your specific situation.**

NUMBER OF MEALS	COST	VOLUNTEERS NEEDED	EVENT LENGTH	STATIONS
20,000	\$5,000	120	1 HOUR	10
50,000	\$12,500	360	3 HOURS	10
100,000	\$25,000	720	5 HOURS	12
285,120	\$71,280	1728	6 HOURS	24
500,000	\$125,000	3360	8 HOURS	35
1,000,000	\$250,000	6720	16 HOURS	35

*285,120 meals is one full container

The length of the event can vary depending on the combination of meals and volunteers. These two factors will also help to determine how many stations and, therefore, how big a space will be needed.

IN GENERAL, OUTREACH WILL PROVIDE THE FOLLOWING

- Support team to facilitate the planning of the event
- All of the necessary ingredients for the meals
- All of the equipment needed to package the meals
- Supervision of the packing and shipping functions
- Training
- Distribution

THE FOLLOWING ITEMS ARE TO BE PROVIDED BY THE HOST

- Facility to host the event
 - Large room for assembling the food (minimum of approx. 430 sq. ft. per station)
 - Additional area for registration of volunteers
 - Electrical power to assembly stations (7 stations per 20 amp circuit).
 - Public address system in the assembly room
 - 8' tables and chairs for assembling food packages
 - Garbage cans and brooms.
- Registration Materials (highlighters, rubber bands, pencils/pens, name tags, markers, etc.)
- Volunteers
- Forklift

- Financial funding for the event:
Unless noted differently in this agreement, Sponsor agrees to pay Outreach Inc. the sum of \$.25 per meal packaged (**6 meals per bag, each bag cost is \$1.50**), inclusive of all food, packaging, transportation, and service noted. These funds are necessary for the purchase of ingredients, packaging materials and cover the costs of transportation. Payment of funds are due to Outreach Inc. before or at an event, unless mutually agreed upon by both parties.
- Marketing and Advertising (Outreach can provide templates and recommendations).

TIMELINE FOR FACILITATING AN OUTREACH FOOD PACKAGING EVENT

Once it has been established that a group/church/school or organization is facilitating an Outreach Food Packaging Event the following steps should be implemented.

1. A date is chosen for a Community Information Meeting

This should be publicized in the local media via newspaper, radio and television if possible. Announcements should also be made in the school system, college, faith community and the local service organizations. Outreach will also advertise the Community Meeting through its social media network (Facebook, Newsletter, E-mail, website, etc.).

A site for the event is chosen but must be viewed by the Outreach Event Coordinator.

2. Community Meeting

- a) A contract is signed between Outreach and the facilitating group.
- b) A group of two or three individuals should be named as “facilitators” of the entire event. These facilitators will give oversight to the Steering Committee making sure the committees are functioning properly and completing their assigned tasks. These individuals are responsible for giving status reports to the Outreach Event Coordinator and Director of Volunteers.
- c) A steering committee is formed. Listed in the Event Planning Manual is a list of the committees, explanation of each committee and sign-up forms for each committee.
- d) A date and name is chosen for the event.
- e) A weekly or bi-weekly meeting schedule should be established. Some have found a weekly meeting necessary while others have chosen to

meet every other week. It is wise to meet weekly during the last 30 days prior to the event as this is the busiest time.

3. Weekly/Bi-Weekly Meeting

Committees give a report, fundraising strategies are discussed and monies are turned into the treasurer.

4. General Strategies

- a) At the Community Meeting handing out a copy of Outreach's Volunteer video and brochure will help spread the word.
- b) The heads of the committees for the schools, colleges and churches will want to place a copy of the video, a bag of food and a brochure at each facility. Again, getting the word out, educating the public on who Outreach is and what the packing event looks like is key to a successful event.
- c) Multiple speaking engagements should be made on behalf of Outreach and the packing event. Sharing the Outreach video about the event to the Rotary, Lions Club, Kiwanis and other service clubs who meet weekly or monthly as well as schools, churches, colleges and every place where people gather is essential.

Holding the Event

On the actual day of the event there will be three areas of activity. The first one is the registration of all of the volunteers. The second area of activity is called the "Floor" where all of the food packaging is accomplished. This is the largest of all of the activities and is where the food packaging volunteers actually assemble the packages. The third area is called the "Back" which is where the bulk foods are initially received and from where the boxes of meals are loaded and shipped.

Food Packaging Volunteer Process

1. Registration

Registering of the volunteers is done by verifying the volunteers' name and job role from a list prepared by the steering committee. This is done prior to the event.

Registering the packagers involves recording all information requested by Outreach.

2. Volunteer Prep

Volunteers are then directed to the next area where they will be given hair nets, aprons and hand sanitizer.

3. Staging

Volunteers are placed into groups (usually 10 people to a group) for working at a station. The groups wait for their turn to be escorted to a station on the floor to package the food.

4. Packaging

Once your bags at your table are filled and boxed, your shift is over.

5. Exit

JOB DESCRIPTIONS

Floor Managers (Outreach staff personnel)

Responsible for all activities occurring in the area where the stations are located and the food packaging is taking place. This includes the training and oversight of the Schedulers, Station Escorts, Station Coordinators, Floaters, Food Prep, Loaders and Runners.

VOLUNTEERS ROLES AND RESPONSIBILITIES

ROLE

DESCRIPTION

Event Coordinator

Host's representative

Greeter and Registration

The first person volunteers see when coming to the event to package food. Enthusiastically greets volunteers and helps register volunteers.

Key Volunteer

This individual will need to show up prior to the event for additional training, as they will help oversee training, food prep. Most importantly they will need to be willing to stay for the duration of the packaging event.

Staging	Equips volunteers with apron, hair net and assembles volunteers into station groups of 10 people.
Station Escort	Greet volunteers, escort groups from the staging area to a food packaging station.
Table Leader	Responsible for the production of the packets at one or two tables. This includes explaining to the volunteers how to do each job at the station and ensuring the job is performed correctly. This role is considered to be a key volunteer and will need to be willing to stay for the duration of the event.
Station Floater (Outreach Staff)	Assist the station coordinators in the execution of their responsibilities including quality control and brief relief periods for the Table Leaders.

HEAVY LIFTERS (Must be able to lift 50 lbs.)

Refill Station	Unload product; open bags, fill totes and remove bags to trash cans.
Runners	Supplies product in totes to the stations.
Loaders	Collect boxed meals, load pallets with boxed meals, load pallets into trucks.

RESOURCE REQUIREMENTS BY EVENT SIZE

LOCATION	RESOURCE	50,000	100,000	285,120	500,000	1,000,000
		MEALS	MEALS	MEALS	MEALS	MEALS
n/a	Approx min. # of volunteers	360	720	1728	3360	6720
Front	Greeters and Registration	2	4	4	8	8
Front	Staging	2	2	2	4	6
Front	Scheduler	1	1	1	2	2
Floor	Station Escort	2	2	2	4	4
Floor	Station Coordinators	7	7	12	25	25
Floor	Station Floaters (Outreach Staff)	2	2	2	4	6
Back	Refill Station	4	4	5	10	10
Back	Runners	4	4	8	10	12
Back	Loaders	4	4	8	10	10
Floor	Key Volunteer	4	8	10	15	20

10 people around 1 station can pack 1,600 meals in 1 hour as a general rule. Event requirements can be tailored by Outreach Event Coordinator to appropriately address each unique event situation.

*# of volunteers may vary depending on shift length or # of tables you are able to accommodate.

LIST OF COMMITTEES

Facility Committee - Building, sound system, set up, recycling (much of the initial packaging can be recycled).

Volunteer Event Staffing Committee – Responsible for recruiting volunteers.

Volunteer Coordination Committee (adult) – Overseeing on-line registration of volunteers.

Volunteer Coordination Committee (student) – Personal liaison to schools.

City Liaison – This person coordinates all requests to the city for waiver of fees, services, etc. to facilitate the event.

Publicity Committee – Coordinates all print and radio media.

Financial Committee – Responsible for monitoring donations and funds sent to Outreach.

Fundraising Committee – Coordinates all efforts within churches, 4-H, schools, businesses, etc.

Web/Facebook/Twitter Committee – Coordinates all computer based information dissemination.

Club/Civic Group Liaison – Identify and visit various civic clubs.

Church Liaison – Identify and visit various churches throughout the community.

OUTREACH FACT SHEET

Outreach is a non-profit corporation located in Union, Iowa, USA.

Outreach was created in 2004 when the founders, Floyd Hammer and Kathy Hamilton, returned from a trip to Tanzania on a construction mission. During that trip they experienced the death of many children from hunger and related diseases. They also found skilled crafts people living in the area. Purchasing truckloads of maize, they began bartering maize for baskets. At the end of three months they had over 30,000 baskets. This was the beginning of Outreach.

The combined investment by the families creating the baskets and donor contributions have allowed Outreach to focus on developing services in the area of water, food, medicine, and education. We recognize that educating a child or a village is impossible while the lack of water, food, and medical services exist.

Outreach food packages reverse the starvation process, help restore health, and improve a child's mental and physical alertness. Each package provides six nutritionally complete servings to feed the starving children around the world and the hungry here at home, all for the low cost of 25 cents per serving. The team for Outreach, in association with internationally recognized nutritionists developed a food formula comprised of rice, fortified soy protein, vegetables, and essential vitamins & minerals. These meals are accepted globally and have been credited with saving the lives of thousands of children and adults.

Food relief facilities have experienced a dramatic increase in food needs for children, adults, and seniors right here at home over the past few years. Outreach worked with our Packaging Associates and the Iowa State University Food Science and Human Nutrition Department to formulate two new patent pending Outreach Kids Care meals intended for distribution in the United States. An All-American favorite, macaroni and cheese, along with a bean and rice casserole have been added to our meal options. They are both widely accepted and well liked by food banks, pantries, churches, and after school programs. Both meals are nutritionally balanced to meet recommended dietary guidelines and taste great! For only 25 cents per meal, you can make a difference in the lives of people in your very own community.

You may belong to a volunteer group, such as a civic organization, youth group, or church group, and have a passion for serving the needs of others. Volunteers come together to package food. For 25 cents per meal you can work to eradicate hunger and starvation in the world today. Outreach is ready to assist you in organizing a packaging event. For the Outreach program to succeed, we need you!

BENEFITS OF INVOLVEMENT

- Provides a hands on project in which any age can participate
- Gives a practical way to address local as well as international hunger
- Builds unity in a community of people
- Facilitates leadership development
- Educates people about global hunger issues
- Promotes satisfaction as we empower people to change the world
- Engages advocacy of local and global hunger issues