



SCOUTING FOR FOOD

2012

UNIT PARTICIPATION GUIDE



WHAT IS SCOUTING FOR FOOD?

“Scouting for Food” is Scouting’s community stewardship project aimed at addressing the problem of hunger in the community in which we live and work. The campaign involves food collection carried out by Cub Scouts, Boy Scouts, and Venture Scouts from our local communities! The 2012 campaign takes place the week of March 3rd through March 10th of 2012 with a goal to collect 50,000 lbs of food!

WHY SCOUTING FOR FOOD?

Scouting for Food is a project rooted in the very foundation of the Scouting movement. Through initiative and hard work, the Boy Scouts have developed a framework that can help local food pantries feed tens of thousands of needy local residents with emergency aid. Especially in these difficult times, the community’s need for additional help has increased greatly. Only with the help of each individual unit can we make this campaign for our community a true success!

WHO ARE OUR PARTNERS?

Each year, the San Diego – Imperial Council works with a number of local partners to ensure a successful campaign. Our primary beneficiary in the San Diego and Imperial Counties is the Salvation Army. Together, SDICBSA and the Salvation Army have run a successful annual campaign for many years! We also have developed strong ties with our local Rotary District 5340. Finally, local Scouting units may partner with a number of community churches and pantries where they would like to deliver their food.

HOW CAN WE TAKE PART?

Your unit can help out in this year’s Scouting for Food campaign in many ways! The most direct method is to participate in the food collection drive, where your unit shows up in uniform on March 3rd to drop off flyers in your area, and then returns on March 10th to collect the food! Your unit will then deliver any collected food to one our main Salvation Army hubs between 11 AM to 4 PM or to a local site or pantry of your unit’s own choosing.

In addition to food collection, we also need units who would like to help out at our local Salvation Army collection sites. Service opportunities at our sites include aiding in the collection and sorting of food as well as assisting other Scouting units as they come in for delivery! Come join us after you drop off your food! This is an especially great opportunity for older Scouts!

LET’S DO IT!

Sign-up YOUR unit for the 2012 Scouting for Food Campaign! Visit our website at www.sdicbsa.org/activities/ScoutingforFood or contact your District Executive or Scouting for Food Chair to get involved! THANK YOU for participating in this important Good Turn for America!

A MESSAGE FROM THE SAN DIEGO – IMPERIAL COUNCIL

Dear Unit Leaders,

Scouting for Food 2012 is the leading service project of SDIC BSA and part of the larger Good Turn for America, a national BSA program. It is an important way we show who we are as individuals and as an organization.

In the past two years within SDIC BSA, our participation rate in Scouting for Food has been 5% to 10% of all units, much lower than we would like. This low participation rate is not so much a reflection on us or our values, but more an indication that many scout leaders may not have been fully aware of the campaign and/or recognized the importance of their participation.

Now that we know some of the participation challenges from the past, we'd like to see all of us working to build the program. The first steps, which we're putting in place this year, will be to shift from our former, opt-in model, which didn't work particularly well, to a new, all-hands model, which we expect will work much better.

The all-hands model starts with the hope that every unit will get involved. In order to begin, we are providing a kit to each unit with everything needed, conveniently available through your District Executives or Activities & Civic Service Committee representatives.

Other innovations this year that we believe will help our efforts include the following:

1. We are providing a patch to every scout who participates in any unit; in order for scouts to receive the patch, the unit will need to report results. The Salvation Army is generously funding this new patch for all participating scouts.
2. At the end of the Scouting For Food campaign, The Salvation Army will send a uniformed representative to every participating unit in order to thank scouts in person for helping to serve our community; The Salvation Army is making this commitment to all units, whether or not the donations from the units are directed to The Salvation Army.
3. We have created a new webpage linked on the SDIC Activities & Civic Service Upcoming Activities page that will remain active year-round, with current information available.
4. We are beginning a friendly competition among our units and districts, providing the results for all reporting units in a format that is simple to access and read.

We hope that you will consider getting involved in some way this year, setting a good example for cheerful service that your scouts will see and wish to follow today and in subsequent years. We believe this service opportunity has the potential to make a great impact on the lives of scouts when they understand they are assisting in alleviating the suffering of others. In addition, we believe strong support by our units in this project sends a critical message to the San Diego community that service is an integral part of Scouting.

Finally, looking forward to 2013, we would like to build involvement in the planning of the event by scouts at the district and council level, so that future campaigns benefit from the liveliness and creativity of our scouts.

Please call or write with any questions or ideas that you feel would help to strengthen our campaign for 2012 or to support our future years!

Yours in Scouting,

Mary Bostwick
SDIC BSA Activities and Civic Service Chair
mbostwick@sandi.net

Conrad Olson
SDIC BSA Scouting For Food 2012 Chair
619.708.5664; olsons123@gmail.com

UNIT GUIDE TO PARTICIPATING IN SCOUTING FOR FOOD

Each unit's Scouting for Food efforts should be coordinated by their unit coordinator who will work in turn with the District Scouting for Food chair. In order to run a successful campaign, we ask that the units adhere to the following best practices:

1. **ATTEND** February roundtable to get any additional updates about the campaign as well as to pick up Scouting for Food flyers and other campaign materials
2. **IDENTIFY** a territory or neighborhood for the unit to conduct its campaign with the help of your District Scouting for Food Chair
3. **PRESENT** Scouting for Food to your unit by explaining the importance of the project and outlining the key dates for participation
4. **RECRUIT** adult help with vehicles for both drop-off and collection days to assist your Scouts
5. **March 3rd** - Coordinate distribution of flyers door-to-door in your designated area
6. **March 10th** - Coordinate collection of donated food from households in your designated area and DELIVER food to a Salvation Army collection site or to a local pantry of your choice
7. **REPORT** food drive volunteer service hours for your youth and adults on BSA's Good Turn for America website (<http://www.goodturnofamerica.org>)
8. **Remember to REPORT your unit's participation by visiting the Scouting for Food website: www.sdicsa.org/Activities/ScoutingForFood.**
9. **AWARDS** – a Salvation Army representative will visit each reporting unit to present a special patch to each participating Scout and to thank you for helping the hungry in San Diego and Imperial Counties!

ADDITIONAL OPPORTUNITIES TO PARTICIPATE

We understand that not all units will be going door-to-door to collect food, so here are some other opportunities where your unit can participate!

VOLUNTEER AT THE COLLECTION SITE:

Aside from collecting food and delivering it, the San Diego – Imperial Council also needs Scouts to assist as volunteers at one of our seven Salvation Army collection sites. If your unit is interested in helping out in this way, please fill out a participation form indicating you'd like to support a local collection site!

MEDIA OPPORTUNITIES:

The Council receives many phone calls from local stations that would like to cover Scouting for Food. As a result, we need available Scouts at different times between March 3rd and 10th to help display Scouting activities as well as to be on TV! Please contact Kent Lee at kent.lee@scouting.org if you'd like to be included on the media opportunity list.

PUT OUT COLLECTION BOXES:

While our campaign takes place the week of March 3rd through 10th, it certainly is not limited to that time frame! Using the sample flyers and posters available, units can also put out their own collection boxes at school, work, church, or any other location you find fitting! Use this as an easy way to collect more food as a part of the project!

COLLECT IN FRONT OF GROCERY STORES:

Some units have successfully arranged with a local grocery store to solicit for food donations outside of their store. Often, the units will put together their own flyer explaining Scouting for Food and hand it to shopper as they head inside. Shoppers are then asked to purchase a bag of goods to donate when they exit!

SCOUTING FOR FOOD ALL SPRING:

Scouting for Food doesn't have to end on Saturday, March 10th! In fact, many units have extended their food collections early into February or later all the way up to the end of March! Recipients and pantries have noted food coming in all throughout the Spring as a result of our campaign. Therefore, your unit can also continue collecting items to support this important cause all month!

BEST PRACTICES TO RUN A SUCCESSFUL CAMPAIGN

Here are some great tips and suggestions to help you run a successful campaign:

- Identify the level of participation for your unit (food collection, help at collection site, or even both)
- Print some unit flyers (optional) to let your neighborhood know who you are, where you meet, etc. – this can also serve as a recruiting tool for your unit!
- Participate in **uniform** so that the community knows that the Boy Scouts of America is taking part in this significant campaign!
- **Scouting for Food Flyer Distribution (March 3rd)**
 - o Assemble at a meeting place early enough to brief adults and distribute flyers
 - o Have enough vehicles for the number of boys participating and the area you are covering
 - o All youth should travel in groups of two when going door-to-door
 - o Vehicles should stay as close to the boys as possible and adults should accompany all scouts
 - o Place the flyers and any additional information on the door and not in mail-boxes
 - o Feel free to knock on doors to introduce yourselves and explain the campaign
 - o Mark on a map which houses were provided flyers to know where to return
 - o Flyers should be distributed to residents only. Avoid businesses or complexes where there may be rules barring solicitation.
- **Scouting for Food Collection (March 10th)**
 - o Assemble at a meeting place to brief adults and at which you may choose to gather all of the unit's collected food before delivering it to a site
 - o Revisit homes where bags were distributed to collect any bags of food (you may bring some plastic bags on your own just in case)
 - o Feel free to knock and remind houses of the campaign and to ask for a contribution
 - o Turn in food at your designated collection site as given by the unit coordinator
 - o **THANK YOU FOR PARTICIPATING IN A GOOD TURN FOR AMERICA!**

SCOUTING FOR FOOD COLLECTION SITES



Rotary District 5340

On Saturday, March 10th, there will be **SIX** Salvation Army Centers across the San Diego – Imperial Council that will be open with help to collect any and all donated food! Please consider supporting our primary partner by delivering food that is collected to one of the listed sites.

All hub sites are open from 11am – 4pm for food drop-off unless otherwise stated.

Council's PRIMARY Collection Site*:
Salvation Army – Citadel Center
4170 Balboa Avenue, San Diego 92117

* Periodically throughout the collection times on March 12th, don't be surprised if the media show up! We have arranged this site as our primary collection center in order to provide opportunities for them to visit and interview participating units! Come prepared in uniform and with your cheerful Scouting smiles!

Salvation Army Collection Centers

Oceanside - 3935 Lake Blvd, Oceanside 92056

Escondido - 1301 Las Villas Way, Escondido 92026

El Cajon - 1011 E. Main St, El Cajon 92021

Kroc Center - 6848 University Ave, San Diego 92115

Chula Vista - 648 3rd Ave, Chula Vista 91910

El Centro – 1301 S. 4th St, El Centro 92243

Thank you for your support of this Good Turn!
Your unit's contributions will help families
throughout San Diego and Imperial Counties
for many months to come!

Scouting for Food 2012: Local Pantries

Other agencies accepting collected food items. **Please call and make arrangements before dropping off food items.**

North County

Brother Benno's
3260 Production Ave, Oceanside
(760) 439-1244

North Coast Interfaith Community Services
550 W Washington Ave, Escondido
(760) 489-6380

Ramona Food & Clothes Closet
733 Main Street, Ramona
(760) 789-4458

Reach for the Son Christian Fellowship
12641 Poway Road, Poway
(858) 243-9379

St. Clare's
2091 East Valley Parkway, Escondido
(760) 741-0122

Imperial Valley

First United Methodist Church
133 K Street, Brawley
(760) 344-2064

Imperial Valley Food Bank
329 Applestill Road, El Centro
(760) 370-0966

East County

Crisis House
1034 N Magnolia, San Diego
(619) 444-1194

St. Vincent De Paul Village
2325 Fletcher Parkway, San Diego
(619) 465-5840

Bethlehem Food Pantry
737 Grant Avenue, El Cajon
(619) 442-9491

San Diego Food Bank

9850 Distribution Ave
San Diego, CA 92121
(858) 527-1419

Central Area

Catholic Charities
349 Cedar Street, San Diego
(619) 231-2828

Community Christian Service Agency
1675 Garnet Ave, San Diego
(858) 272-0163

Deaf Community Services of S.D.
3930 Fourth Ave, San Diego
(619) 398-2441

Episcopal Community Services
2660 Hardy Drive, Lemon Grove
(619) 463-2754

Jewish Family Services
3715 Sixth Ave, San Diego
(619) 291-0473

Lemon Grove Lutheran Church
2055 Skyline, Lemon Grove
(619) 698-1716

MCAS Miramar Food Locker
(Points of contact: Rita or Peg)
Bldg #6013 on Shields
Phone 858-577-655

Mid-City Christian Service Agency
6184 University Ave, San Diego
(619) 286-1100

Presbyterian Crisis Center
2459 Market Street, San Diego
(619) 232-2753

San Diego Rescue Mission
5150 University Ave, San Diego
(619) 398-4545