



Summer Cereal Drive Drive Playbook *New Teams*





Summer Cereal Drive

May 2 - June 27, 2025

What is Summer Cereal Drive?

Since 2000, teams across central and south Arkansas have competed to provide the most cereal to our neighbors facing hardships — particularly children — during summer months. While many of us look forward to summer, 1 in 4 children in our state face increased levels of food insecurity as schools close classrooms and kitchens during summer break.

This year, we're celebrating an incredible milestone: the **25th Anniversary of the Summer Cereal Drive**. SCD is one of Arkansas' largest and most impactful hunger relief efforts. Over the past 25 years, this drive has become a vital tradition, supporting countless children and families during the critical summer months. To honor this historic achievement, we're doubling our goal to 500,000 boxes, and we need your help to make it happen!

YOU can help provide dignity, hope, and a brighter future for our neighbors by joining the fight against hunger this summer.

How Does it Work?

Anyone can register a team for the Summer Cereal Drive. Each team has a Team Captain, who is the main contact and organizer. Team Captains will sign up using the link on our website. Once you have signed up - start raising cereal! Your team captain has the option of setting up an online fundraising page.

When Do I Drop Off My Cereal?

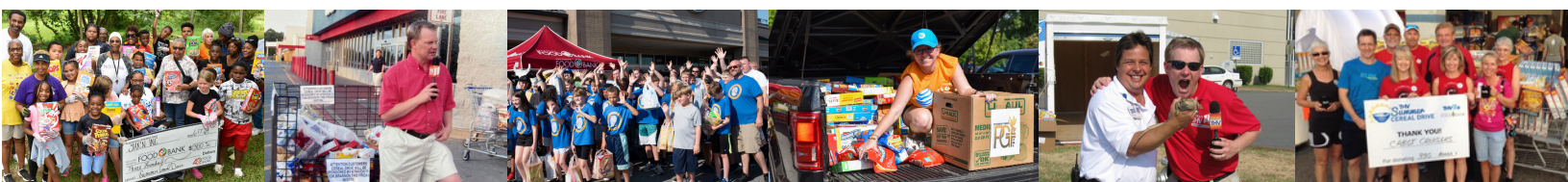
There are multiple days to turn in your cereal during the month of June - each event will be featured on THV11.

Community Sites

These events take place at different grocery stores. In honor of the 25th Anniversary of the Summer Cereal Drive, there will be 25 Community Site Locations in 25 different towns!

Final Drop-Off

The last day to turn in all donations is June 27. Final Drop-Off is at the Arkansas Foodbank!



Team Divisions

Register your Summer Cereal Drive Team at arkansasfoodbank.org. Once registered, your team will fall into one of seven divisions: Divisions 1-6 and Non-Competitive.



Division 1

Small Organizations

Organizations with 1 - 50 Employees

Division 2

Medium Organizations

Organizations with 51 - 249 Employees

Division 3

Large Organizations

Organizations with 250 + Employees

Division 4

Community Groups

Church, Civic, Individual, or Family Teams

Division 5

Youth

Individual division for children between the age of 0 - 18

Division 6

Education

Schools, Colleges, or School Sponsored Clubs

Division 7

Non-Compete

All groups who wish to raise cereal but opt out of the competition.

Awards

All teams in Divisions 1-6 are eligible to win the following awards:

- **Division Awards:** Awarded to the teams who raise the first, second, and third most cereal in their respective divisions.
- **Overall Champion:** Awarded to the team who raises the most cereal overall, no matter what division.
- **Cheerio! Outstanding New Team:** Awarded to a first-year team that raises the most cereal
- **SnapCrackleNPoppin Award:** Awarded to the team who shows the greatest Summer Cereal Drive spirit and also did not place in their division
- **Cerealously Creative:** Awarded to the top five most creative team fundraising ideas or displays - these teams are featured in the playbook. Enter to win this award by posting a photo to social media and tagging THV11 and the Arkansas Foodbank, or emailing the photo to scd@arkansasfoodbank.org.
- **Community Partner Award:** Awarded to Community Partners who make a difference in their communities by participating in the Summer Cereal Drive. Whether it be attending community sites, donating to the cereal drive, or providing the refreshments at events, we are so thankful for our community partners.
- **Hall of Fame:** Awarded to a team, sponsor, or agency who has a history of going above and beyond at the Summer Cereal Drive.



Collect Monetary Donations with a Fundraising Page

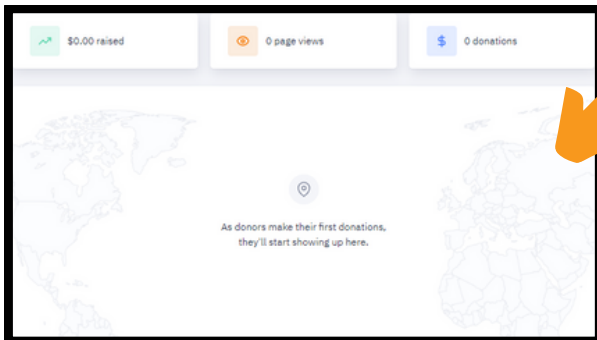
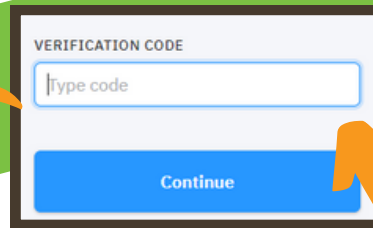
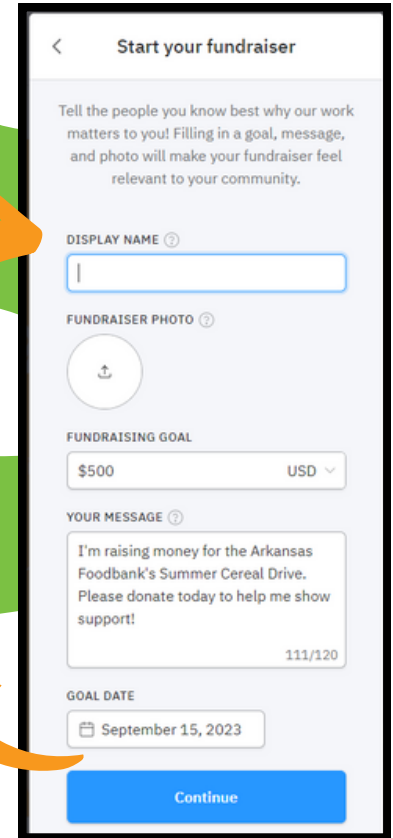
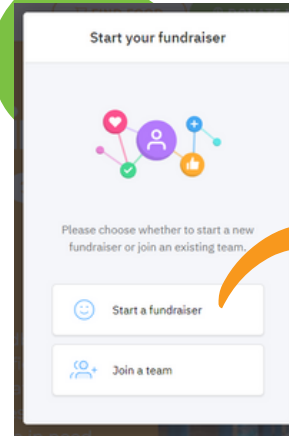


Create and customize your team's online fundraising page. Follow the steps below to set up your site.

Step 1: Once you have registered, you will receive a confirmation email with a link to create an online fundraising page. Click on the link in the email and follow the steps below.

Step 2: As team captain, it is your responsibility to start your team's online fundraising page.

Step 3: Fill out your name, set a fundraising goal, write a message, and choose an end date. Then click continue. Once submitted, you will receive an email with a verification code. Verify your email and you will have completed your fundraising page registration.



Step 4: Share your team's fundraising page!



Pro-Tip:

Competition Between Departments

Use the "invite members" link to set up a competition between departments.

Step 1: Send the "invite members" link to the head of each department.

Step 2: Each head of department clicks the link and signs in to start fundraising.

Step 3: Once they are signed in, have them share their "direct link" with all the members of their department.

Step 4: Each department's direct link will track that department's donations. You can see which department is in the lead by viewing "Team Performance."

#	Name	Raised	Donations	Role
1	SCD 24 EXAMPLE	\$0.00	0	Admin

Collect Cereal

Bring your team together to collect lots of cereal and breakfast foods towards your goal!



Breakfast items include: cereal, granola bars, instant oatmeal, toaster pastries, etc.



Shop and Drop Locations:

Stores and locations in the community who are participating in Summer Cereal Drive. They will have totes for shoppers to drop off cereal and breakfast items during the entirety of our event.



- 10320 Stagecoach Rd, Little Rock
- 7525 Baseline Rd, Little Rock
- 7507 Cantrell Rd, Little Rock
- 6420 Colonel Glenn Rd, Little Rock
- 3801 Camp Robinson Rd, North Little Rock
- 2203 N. Reynolds Rd, Bryant
- 315 S. James St, Jacksonville
- 20383 Arch St, Little Rock
- 1701 Main Street, Little Rock
- 1701 W. Dewitt Henry Dr., Beebe



- 8503 Dollarway Rd, White Hall
- 220 S. West Ave., El Dorado
- 4545 N Sate Hwy 7, Hot Springs Village
- 2202 North West Ave., El Dorado
- 1623 E. Main, Magnolia
- 1600 Dr. Martin Luther King Jr. Drive, Crossett
- 2750 Pine St., Arkadelphia
- 2800 S Hazel St., Pine Bluff
- 2721 Camden Rd., Pine Bluff
- 5805 Dollarway Rd., Pine Bluff
- 1345 Hwy US 278, Camden



- 110 Commons Dr, Maumelle
- 6929 John F Kennedy Blvd, North Little Rock
- 2509 McCain Blvd, North Little Rock
- 4401 Camp Robinson Rd, North Little Rock
- 1900 N Polk St, Little Rock
- 10300 N Rodney Parham Rd, Little Rock
- 14000 Cantrell Rd, Little Rock
- 16105 Chenal Pkwy B, Little Rock
- 8415 W Markham St, Little Rock
- 614 Beechwood St, Little Rock
- 1100 E Roosevelt Rd, Little Rock
- 8824 Geyer Springs Rd #7, Little Rock



- 801 N 2nd Street, Cabot
- 1515 Hwy 5 North, Benton
- 6039 Highway 67, Haskell
- 146 Thornton Ferry Road, Hot Springs
- 582 Highway 365, Mayflower
- 5536 Central Avenue, Hot Springs
- 1120 E German Lane, Conway
- 15 N Broadview Street, Greenbrier
- 1086 Main Street, Vilonia
- 1626 E. Harding Street, Morrilton



- 437 East Page Avenue, Malvern
- 14032 Sardis Rd, Shannon Hills
- 600 Main, Pangburn



11525 Cantrell Rd Suite 800, Little Rock

An Important Collection Rule: Teams cannot collect in front of Shop and Drop Locations.

Boost Your Donations



Word of Mouth

Tell everyone you know (co-workers, friends, family, group members, etc....) about your cereal drive and how your team is participating. This is the best way to spread the word!



Email, Text, and Call

Send an e-mail to everyone in your organization, family, and friends with a link to your fundraising page. Encourage them to forward along for additional support!



Social Media

Create, post, and send invites out via social media. This can be a great, free marketing resource for your team. Be sure to post tons of pictures, and even videos, of your Summer Cereal Drive Team! Tag Arkansas Foodbank and use hashtags for a chance to be featured on our pages, stories, or Facebook Events!

Facebook: @ArkansasFoodbank

Instagram, X, TikTok and LinkedIn: @ARFoodbank

#ARFoodbank #THV11SCD25 #THV11SCD #arkansasfoodbank

Cerealously Creative Teams:

1. Baptist Health

Baptist Health took competition in a competition to a whole new level. Not only did the Baptist Health Departments compete against each other in raising cereal, but they competed to be the most Cerealously Creative as well! Together, Baptist Health raised over 14,000 boxes of cereal in 2024!



2. Arkansas Blue Cross Blue Shield

The entire staff at Arkansas Blue Cross Blue Shield got engaged with the Summer Cereal Drive at an incredible fundraising event. Their staff raised cereal, took fun pictures with their cereal display, and of course BCBS mascot, BlueAnn Ewe, was in attendance.



3. Jessieville Lions Club

The Jessieville Lions Club arrived to the Hot Springs Community Site in style in a school bus FULL of cereal. The students filled the bus with hundred of boxes of breakfast items creating a great visual display.



4. Performance Foodservice

At Performance Foodservice departments compete to see who can raise the most money for the Summer Cereal Drive. The winner receives a trophy that was homemade by the Performance Foodservice team. They won a Cerealously Creative Award for their fantastic FBI Wanted Posters - each featured cereal.



5. Bethel Middle School

Hundreds of boxes of cereal were raised at Bethel Middle School last summer. The school promised that the students who raise the most boxes get to throw water balloons at some of their teachers. The students also made the state of Arkansas out of cereal boxes to qualify for the Cerealously Creative Award!



Events

Join us for our many events out in the community to support this year's 25th Anniversary



Kick-Off

Friday, May 2

8:45 - 10:00am Kick-Off Breakfast at THV11 Weather Garden

Mini Community Sites

Monday, June 2

Maumelle 6:30-10:00am | Sherwood 11:00am-12:30pm

Tuesday, June 3

Lonoke 6:30-10:00am | Carlisle 11:00am-12:30pm

Wednesday, June 4

Jessieville 6:30-10:00am | Hot Springs Village 11:00am-12:30pm

Thursday, June 5

Clinton 6:30-10:00am | Greenbrier 11:00am-12:30pm

Friday, June 6

Arkadelphia 6:30-10:00am | Malvern 11:00am-12:30pm

Monday, June 9

Cabot 6:30-10:00am | Jacksonville 11:00am-12:30pm

Tuesday, June 10

Conway 6:30-10:00am | Mayflower 11:00am-12:30pm

Wednesday, June 11

Searcy 6:30-10:00am | Bald Knob 11:00am-12:30pm

Thursday, June 12

Vilonia 6:30-10:00am | Beebe 11:00am-12:30pm

Friday, June 13

Russellville 6:30-10:00am | Morrilton 11:00am-12:30pm

Community Sites

Monday, June 16

North Little Rock 6:30-12:30pm

Tuesday, June 17

Hot Springs 6:30-12:30pm

Wednesday, June 18

Benton/Bryant 6:30-12:30pm

Thursday, June 19

Pine Bluff 6:30-12:30pm

Friday, June 20

Little Rock 6:30-12:30pm

Final Drop Off

Thursday, June 26

Team Fundraising Pages Will Be Closed at 12:00pm

Friday, June 27

Final Drop Off at Arkansas Foodbank 9:00am- 2:00pm

Breakfast of Champions

Friday, July 18

Breakfast of Champions at Arkansas Foodbank 8:30-10:15am



SUMMER CEREAL DRIVE AWARDS

BREAKFAST OF CHAMPIONS JULY 18, 2025

Division Awards

Awarded to the teams who raise the first, second, and third most cereal in their respective divisions.

Overall Champion

Awarded to the team who raises the most cereal overall, not matter what division.

Snap, Crackle, Pop Spirit Award

Awarded to the team that exemplifies the spirit of the Summer Cereal Drive.

Cheerio Award for Outstanding New Team

Awarded to the new team who raises the most cereal.

Community Partner Award

Awarded to Community Partners who make a difference in their communities by participating in the Summer Cereal Drive. Whether it be attending community sites, donating to the cereal drive, or providing the refreshments at events, we are so thankful for our community partners.

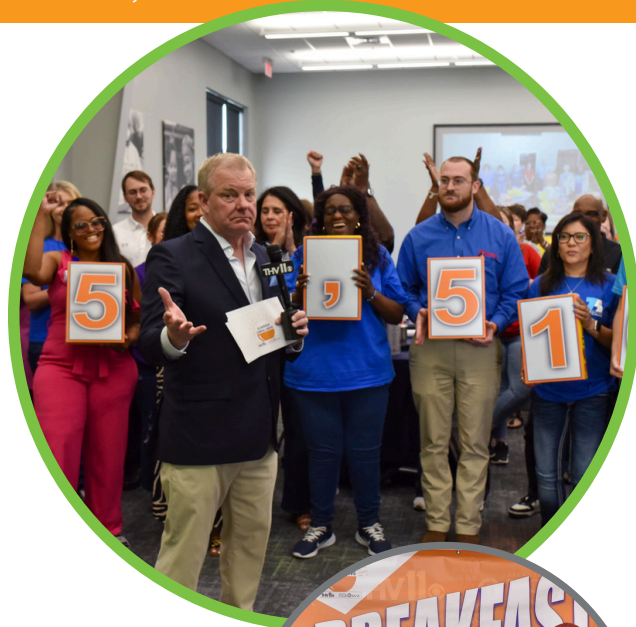
Hall of Fame Award

Awarded to a team, sponsor, or agency who has a history of going above and beyond at the Summer Cereal Drive.

Cerealously Creative Award

Awarded to the team, community site, or shop and drop location with the most creative visual display of cereal. Decorate your office, store, school, boat, or home with signs and cereal - the more creative the better!

- Enter to win this award by posting a photo to social media and tagging THV11 and the Arkansas Foodbank, or emailing the photo to scd@arkansasfoodbank.org.
- The top 5 will be featured in the 2026 Team Playbooks.



FAQ



Q: How do I donate funds?

A: There are three main ways to donate funds. First, you can donate via a team's online donation form. Second, you can make a check out to the Arkansas Foodbank to the care of your team's name; make sure to include Summer Cereal Drive in the memo. Finally, you can visit a community site and drop off funds with Arkansas Foodbank staff members. All money turned in must be accompanied by a Team Accounting Sheet which can be found at arkansasfoodbank.org.

Q: What counts as a box of cereal?

A: Teams collect nonperishable breakfast items for the Summer Cereal Drive. Breakfast items include cereal, granola bars, instant oatmeal, toaster pastries, etc. Teams are expected to count their boxes before drop-off. To calculate boxes, we use the measurement of about 17-18 ounces per box. In general, defer to ounces per box. For cereal, we typically treat the regular boxes and family sizes as one box but double boxes are counted as two. Mini boxes of cereal do not count as one box unless they are part of a pack.

Q: How does \$1.00 = 1 box of cereal?

A: Arkansas Foodbank is a warehouse and distributor of food. At Arkansas Foodbank, cereal is ordered in bulk then hand packed and labeled by volunteers. A box of this hand-packed cereal costs a dollar.

Q: How do pantries get cereal?

A: Each community site and shop&drop site is paired with a community pantry. When the collection is over, the pantries pick the cereal up directly from the stores. They then can start distributing the cereal immediately. When cereal is dropped off at the Arkansas Foodbank, it is added to our online order system. Pantries can order the cereal online, and it is either delivered to them or picked up by pantry representatives.

Q: How does the audit work?

A: You will use the donation drop-off form to track monetary and cereal box donations. When you drop-off your team's donations make sure to bring the donation drop-off accounting sheet with you. Each time you drop-off, you must turn in donation drop-off accounting sheet. When you are done collecting, and you are doing your final drop-off, you must fill out a Final Recap Sheet. The Final Recap Sheet will include every donation you have received, previous drop-off totals, and the total number of boxes raised by your team. This sheet will be used in the Arkansas Foodbank's audit of the Summer Cereal Drive. If there is a discrepancy, a staff member will contact you.

Q: Who is invited to the Breakfast of Champions?

A: After the final-drop off, the Arkansas Foodbank team will audit all donations and cereal. Though every team is invited to the Breakfast of Champions, not everyone wins an award. If your team wins an award, you will receive a notification.

Q: How do I add my teammates to my fundraising page?

A: Once your team fundraising page is set up, scroll down to the bottom where it says "team performance." There you will see a link to invite team members to your page. Copy that link and email or text it to them.