



Summer Cereal Drive Playbook

New Teams





Summer Cereal Drive

May 8 - June 26, 2026

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.

Building on the remarkable success of last year's campaign, the Summer Cereal Drive continues as one of Arkansas' most impactful hunger relief efforts. The 2025 drive set new records, demonstrating the power of this community coming together. This year, we're eager to sustain that momentum, ensuring the drive remains a vital source of support for children and families throughout the summer.

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.

Final Drop-Off

The last day to turn in all donations is June 26. 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 first, second, and third place teams collecting the most cereal in their respective divisions.
- **Overall Champion:** Awarded to the team who collects the most cereal overall. (Not selected by division.)
- **Cheerio! Award for Outstanding New Team:** Awarded to the first-year team who raises the most cereal.
- **Snack, Crackle, Pop Spirit 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 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 2027 Team Playbooks.
- **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.

Start your fundraiser

Please choose whether to start a new fundraiser or join an existing team.

Start a fundraiser

Join a team

Start your fundraiser

Tell the people you know best why our work matters to you! Filling in a goal, message, and photo will make your fundraiser feel relevant to your community.

DISPLAY NAME ?

FUNDRAISER PHOTO ?

FUNDRAISING GOAL

\$500 USD

YOUR MESSAGE ?

I'm raising money for the Arkansas Foodbank's Summer Cereal Drive. Please donate today to help me show support!

111/120

GOAL DATE

September 15, 2023

Continue

VERIFICATION CODE

Type code

Continue

\$0.00 raised 0 page views 0 donations

As donors make their first donations, they'll start showing up here.

Step 4: Share your team's fundraising page!

SHARE YOUR FUNDRAISER

Direct link <https://arkansasfoodbank.donorsupport.co/~//MUNLNSRT?member=SUZLPRAD> COPY GET QR CODE

SHARE ON FACEBOOK SHARE ON TWITTER SHARE ON LINKEDIN SHARE VIA EMAIL

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

Invite members <https://arkansasfoodbank.donorsupport.co/~//MUNLNSRT/join?member=SUZLPRAD> COPY

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.



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



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
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
1024 Sheridan Rd, Redfield, AR 72132



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
3200 Dave Ward Dr., Conway
14551 AR-16 #2, Shirley
232 US-167, Bald Knob
301 Pine Bluff Hwy, England
2525 W. Beebe Capps Exwy



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
2727 Lake wood Village, North Little Rock
1413 Pinecrest St., Brinkley
460 Alabama St., Marianna



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

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 #THV11SCD26 #THV11SCD #arkansasfoodbank

Cerealously Creative Teams:

1. 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 - Cruising for Cereal display and custom tee shirts.



2. Baptist Health Medical Center - Little Rock

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 31,000 boxes of cereal in 2025!



3. First Security Bank

Nine time defending champion of Division 2, First Security Bank is one of the fiercest competitors at the Summer Cereal Drive. In 2025, they won a Cerealously Creative award for their office cereal display!



Little Rock Department of Athletics

The Little Rock Department of Athletics hosted a Cereal Drive during UALR's Baseball Alumni Weekend! It was a great way for their team and supporters to help their neighbors in need and watch some baseball.



5. Camp Suttle Ridge at Degray with Angela Sexton

Angela Sexton and the campers at Camp Suttle Ridge hosted their own Breakfast of Champions complete with a cereal box reveal of the boxes campers raised!



Drop-Off Rules:

- ### Drop-Off Checklist:

- 
- A circular inset image showing the exterior of the Arkansas Foodbank building. The building is a large, modern structure with a grey facade. The words "ARKANSAS" and "FOODBANK" are printed in large, orange, sans-serif capital letters on the side of the building. To the right of the text is a large orange circular logo featuring a stylized white tree or plant. The building is set against a bright blue sky with scattered white clouds. In the foreground, there is a paved area and some low-lying green plants. A red fire hydrant is visible near the building's entrance. The entire circular image is framed by a thick green border.

A stylized illustration of a red car with a black roof and wheels. Inside the car, two cereal boxes are visible in the back seat: one labeled 'CEREAL' with a yellow background and another labeled 'CEREAL' with a green background. The car is driving on a yellow road.

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Events



Join us for our community events
supporting this year's Summer
Cereal Drive!

Kick-Off

Friday, April 24

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

Mini Community Sites

Tuesday, June 2

Cabot 6:30 - 10:00 am | North Little Rock 11:00 am - 12:30 pm

Wednesday, June 3

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

Thursday, June 4

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

Friday, June 5

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

Community Sites

Monday, June 8

Pine Bluff 6:30 - 12:30 pm

Tuesday, June 9

Hot Springs 6:30 - 12:30 pm

Wednesday, June 10

Saline County 6:30 - 12:30 pm

*24 Hour Drop Off in Little Rock Only!

Thursday, June 11th - Friday, June 12th

Final Drop Off

Thursday, June 25

Team Fundraising Pages Will Be Closed at 12:00 pm

Friday, June 26

Final Drop Off at Arkansas Foodbank 9:00am- 12:00pm

Breakfast of Champions

Friday, July 31

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



SUMMER CEREAL DRIVE AWARDS

BREAKFAST OF CHAMPIONS JULY 31, 2026

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Overall Champion

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Snap, Crackle, Pop Spirit Award

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Cheerio Award for Outstanding New Team

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Community Partner Award

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Cerealously Creative Award

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- The top 5 will be featured in the 2027 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.