



Food From the Bar

2014 Coordinator's Handbook

April 28 - May 30, 2014



Together we can solve hunger

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Food From the Bar

Challenging Hunger in Washington, D.C.

April 28 - May 30, 2014

Each year the Capital Area Food Bank feeds half a million people, of which 150,000 are children. Many children rely on free or reduced school lunches, so when school is not in session they go hungry.

Food from the Bar is a four-week campaign led by the legal community, including law firms, legal organizations, institutions, public entities, and law schools to help close the hunger gap for kids in Washington, DC during difficult summer months. Participants contribute money or donate food.

All participants will receive an achievement award based on their level of engagement. Special awards will be given to recognize outstanding achievement, such as Highest Per Capita Award, Rookie of the Year Award, Best Law School, and Best Public Entity. The best performing organizations will be featured in a full-page advertisement donated by *Legal Times*.

For more information, please contact Ella Daniels at (202) 644-9879 or edaniels@capitalareafoodbank.org.

A Special Thanks to our Supporting Partners:

K&L GATES



LegalTimes



FOOD FROM THE BAR

Challenging Hunger in Washington, D.C.
April 28 - May 30, 2014



WHAT IS IT?

Food From the Bar is a four-week campaign led by the legal community to close the meal gap in Washington, DC. Participating firms compete to raise the most money and collect the most food to alleviate hunger for local kids, seniors and families.



THE POINT SYSTEM

\$1 = 1 POINT

5 LBS OF FOOD = 1 POINT

HOW DOES IT WORK?

1. **Register** your firm at: www.capitalareafoodbank.org/foodfromthebar
2. **Rack up points** for every dollar and pound of food your firm donates
3. **Rally you co-workers** to beat hunger and beat the competition



HOW TO DONATE MONEY

- **ONLINE AT** capitalareafoodbank.org/foodfromthebar
- **BY MAIL** Capital Area Food Bank
ATTN: Ella Daniels
4900 Puerto Rico Ave NE
Washington, DC 20017

DEADLINE: Checks must arrive by June 6.
Please put "2014 DC Food From the Bar"

HOW TO DONATE FOOD

- **REGISTER AT** capitalareafoodbank.org/foodfromthebar
- **DELIVER FOOD ITEMS BY JUNE 6 TO:**
DC Warehouse
4900 Puerto Rico Ave NE
Washington, DC 20017

HOURS: 8:30am – 4:30pm, Mon-Fri

K&L GATES



LegalTimes

Together we can solve hunger

QUICK FACTS: FOOD FROM THE BAR - 2014

CAMPAIGN OVERVIEW Food From the Bar (FFTB) is a four-week effort led by Washington, DC's legal community to close the meal gap in our nation's capital. By donating food and funds, firms help the Capital Area Food Bank distribute more meals to neighbors in need throughout the summer and beyond.

CAMPAIGN HISTORY Formerly known as DC Outlaw Hunger, the annual D.C. legal campaign has raised 1 million meals for kids, seniors and families in need since 2008. Food From the Bar originally began in California in 1992. In San Francisco, Food from the Bar has become the largest fundraiser for the Food Bank by a single profession.

KEY DATES **April 28 - May 30, 2014**

From February to April, firms will: 1) Register online, 2) Assign coordinator, 3) Plan fundraisers and recruit colleagues to the campaign. Beginning April 28, firms will compete to donate the most food and funds by May 30. The last day to deliver donations is June 6.

See "Key Campaign Dates" for more details.

BENEFITS All organizations will receive an award based on their level of participation. Special awards will recognize outstanding achievement and best performing organizations will be featured in a full-page ad donated by *National Law Journal/Legal Times*.

See "2014 Competition & Awards" for details.

IMPACT 100 percent of food and funds collected will benefit the Capital Area Food Bank and its hunger relief programs reaching half a million people each year in the DC region.

WEBSITE www.capitalareafoodbank.org/foodfromthebar

SOCIAL MEDIA TWITTER @FOODBANKMETRODC #FOODFROMTHEBAR

FACEBOOK WWW.FACEBOOK.COM/CAPITALAREAFODBANK

LINKEDIN FOOD FROM THE BAR – WASHINGTON, D.C.

ABOUT US **A member of Feeding America**, the Capital Area Food Bank is the region's largest hunger relief organization. Last year, we distributed 45 million pounds of food – equivalent to 37.5 million meals to kids, seniors, veterans and working families in DC, Maryland and Virginia through a network of 500 pantries and other community partners. Of this, 17.5 million pounds of food was fresh fruits and vegetables.

**2014 FOOD FROM THE BAR
COORDINATOR'S HANDBOOK**

5 REASONS TO PARTICIPATE

- 1. Every dollar counts.** For every \$10 you give, the Capital Area Food Bank can provide 25 meals to kids, seniors and families facing hunger. Ninety two cents of every dollar raised is spent where it matters: food distribution, transportation and programs.
- 2. When law firms compete, everyone wins.** Food From the Bar demonstrates the tremendous impact one profession can have when joining together behind a common cause. Since 2008, the Washington, DC legal community has raised 1 million meals for kids, seniors and families throughout the DC region.
- 3. It's fun and rewarding.** Creative stunts are a hallmark of Food From the Bar. Lawyers go to great lengths to raise the most money and collect the most food for their firms. Fun ideas include: "Two can Tuesdays", ugly tie contests, bake sales, trivia competitions and silent auctions – where "priceless" items like office swaps or making a Redskins fan wear a Cowboys jersey – can be sold to the highest bidder. *See the Appendix for "Tips for Success".*
- 4. You can make a difference.** According to Feeding America, Washington, D.C. has the second highest child food insecurity rate in the country, with 1 in 3 kids living in food insecure households. Food From the Bar addresses the issue of child hunger, and the increased need when kids are out of school in the summer months and lose access to free and reduced lunch programs.
- 5. Hunger undermines a healthy, prosperous community.** Nearly 700,000 people in our region do not have enough food to sustain a healthy life. Research by the Center for American Progress estimates that hunger costs our country at least \$167.5 billion due to losses in economic productivity, poor education outcomes and avoidable health care costs.

CONTACTS

To arrange a tour or request a speaker for your firm's lunch, please contact Ella Daniels at (202) 644-9879 or edaniels@capitalareafoodbank.org

For information about food drives, contact Molly McGlinchy at (202) 644-9838 or mmcglinchy@capitalareafoodbank.org

| KEY CAMPAIGN DATES - 2014 | |
|----------------------------------|---|
| Date(s) | Action |
| February 1 | Registration Begins |
| Mid-April | Campaign Coordinator Conference Calls Wednesday, April 16 at 10:00AM Thursday, April 17 at 10:00AM Friday, April 18 at 10:00AM |
| Late April | <i>Tentative:</i> Kick-off Event/Reception |
| April 28 | Campaign Begins |
| April 28 - May 30 | Teams compete to earn points by collecting food and funds |
| May 30 | Campaign Ends |
| June 6, 2014 | Last Day to Drop Off Food Donations |
| June 20, 2014 | Campaign Results Announced |
| Late June | <i>Tentative:</i> Closing Reception and Awards Ceremony |

2014 COMPETITION AND AWARDS

How it works

From April 28 to May 30 2014, law firms, legal departments, law schools, public entities and other legal organizations will compete to donate the most food and funds to the Capital Area Food Bank to benefit neighbors facing hunger in our community.

Participants will be awarded points for financial contributions and food donations made to the Capital Area Food Bank from April 28 and May 30, 2014, as follows: \$1 = 1 point, 5 pounds of food = 1 point.

Awards

Achievement Awards - All organizations that make a significant contribution to the campaign will receive an "Achievement Award".

| <u>SILVER PARTNERS</u> | <u>GOLD PARTNERS</u> | <u>PLATINUM PARTNERS</u> |
|------------------------|----------------------|--------------------------|
| 2,000 points | 6,000 points | 12,000 points |

Special Awards

- **OVERALL AWARD** - Highest overall combined totals
- **HIGHEST PER CAPITA AWARD** - Highest overall per capita contributions
- **BEST ALL-AROUND AWARD** – Outstanding Achievement for a small to mid-size organization based on funds raised and pounds of food collected
- **TIFFANY'S AWARD (AKA GOOD THINGS COME IN SMALL PACKAGES)** – Highest overall performance by organization with less than 10 staff
- **BEST LAW SCHOOL** – Best achievement by a law school
- **BEST PUBLIC ENTITY** – Best achievement by a public entity
- **KICK OFF AWARD** – Highest monetary donations on first day of campaign
- **CORNUCOPIA AWARD** – Largest overall food donations
- **CREATIVITY AWARD** – as determined by the Food Bank, the most innovative, unusual, or effective means of supporting the Food From the Bar campaign

COORDINATOR BRIEFINGS

Please join us for a 20-minute conference call to learn more about Food From the Bar and ways to make your campaign a success.

DATES

Wednesday, April 16 10:00AM

Thursday, April 17 10:00AM

Friday, April 18 10:00AM

CALL IN INFO

Conference Dial-in Number: (712) 432-0375

Passcode: 949367#

DURING THE CONFERENCE CALL, YOU WILL LEARN ABOUT:

- The state of hunger in Washington, D.C.
- How Food From the Bar works
- Useful materials and resources
- Tips for making your office campaign successful

RESOURCES

The following Food From the Bar materials are available at

www.capitalareafoodbank.org/foodfromthebar

- Registration Form (online)
- Donation form (online)
- Food From the Bar promotional materials (1-pager, Quick Facts, etc.)
- Most Wanted Food Items guidelines

SOCIAL MEDIA



/CapitalAreaFoodBank

SHARE YOUR PHOTOS AND FUN UPDATES ON FACEBOOK



@FoodBankMetroDC

TWEET UPDATES USING THE HASHTAG #FOODFROMTHEBAR



**Food From the Bar –
Washington, D.C.**

CONNECT AND SHARE IDEAS WITH LAWYERS ON LINKEDIN

TIPS FOR YOUR FIRM

- √ Choose a campaign coordinator
- √ Spread the word
- √ Set up a competition
- √ Host a kick-off event in your office
- √ Have an incentive for the end of the campaign
- √ Ask HR if your firm will match employee donations
- √ Create inter-office challenges, i.e. partner vs. associates, east coast vs. west coast, men vs. women
- √ Invite the Food Bank to speak at your firm's lunch
- √ Invite colleagues to tour or volunteer at the Food Bank
- √ Award the department that raises the most on day one

MAKE IT FUN!

- √ Start a snack cart for your office or firm
- √ Organize a golf tournament, a bake sale or a walk-a-thon!
- √ If you have a branch in San Francisco and Los Angeles, challenge them to compete between cities in Food From the Bar.
- √ Organize a raffle or a silent auction. Popular items include: tickets to sporting events, restaurant gift certificates, office swaps between associate and managing partner, parking spots, bottles of wine, jewelry, ipads, gift baskets or handmade items
- √ One firm had a partner who donated \$50 on behalf of each employee who wore formal attire to the office.
- √ One firm asked partners to donate at least 1 billable hour
- √ Keep change jars in the office
- √ Sell tickets for a firm-wide Jeans Day on Fridays
- √ Institute a "2-can Tuesday" policy, with a fine of "3-can Thursdays" if you forget

EMAIL/LETTER TEMPLATE

Instructions: Below is an email template you can customize and email to your co-workers to let them know about your food and funds drive.

Dear [Name],

This year, [Insert Firm Name] is taking part in the inaugural Food From the Bar campaign benefiting the Capital Area Food Bank.

Food from the Bar is the legal community's response to hunger in Washington, DC. It's a four-week campaign **from April 28 to May 30**, with law firms and legal professionals competing to donate the most food and funds. We need your help to make sure we finish on top!

Why should you give? It's simple: No one should go hungry in our community. But in Washington, D.C. 1 in 3 children do not have access to the food they need to grow and thrive. It's especially challenging during summer months, when kids lose access to the breakfast and lunch programs they normally use at school.

You can do something about it. This year, Food From the Bar will support the Food Bank by donating [insert goal]. This will help the Food Bank distribute healthy foods throughout the summer and beyond to ensure that children and families get the nutrition they need.

With every \$10 we raise, the Food Bank can distribute 25 meals worth of food to our neighbors in need.

I invite you to support this campaign by making a donation to the Capital Area Food Bank using our team's name [Insert Name of Firm] when you donate online at: www.capitalareafoodbank.org/foodfromthebar.

I will be the coordinator for our team and will contact you soon to talk about how you can become involved in Food From the Bar. And please feel free to contact me with any questions you may have.

Sincerely,

[Coordinator Name]



Most Wanted List

High Fiber, Low Sugar, Low Sodium



Canned Fruits
in light syrup or its own juices



Canned Vegetables
low sodium, no salt added



Hot and Cold Cereal



Pasta Sauce



Rice & Pasta



Canned Chicken & Tuna



Soups
low sodium, beef stew,
chili, chicken noodle,
turkey & rice



Beans



100% Juices



Peanut Butter



Granola Bars

1 in 3 kids in Washington D.C.
are at risk of hunger.



[/CapitalAreaFoodBank](#)



[@FoodBankMetroDC](#)
[#HungerFreeDC](#)

[#FoodFromtheBar](#)

Together we can solve hunger