



Food From the Bar

How-To Guide

May 1 - May 29, 2015



A member of **FEEDING AMERICA™**

Together we can solve hunger™

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TIMELINE - 2015

PLAN

January 30 **Campaign Luncheon** (Hosted by DLA Piper)

February 1 **Registration Opens**
www.capitalareafoodbank.org/foodfromthebar

March 24, 25, 26 **Conference Calls for Campaign Coordinators** (Optional)
 Time: 10:00am-10:30am
 Call in number: (712) 432-0375 | Passcode: 949367#
 RSVP to ahieb@capitalareafoodbank.org

IMPLEMENT

April 13 **Campaign-wide Kickoff** (Hosted by WBA)
Pinstripes; 1064 Wisconsin Avenue NW, Washington, DC 20007

mid-April **Host "lunch & learn" at your firm**
 RSVP to ahieb@capitalareafoodbank.org

May 1 **Campaign Begins**

May 2 **Volunteer Bonus Day: Community Marketplace**
L Street NW between New Jersey Ave NW & First NW | 8:30am-12pm
 RSVP to ahieb@capitalareafoodbank.org

May 13 **Volunteer Bonus Day: Warehouse Wednesday**
4900 Puerto Rico Ave NE, Washington, D.C. 20017 | 6:00-8:00pm
 RSVP to ahieb@capitalareafoodbank.org

May 29 **Campaign Ends | Volunteer Bonus Day: Capital Area Food Bank**
4900 Puerto Rico Ave NE, Washington, D.C. 20017 | 9:00am-12:00pm
 RSVP to ahieb@capitalareafoodbank.org

WRAP
UP

June 5, 2015 **Last Day to Deliver Donations**

mid-June **Closing Reception/Awards Announced**



ROLES & RESPONSIBILITIES - 2015



(1) Executive Committee

Role: Provides direction, sets priorities and leads implementation of campaign.

2015 Executive Committee:

**Honorary
Chairmen** **Dick Thornburgh**
K&L Gates LLP

Carl Vacketta
DLA Piper LLP

**Executive
Committee
Chairs** **Mark Ruge**
K&L Gates LLP

Kelly Fisher
Women's Bar Association

**Executive
Committee
Members** **Firm Recruitment**
Tim Sullivan
Thompson Coburn LLP

Legal Service Companies

Candace Smyth
Advanced Discovery

Recognition

PR/Media

Karen Creel
Thompson Coburn LLP

Danielle Hagen
Nahigian Strategies, LLC

Law Schools

Sara Jackson
Georgetown University Law Center



(2) Host Committee

Role: Support and represent lead firms fundraising Food from the Bar.

- Criteria:
- (1)** Support mission of CAFB and Food From the Bar campaign
 - (2)** Oversee internal committee to get your office's attorneys and staff to donate money and/or food
 - (3)** Commit to raising a target of \$5,000 from firm

(3) Participating Firm

Role: Compete to raise the most food and funds to benefit CAFB.

- Criteria:
- (1)** Assign lead partner
 - (2)** Assign lead campaign coordinator
 - (3)** Plan fun activities and events to raise money, engage employees

(4) Campaign Coordinator

Role: Oversee month-long campaign activities to collect food and funds.

- Criteria:
- (1)** Serve as liaison to between CAFB and your firm/org
 - (2)** Set fundraising goal with support from lead partner
 - (3)** Oversee planning committee to determine events/activities
 - (4)** Communicate regularly with CAFB to: Share progress updates, customize firm's crowdfunding website, make introduction to firm PR contact, organize office lunch & learn for attorneys and staff, and attend conference call for coordinators.



POINT SYSTEM - 2015

HOW IT WORKS

From May 1 to 29, 2015, law firms, legal departments, law schools 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 May 1 to 29, 2015, as follows: \$1 = 1 point, 5 pounds of food = 1 point. For Volunteer Bonus Days, 5 volunteers = 500 points.

AWARDS

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

<u>BRONZE PARTNERS</u>	<u>SILVER PARTNERS</u>	<u>GOLD PARTNERS</u>	<u>PLATINUM PARTNERS</u>
2,500 points	5,000 points	10,000 points	20,000 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
- **BEST LAW SCHOOL** – Best achievement by a law school
- **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 Food From the Bar
- **SPIRIT AWARD** – The most volunteer hours at Capital Area Food Bank per capita per firm



PLANNING CHECKLIST

STEP 1: REGISTER

- ✓ Choose a campaign coordinator
- ✓ Set campaign goal

STEP 2: PLAN

- ✓ Form a planning committee
- ✓ Review How-To Guide & Campaign Timeline
- ✓ Plan activities/events to accomplish your goal
- ✓ Plan incentives: Ask firm foundation to make a contribution, Ask managing partners to match employee donations/give prizes, Create interoffice challenges, Solicit and offer prizes.
- ✓ RSVP to for coordinator conference calls: March 24-26
- ✓ Request call with CAFB to create firm crowdfunding page

STEP 3: COMMUNICATE

- ✓ Introduce us to your PR focal point to access campaign-wide resources
- ✓ Announce plans to staff and attorneys; i.e., org website, social media, meetings/events, email, personal outreach, etc.
- ✓ RSVP to host a lunch & learn at your office
- ✓ RSVP for volunteer bonus days: May 2, May 13, May 29
- ✓ Share your event plans with CAFB –Washington Post and other media outlets are always looking to capture clever ways attorneys give back

STEP 4: IMPLEMENT

- ✓ Attend city-wide kickoff at Pinstripes (April 13)
- ✓ Lead by example: Give Funds, Food and Volunteer.
- ✓ Host Activities & Events
- ✓ Track donations & share updates (Note: We strongly encourage online donations to minimize work collecting cash/checks, and provide instant status updates)



COORDINATOR BRIEFINGS

Join us for a 20-minute conference call to learn about Food from the Bar and ways to make your campaign a success.

DATES

Wednesday, March 24	10:00AM
Thursday, March 25	10:00AM
Friday, March 26	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

<https://give.capitalareafoodbank.org/campaigns/food-bar-2015>

www.capitalareafoodbank.org/foodfromthebar

SOCIAL MEDIA



/CapitalAreaFoodBank

SHARE PHOTOS AND UPDATES ON FACEBOOK



@FoodBankMetroDC

TWEET UPDATES WITH HASHTAG #FOODFROMTHEBAR

CONTACT

RSVP TO: ASHLEY HIEB | (202) 644-9834 | AHIEB@CAPITALAREAFOODBANK.ORG



QUICK FACTS: FOOD FROM THE BAR

CAMPAIGN OVERVIEW Food From the Bar (FFTB) is a month-long 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 during the summer months and beyond.

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.

CAMPAIGN HISTORY Formerly known as DC Outlaw Hunger, the DC legal campaign has raised 1.5 million meals for kids, seniors and families in need since 2008. FFTB originally began in California in 1992. In San Francisco, it has become the largest fundraiser for the Food Bank by a single profession.

KEY DATES **May 1 - May 29, 2015**

Starting May 1, firms compete to donate the most food and funds by May 29. The last day to deliver donations is June 5.

BENEFITS **FFTB is fun and rewarding for participants.** Organizations receive awards based on level of participation. Special awards recognize outstanding achievement and will be featured in a full-page ad.

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

ABOUT CAFB **A member of Feeding America,** the Capital Area Food Bank is a 501 (c) 3 non-profit hunger relief organization. In 2013, we distributed 42 million pounds of food – equivalent to 35 million meals to 535,000 kids, seniors, veterans and working families in DC, Maryland, and Virginia through a network of 500 community partners. Of this, 17.5 million pounds of food was fresh produce.

For every \$10 donated, the Capital Area Food Bank can provide 25 meals to local children, seniors and families in need. Ninety-two cents of every dollar raised is spent where it matters most: food distribution, transportation and hunger-relief programs.

WEBSITE www.capitalareafoodbank.org/foodfromthebar

SOCIAL MEDIA FACEBOOK [WWW.FACEBOOK.COM/CAPITALAREAFOODBANK](https://www.facebook.com/capitalareafoodbank)
TWITTER @FOODBANKMETRODC #FOODFROMTHEBAR

BEST PRACTICES



Winston & Strawn collected \$1,800 from Jeans Days and a silent auction.



Bracewell & Giuliani raised \$2,540 with “Dareoke” contest and \$2,000 from Mentoring Event.



Jenner & Block got Michael Thomas Clothiers to donate proceeds of custom suit orders.



Cassidy Levy Kent raised over \$8,000 from a pet photo contest, ugly tie/sock contest and other events.



Duane Morris staff sold snack cart items every day in May.



Thompson Coburn attorneys and staff tweeted their favorite recipes all month long to promote FFTB.



Venable LLP raised \$800 from events including a Rooftop Bocce Ball Tournament.



In **Los Angeles**, a partner donated \$50 each time an employee wore formal attire to the office.



McKenna Long doubled their impact with a dollar for dollar match from their Foundation.

QUICK FACTS: HUNGER



Hunger in America

1. In 2013, 49.1 million Americans were food insecure, including 33.3 million adults and 15.8 million children. The U.S. Department of Agriculture (USDA) defines food insecurity as lack of access to “enough food for an active, healthy life.”
2. In 2013, households with higher rates of food insecurity than the national average included households with children (20%), especially households with children headed by single women (34%) or single men (23%), Black non-Hispanic households (26%) and Hispanic households (24%). (Source: USDA)
3. In 2011, 4.8 million seniors (over the age of 60), or 8% of all seniors were food insecure. This is a 50% increase since 2007. (Source: USDA)
4. 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.
5. Hunger underpins health, education and employment. Childhood hunger is devastating. Hungry children are more vulnerable to sickness, have a harder time fighting infection, and are more prone to developmental, emotional, and educational problems. Hunger further impacts educational attainment, skill development, and job readiness once the child reaches adulthood.

Hunger in the Nation's Capital

- **Hunger is widespread.** One in eight households is struggling against hunger, and one in three children is food insecure, according to D.C. Hunger Solutions.
- **Hunger is not improving.** According to Feeding America, the Capital Area Food Bank (CAFB) is serving 11% more people over 2010. In total, 540,000 people, or 12% of the population, rely on CAFB and its network partners for food assistance.
- **Hunger is on the rise among the working poor.** According to Feeding America:
 - 78% of households served by CAFB have annual incomes of \$20,000 or less.
 - 25% of food insecure individuals have household incomes above eligibility thresholds for federal assistance, which means that charitable food assistance may be the only food source.

QUICK FACTS: HUNGER



- 21% individuals in the Washington metro region who serve or formerly served in the military have received assistance from the Capital Area Food Bank and its partners.
- **There is a powerful connection between food and wellness.** Along with hunger, lack of access to healthy food contributes to obesity and poor health outcomes.
 - Nearly half of all households served by CAFB have at least one family member with high blood pressure, and
 - A quarter have at least one family member with diabetes.
- According to DC Hunger Solutions, Wards 7 and 8, which have the District's highest poverty rates, also have the city's highest obesity rates and are home to large "food deserts." Of the city's 43 full-service grocery stores, two are located in Ward 4, four in Ward 7, and three in Ward 8, compared with eleven in Ward 3.
- **Requests for emergency food assistance increase in the summer months.** Research by Share Our Strength's No Kid Hungry campaign shows that low-income families find it harder to make ends meet during summer months. In a national survey of 1,200 low-income families in the United States:
 - 43% say that they find it harder to make ends meet during the summer,
 - 32% report sometimes finding themselves without enough food during the summer months, and
 - Most low-income families (62 percent) report spending more on food during the summer months with an average increase of \$300 more per month.



Most Wanted Items

High Fiber, Low Sugar, Low Sodium



**Canned Tuna,
Salmon, or
Chicken**



Canned Vegetables
low sodium, no salt added



Canned Fruits
in light syrup or its
own juices



Grains
brown & white rice,
pasta, macaroni &
cheese



Hot and Cold Cereal
oatmeal, cheerios, corn-
flakes, raisin bran



**Canned or Dry
Beans**



Healthy Snacks
apple sauce cups, raisins,
granola bars



Peanut Butter



100% Juice
all sizes, including
juice boxes

Nearly **700,000** of our neighbors in the
Washington metro area are
at risk of hunger.



Capitalareafoodbank.org



Together we can solve hunger