



# HOW-TO GUIDE

CAMPAIGN OVERVIEW,  
PLANNING YOUR CAMPAIGN,  
& OTHER RESOURCES

 **FOOD**  
FROM  
THE **BAR**

  
CAPITAL AREA  
**FOOD BANK.**

**May 1–31, 2022**



**Good food today.  
Brighter futures tomorrow.**

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## Your Firm Can Make an Impact

Compete against other DC-area firms to make a difference. Earn points by donating money, time or food, **May 1–31**.

# Making an Impact

### WHY IT MATTERS



**Hunger has increased by up to 50%**

in our region this year as a result of the pandemic.



**The greater Washington region**

ranks first in the nation in providing summer meals for low-income kids.



**1 child in 6 in the DC metro area**

is at risk of hunger.

### CAMPAIGN IMPACT



**Over 6.4million meals**

made possible by the DC-area legal community since 2008.



**\$672,228**

raised by over 40 firms and allied organizations in 2021.



# Quick Facts

## OVERVIEW

Food From the Bar (FFTB) is a month-long initiative led by Washington, DC's legal community to close the meal gap in our nation's capital and surrounding areas. 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. Participants go to great lengths to raise more money and collect more food than their competitors.

## CAMPAIGN HISTORY

Formerly known as DC Outlaw Hunger, the DC legal campaign has provided 6.4 million meals for kids, seniors and families in need since 2008. FFTB originally began in California in 1992.

## BENEFITS

FFTB is rewarding for participants and a fun way to boost morale. Organizations receive awards based on level of participation. Special awards recognize outstanding achievement.

## Key Dates

**MAY 1–31, 2022:** The duration of the campaign.

**JUNE 6:** The last day to deliver food and monetary donations. (Note: For auditing purposes, please send checks in lieu of cash.)

## IMPACT

100 percent of food and funds collected benefit the Capital Area Food Bank and its hunger relief programs, reaching 500,000 people each year in the Washington metro area.

## ABOUT CAFB

The Capital Area Food Bank, a 501(c)3 and member of the Feeding America network, is the backbone of our region's hunger relief infrastructure. In 2021, we distributed over 64 million meals to 500,000 kids, seniors, families, and others in Washington, DC, Prince George's and Montgomery counties in MD, and northern Virginia through a network of hundreds of community partners. Of the food we provide, 40% is fruits and vegetables.

For every \$10 donated, the Capital Area Food Bank can provide 20 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.





2021  
Highlights

42 PARTICIPANTS  
3,144,000 MEALS  
DONATED

# Campaign Successes

## 2021 FOOD FROM THE BAR PARTICIPANTS

Akin Gump	DLA Piper	K&L Gates	Paul Weiss
Arnold & Porter	Dunlap Bennet & Ludwig	Kalijarvi, Chuzi, Newman &	Reed Smith LLP
Ballard Spahr	Faegre Drinker Biddle & Reath	Fitch	Quarles & Brady
Bar Association of Washington	LLP	Katten	Shearman and Stearling
DC	Foley & Lardner	Kelley Drye	SABA
Cadwalader Wickersham &	Fried Frank	Legal Tech	Tanenholz & Associates
Taft	Freddie Mac	King & Spalding	Thompson Coburn
CAMBA	GWAC	McGuire Woods	Washington Bar Association
Carlton Fields	Gilbert	MSK	Womble Bond
Cassidy Levy Kent LLP	Hispanic Bar Association	Munger, Tolles, & Olson	Zuckerman Spaeder
Crowell & Moring	Hunton Andrews Kurth	Orrick	
Davis Wright Tremaine LLP	Jackson & Campbell	Paul Hastings	

## BY THE NUMBERS

	2009	2010	2011	2012	2014	2015	2016	2017	2018	2019	2020	2021	Totals
TOTAL RAISED: \$	75,000	645,000	77,000	100,000	130,000	261,000	280,000	320,000	283,000	315,000	482,000	672,000	3,144,000
TOTAL IMPACT: MEALS	225,000	180,000	192,500	250,000	325,000	650,000	700,000	800,000	707,500	787,800	1,205,000	1,344,000	7,531,800



## This Year's Virtual Format

**CAMPAIGN KICKOFF** takes place on Zoom.

**FOUR OPTIONAL CONFERENCE CALLS** are available for campaign coordinators.

# 2022 Timeline

## Plan

### MARCH 1

Official Registration Opens  
[www.capitalareafoodbank.org/foodfromthebar](http://www.capitalareafoodbank.org/foodfromthebar)

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### MARCH 9

Campaign Kickoff Event  
1-2PM PM  
[Zoom \(click here\)](#)

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### MARCH TO MID APRIL

Host “lunch & learn” at your firm  
Contact [mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org)  
to schedule

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### MARCH 28 & 29 AND APRIL 7 & 8

Conference Calls for  
Campaign Coordinators (optional)  
10:00–10:30 AM  
RSVP to [mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org)

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## Implement

### MAY 1

Campaign Begins

## Wrap Up

### MAY 31

Campaign Ends

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### JUNE 6

Last Day to Deliver Donations

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### JUNE (TBD)

Closing Reception/Awards Announced

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# How to Get Started

- 1 Click this link:  
<https://give.capitalareafoodbank.org/fftb22>
- 2 On the main page, click “Become a fundraiser.”
- 3 Select “Create a team.”
- 4 Either log in or create an account.
- 5 Create your team.
- 6 Add your team name, goal, and a headline.
- 7 Customize your team page with logo or picture, and edit the story.
- 8 Start sharing the page and raising funds on May 1!





## Recap of Points

**\$1 = 1 point**

**HOSTING A FOOD DRIVE = 100 points**

**HOST A VIRTUAL EVENT = 500 points**

# Point System

## HOW IT WORKS

From May 1–31, 2022, 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.

During this time, participants will be awarded points for financial contributions and food donations made to the Capital Area Food Bank as well as for volunteering.

**\$1 = 1 point**

**Hosting a food drive = 100 points**

**Host a virtual event = 500 points**

## ADDITIONAL WAYS TO EARN POINTS

**1000 points** if your firm or organization agrees to match donations (does not have to be all donations)

**500 points** if your team registers before March 16, 2021

**500 points** if you recruit a new firm or organization that registers and participates

**250 points** if your team registers before April 1, 2021

**100 points** if someone on your team joins a coordinator call

## AWARDS

**2021 Overall Award** / Highest overall combined totals

**Highest Per Capita Award** / Highest overall per capital contributions

**Highest Participation** / The team with the highest percentage of members who participate, either financially or by attending an event

**Kick-Off Award** / Highest monetary donations on the first day of the campaign

**Midweek Madness Award** / Donate the most money on a randomly selected day

**Creativity Award** / As determined by the Food Bank, the most innovative, unusual, or effective means of supporting Food From the Bar

**Association Excellence** / Highest overall combined total for a legal association

**2021 MVP** / Individual with the most outstanding overall contribution to the FFTB Campaign. Nominated by their team and voted on by the FFTB Executive Committee.





# Planning Checklist

## STEP 1

### Register

- Assign campaign coordinator
- Determine goals
- Register your team online at [www.capitalareafoodbank.org/foodfromthebar](http://www.capitalareafoodbank.org/foodfromthebar)

## STEP 2

### Plan

- Form a planning committee
- Review How-To-Guide & Campaign Timeline
- Plan activities/events to accomplish your goals
- Plan incentives: Ask firm foundation to make a contribution, ask managing partners to match employee donations or to give prizes, create interoffice challenges, solicit and offer prizes
- RSVP for one of the coordinator conference calls: March 28 or 29 or April 7 or 8 (See details on page 11.)
- Create firm crowdfunding page. (Contact Megan Curran at [mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org) for assistance.)

## STEP 3

### Communicate

- Provide your PR staff with campaign-wide PR resources
- Announce plans to staff and attorneys, i.e., post campaign details on your website, social media, during meetings/events, via email, and through personal outreach, etc.
- Contact Megan Curran ([mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org)) to schedule a Lunch & Learn at your office
- Register your firm for volunteer bonus days
- Share your event plans with CAFB; The Washington Post and other media outlets are often interested in covering clever ways that attorneys give back.

## STEP 4

### Implement

- Lead by example: Donate funds, food and volunteer
- Host activities and events
- Track donations and share updates. (Note: We strongly encourage online donations to minimize the work required to collect and submit cash and checks to access instant status updates.)



# Coordinator Conference Calls

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

## TOPICS OF DISCUSSION

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

## RSVP TO:

Megan Curran  
202-644-9882  
[mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org)

## Dates

**EHF #11 MARCH 2** / 10:00 am

**T\\_' W#AY, MARCH 2** / 10:00 am

**T5\_VSDAY, APRIL 7** / 10:00 am

**OV#AY, APRIL 8** / 10:00 am

# Best Practices

Over the years, participating firms have come up with creative, fun and effective ways to raise money and increase food donations. Below are just a few “best practices.”



**Kelly Drye** hosted a virtual talent show where team members could post videos of them performing. People could then donate to vote on their favorite.



**Womble Bond** had a "stay at home" photo contest. People could donate to vote on as many photos as they wanted.



In one day at **Arnold & Porter**, various partners matched donations on an hourly basis and raised more than \$27,000.



**DLA Piper** walked a snack cart throughout the building during the month of May every afternoon.



**Thompson Coburn** hosted a lunchtime “Food From the Soup Bar” where participants purchased bowls of homemade soup made by attorneys and staff.



**Akin Gump** partnered with Pizza Studio to run a month-long promotion for the campaign.



**Katten** hosted kayak races on the Potomac River that raised money by charging team entry fees and offering team sponsorship opportunities.

## Even More Ideas!

Silent auctions. Host an online class.  
Local businesses donating a percentage of sales during the month of May.  
Online trivia competition.



## Did You Know?

**SINCE THE START OF THE PANDEMIC** food insecurity has risen by 50% in the DC Metro Area, affecting an additional 100,000 of our neighbors.

# Hunger Facts

**HUNGER WEAKENS IMMUNE SYSTEMS AND UNDERMINES HEALTH. WE SEE THIS SIGNIFICANTLY WITHIN THE FAMILIES THAT WE SERVE.**

**48%**

of the households we serve have at least one family member with heart disease.

**23%**

of households have a member with diabetes.

## HUNGER HURTS KIDS.

When children don't get the nourishment they need for their brains and bodies, they get sick more often and have trouble concentrating in school, robbing them of a chance to learn.

Over the summer when school meals aren't available, children suffer. Summer can be the hungriest time for many children from low-income families. Hunger doesn't take the summer off.

## HUNGER IS HERE.

**1 child in 6**

is at risk of hunger in our region. It impacts all eight wards in the District.

**\$300**

is the amount the average low-income family spends on groceries during summer months.

**211,000** children in our region don't have consistent access to nutritious meals. Children who are experiencing hunger come from every race, religion, and age group.

In every neighborhood, there are moms, dads, and kids who don't always know where their next meal will come from.

Most parents of the children that we reach are working hard, often at two or three jobs, to make ends meet. But they're squeezed between low wages and high housing and transportation costs and other expenses.

The majority of people we serve are single working mothers, seniors on fixed incomes, and children whose parents are underemployed.

Source: CAFB Hunger Report 2020





# Face Hunger Simulation Information

## IMAGINE HOW IT FEELS TO FACE HUNGER®

Face Hunger® is a hands-on simulation and discussion activity that raises awareness and understanding of hunger in a meaningful and impactful way.

Through this simulation, participants “struggle with hunger” as they face many of the same challenges that someone like Amanda experiences:

**Amanda is a widow who is a mother of three young children and works two jobs. She is trying to provide meals for her family for an average of \$5 a day after expenses. This is the reality of many of the 700,000 people in the DC metro area that experience food insecurity every day.**

Capital Area Food Bank is happy to host a virtual Face Hunger® session for your team at the Food Bank.  
(maximum of 40 per session)

## HOW TO SCHEDULE

Please contact Megan Curran:  
202-644-9882 | [mcurran@capitalareafoodbank.org](mailto:mcurran@capitalareafoodbank.org)

## Here's what some Face Hunger® participants have said:

“The simulation was right on point.”

“The workshop was so different than what I had expected. It brought up a lot of internal thought and reflection on my own upbringing.”

“I’m going to be more compassionate with those coming in for food.”



[www.capitalareafoodbank.org/foodfromthebar](http://www.capitalareafoodbank.org/foodfromthebar)

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