TABLE OF CONTENTS

CAMPAIGN OVERVIEW
Making an Impact ................................................................. 3
Quick Facts ............................................................................ 4
2019 Participants ................................................................. 5
Timeline .................................................................................. 6

PLANNING YOUR CAMPAIGN
How to Get Started .......................................................... 8
Point System ........................................................................ 9
Planning Checklist .............................................................. 10
Coordinator Conference Calls .......................................... 11
Best Practices ....................................................................... 12

OTHER RESOURCES
Hunger Facts ........................................................................ 13
Face Hunger® Simulation Information ................................. 14
Most Wanted Food Items ..................................................... 15
MAKING AN IMPACT

MAY 1–31, 2020

Nearly 4 MILLION MEALS made possible by the DC-AREA LEGAL COMMUNITY SINCE 2008

In 2019, 30 FIRMS and allied organizations RAISED $315,134

Why it matters
The need is greatest in summer, when kids are out of school and food donations are lowest

The DC metro area ranks first in the nation in providing summer meals for low-income kids

1 in 6 children in the DC metro are at risk of hunger

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

Campaign Success

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</tr>
</thead>
<tbody>
<tr>
<td>Total Raised ($)</td>
<td>55,000</td>
<td>75,000</td>
<td>64,000</td>
<td>77,000</td>
<td>100,000</td>
<td>130,000</td>
<td>261,000</td>
<td>280,000</td>
<td>320,000</td>
<td>283,000</td>
<td>315,000</td>
<td>1,960,000</td>
</tr>
<tr>
<td>Total Impact (meals)</td>
<td>165,000</td>
<td>225,000</td>
<td>180,000</td>
<td>192,500</td>
<td>250,000</td>
<td>325,000</td>
<td>650,000</td>
<td>700,000</td>
<td>800,000</td>
<td>707,500</td>
<td>787,800</td>
<td>4,982,800</td>
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Figures for 2013 are unavailable
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 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 4 million meals for kids, seniors and families in need since 2008. FFTB originally began in California in 1992.

KEY DATES

- The campaign runs from May 1–31, 2020
- The last day to deliver food and monetary donations is June 8 (Note: For auditing purposes, please send checks in lieu of cash.)

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.

IMPACT

100 percent of food and funds collected benefit the Capital Area Food Bank and its hunger relief programs, reaching 380,000 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 relief organization. In 2019, we provided 32 million meals to 400,000 kids, seniors, veterans and working families in DC, and metro Maryland and Northern Virginia through a network of 450 community partners. Of this, 13.5 million pounds of the food we distributed 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.

/CapitalAreaFoodBank  @CAPITALAREAOODFOODBANK  @FOODBANKMETRODC  #FOODFROMTHEBAR

www.capitalareafoodbank.org/foodfromthebar
# 2019 Food From the Bar Participants

<table>
<thead>
<tr>
<th>Firm Name</th>
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<tbody>
<tr>
<td>Akin Gump Strauss Hauer &amp; Feld</td>
<td>Holland &amp; Knight</td>
</tr>
<tr>
<td>Arnold &amp; Porter</td>
<td>Jackson &amp; Campbell</td>
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<tr>
<td>Ballard Spahr</td>
<td>Katten Muchin Rosenman</td>
</tr>
<tr>
<td>Barnes &amp; Thornburg</td>
<td>MSK</td>
</tr>
<tr>
<td>Bracewell LLP</td>
<td>Munger, Tolles &amp; Olson</td>
</tr>
<tr>
<td>Carlton Fields</td>
<td>Ogletree</td>
</tr>
<tr>
<td>Crowell &amp; Moring</td>
<td>Reed Smith</td>
</tr>
<tr>
<td>Davis Wright Tremaine</td>
<td>Ropes &amp; Gray</td>
</tr>
<tr>
<td>DLA Piper</td>
<td>Seyfarth Shaw</td>
</tr>
<tr>
<td>Drinker Biddle &amp; Reath</td>
<td>Shearman &amp; Sterling</td>
</tr>
<tr>
<td>Duane Morris</td>
<td>Stinson</td>
</tr>
<tr>
<td>Dunlap Bennett &amp; Ludwig</td>
<td>Tannenholz &amp; Associates</td>
</tr>
<tr>
<td>Eversheds Sutherland</td>
<td>Thompson Coburn</td>
</tr>
<tr>
<td>Foley &amp; Lardner LLP</td>
<td>Williams Mullen</td>
</tr>
<tr>
<td>Freddie Mac Legal Division</td>
<td>Womble Bond Dickinson</td>
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PLANNING GUIDE 2020

CAMPAIGN OVERVIEW

**PLANNING OVERVIEW**

**launch day**

**February 7**

**Campaign Kickoff Luncheon (Hosted by DLA Piper)**

12:00–1:00 pm

500 8th Street NW, Washington DC 20004

**February 10**

**Official Registration Opens**

www.capitalareafoodbank.org/foodfromthebar

**February – mid April**

**Host “lunch & learn” at your firm**

Contact mcurran@capitalareafoodbank.org to schedule

**March 25 and 26**

**Conference Calls for Campaign Coordinators (optional)**

and April 7 and 8

10:00–10:30 am

RSVP to mcurran@capitalareafoodbank.org

**IMPLEMENT**

**May 1**

**Campaign Begins | Volunteer Bonus Day: Capital Area Food Bank**

1:00–4:00 pm

4900 Puerto Rico Ave NE, Washington DC 20017

RSVP to mcurran@capitalareafoodbank.org

**May 9**

**Volunteer Bonus Day: Community Marketplace**

8:30 am–12:00 pm

12125 Pinecrest Rd, Reston, VA

RSVP to mcurran@capitalareafoodbank.org

**May 13**

**Volunteer Bonus Day: Warehouse Wednesday**

6:00–8:00 pm

4900 Puerto Rico Ave NE, Washington DC 20017

RSVP to mcurran@capitalareafoodbank.org

**May 14**

**Murder in the Manor**

The Whittemore House

1526 New Hampshire Ave

Washington DC 20036

**May 18**

**Volunteer Bonus Day: Capital Area Food Bank**

9:00 am–12:00 pm

4900 Puerto Rico Ave NE, Washington DC 20017

RSVP to mcurran@capitalareafoodbank.org
TIMELINE – 2019

May 27.......................... Volunteer Bonus Day: Warehouse Wednesday
                           6:00–8:00 pm
                           4900 Puerto Rico Ave NE, Washington DC 20017
                           RSVP to mcurran@capitalareafoodbank.org

WRAP UP

May 31.......................... Campaign Ends

June 8............................ Last Day to Deliver Donations

June TBD........................ Closing Reception/Awards Announced
                             (Hosted by K&L Gates)
                             1601 K Street, NW, 9th Floor, Washington, DC 20006
HOW TO GET STARTED

Step 1: Click this link: www.mightycause.com/event/2020ftb

Step 2: On the main page, click “Join This Event”

Step 3: Log in or click “Sign Up” to register on Mightycause

Step 4: Click “JOIN THIS EVENT”

Step 5: Click “CREATE A FUNDRAISING TEAM”

Step 6: Click “LAUNCH TEAM MANAGER”

Step 7: Customize your team page with a team name, logo, story, and goals.

Step 8: Start sharing the page and raising funds on May 1.
POINT SYSTEM

HOW IT WORKS
From May 1–31, 2020, 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
Volunteer Bonus Days = 100 points per volunteer

AWARDS

• 2020 OVERALL AWARD – Highest overall combined totals
• HIGHEST PER CAPITA AWARD – Highest overall per capital contributions
• BEST ALL-AROUND AWARD – Outstanding achievement for a small to mid-size organization based on funds raised and pounds of food collected
• KICK-OFF AWARD – Highest monetary donations on the first day of the 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
• FINISH LINE AWARD – The most money raised on the final day of the campaign
STEP 1: REGISTER
- Assign campaign coordinator
- Determine goals
- Register your team online at www.capitalareafoodbank.org/foodfromthebar

STEP 2: REGISTER
- 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, solicity and offer prizes
- RSVP for one of the coordinator conference calls. March 25 or 26 or April 7 or 8 (See details on page 11)
- Create firm crowdfunding page (Contact Megan Curran at 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 at 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.

DATES

Wednesday, March 25  10:00 am
Thursday, March 26  10:00 am
Tuesday, April 7  10:00 am
Wednesday, April 8  10:00 am

RSVP TO:
Megan Curran 202-644-9882 | mcurran@capitalareafoodbank.org

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

Learn about Food From the Bar and ways to make your campaign a success
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”.

Bracewell raised funds with a “Dareoke” contest where participants paid to dare someone to sing a song. That person had several options – at a price – to get out of it.

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

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

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

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

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.

**OTHER IDEAS:**

- $50 jeans days
- Silent auctions
- Special events, such as rooftop happy hours and bocce ball tournaments
- Local businesses donating a percentage of sales during the month of May
- Bake sales
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.

DID YOU KNOW?

- Washington, DC, has the highest rate of food insecurity for children in the entire nation.
- Summer can be the hungriest time for many children from low-income families.
- When school is closed, children no longer get school meals and families struggle to put food on the table.
- The average low-income family spends an extra $300 on groceries during the summer months.
- Hunger doesn’t take the summer off.

HUNGER IS HERE.

- One child in six is at risk of hunger in our region. It impacts all eight wards in the District.
- In every neighborhood in our region, there are moms, dads, and kids who don’t always know where their next meal will come from.
- In DC, 31,000 children don’t have access to nutritious meals. Children who are experiencing hunger come from every race, religion, and age group.
- Most parents of the children that we reach are working hard, often 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.

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.
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 Face Hunger® session for your team at the Food Bank. (maximum of 40 per session)

To schedule, contact:

Megan Curran
202-644-9882 | 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.”
MOST WANTED ITEMS: High Fiber, Low Sugar, Low Sodium

Canned Tuna, Salmon, or Chicken

Grains
brown & white rice, pasta, macaroni & cheese

Healthy Snacks
raisins, granola bars

Canned Vegetables
low sodium, no salt added

Hot and Cold Cereal
oatmeal, cheerios, cornflakes, raisin bran

Peanut Butter

Canned Fruits
in light syrup or its own juices

Canned or Dry Beans

100% Juice
all sizes, including juice boxes