



HOW-TO GUIDE

CAMPAIGN OVERVIEW,
PLANNING YOUR CAMPAIGN,
& OTHER RESOURCES

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


CAPITAL AREA
FOOD BANK.

May 1–31, 2021



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

TABLE OF CONTENTS

CAMPAIGN OVERVIEW

Making an Impact	2
Quick Facts	3
Campaign Successes	4
2021 Timeline	5

PLANNING YOUR CAMPAIGN

How to Get Started	6
Point System	7
Planning Checklist	8
Coordinator Conference Calls	9
Best Practices	10

OTHER RESOURCES

Hunger Facts	11
Face Hunger® Simulation Information	12



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 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 5 million meals

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



\$481,856

raised by 40 firms and allied organizations in 2020.



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 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, 2021: The duration of the campaign.

JUNE 9: 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 600,000 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 2020, we distributed over 55 million meals to 600,000 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.



2020
Highlights

37 PARTICIPANTS

1,205,000 MEALS DONATED

Campaign Successes

2020 FOOD FROM THE BAR PARTICIPANTS

ACC NCR	DLA Piper	K&L	SABA
Akin Gump	Duane Morris	Kelley Drye	Seyfarth Shaw LLP
APABA	Faegre Drinker Biddle & Reath LLP	MSK	Shearman and Stearling LLP
Arnold & Porter	Foley & Lardner	Munger, Tolles, & Olson	Tanenholz & Associates
Ballard Spahr	Freddie Mac	Paul Hastings	The George Washington University Law School Student Bar Association
Carlton Fields	Hispanic Bar Association	PBG	Thompson Coburn
Cassidy Levy Kent LLP	Hogan Lovells	Pillsbury	Womble Bond
Crowell & Moring	Hunton Andrews Kurth	Quarles & Brady	WSGR
Davis Wright Tremaine LLP	Jackson & Campbell	Reed Smith LLP	
Dentons		Ropes & Gray	

BY THE NUMBERS

	2008	2009	2010	2011	2012	2014	2015	2016	2017	2018	2019	2020	Totals
TOTAL RAISED: \$	55,000	75,000	64,000	77,000	100,000	130,000	261,000	280,000	320,000	283,000	315,000	482,000	2,442,000
TOTAL IMPACT: MEALS	165,000	225,000	180,000	192,500	250,000	325,000	650,000	700,000	800,000	707,500	787,800	1,205,000	6,187,800



This Year's Virtual Format

CAMPAIGN KICKOFF takes place on Zoom.

FOUR OPTIONAL CONFERENCE CALLS are available for campaign coordinators.

2021 Timeline

Plan

MARCH 1

Official Registration Opens
www.capitalareafoodbank.org/foodfromthebar

MARCH 4

Campaign Kickoff Event
12:30-1:30 PM
[Zoom \(click here\)](#)

MARCH TO MID APRIL

Host “lunch & learn” at your firm
Contact mcurran@capitalareafoodbank.org
to schedule

MARCH 25 & 26 AND APRIL 7 & 8

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

Implement

MAY 1

Campaign Begins

Wrap Up

MAY 31

Campaign Ends

JUNE 9

Last Day to Deliver Donations

JUNE (TBD)

Closing Reception/Awards Announced

How to Get Started

- 1 Click this link:
<https://give.capitalareafoodbank.org/fftb-2021>
- 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!





Point System

HOW IT WORKS

From May 1–31, 2021, 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 12, 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 teams joins a coordinator call

Recap of Points

\$1 = 1 point

HOSTING A FOOD DRIVE = 100 points

HOST A VIRTUAL EVENT = 500 points

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

Small Dollar Donation Award / Have the most \$100 and under donations

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

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 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 (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

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

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 200,000 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

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

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