



2020 TOOLKIT

April 20 - May 1

Join the Competition

- Register online at LegalFoodFrenzy.com
- Contact Mallory Reckling - 757.314.4575 | mreckling@foodbankonline.org

Competition Categories

- Private Regional Firms: 1-99 employees
- Large Firms: 100+ employees
- Law Schools
- Government / Public Service Firms
- Corporate Legal Departments

Competition Awards

Regional Awards

- 1 Private Firm per food bank area
- Volunteer Service Award

Statewide Awards

- Attorney General Cup (min. of 5-person office)
- 2 Large Firms
- 2 Government and Public Service Firms
- 2 Corporate Legal Departments
- 2 Law Schools

Awards are determined two ways:

- Regional Award - Total amount raised per capita
- Statewide Awards - Total amount raised per capita and total giving amount
- Attorney General Cup - Total amount raised per capita from Regional or Statewide Levels
- Volunteer Service Award - Total amount of volunteer points per capita

Compute all points earned and divide that number by the total employees to provide a per capita figure. Categories are based on the number of employees, regardless of their position.

All winners will receive recognition during a June 2020 reception hosted by the Attorney General of Virginia.

Firms and organizations with multiple locations:

Offices located within another food bank's service area will compete independently at the state level. For example, a firm's office in Virginia Beach will compete against their office in Richmond.

How to Compete

Collect Funds	4 points per dollar received
Collect Food	1 point per pound received
Volunteer Participation	500 points per office

Bonus Point Opportunities

Early Registration	100 points
Kick-Off Luncheon Attendance	50 points
Referral Bonus	1,000 points
Hunger Action Month™ 2019 Photo	100 points

Check-In Week

Food and funds will only be counted or collected during the competition dates (April 20 - May 1, 2020). Any additional donations may be turned in after May 8, 2020 but will not count towards the competition.

All donations must be delivered to the Foodbank during Check-In hours.

Norfolk Location - 800 Tidewater Drive, Norfolk, VA 23504

Monday, May 4 - Friday, May 8 | 8:00 AM - 4:00 PM

Collect Funds

Financial contributions are tax-deductible and encouraged. Through our bulk purchasing capacity, food sourcing relationships, and food donations, every \$10 donated distributes approximately \$60 worth of grocery products to neighbors struggling with food insecurity.

For the purpose of this competition, each dollar contributed will count as four points.

The official letter donation acknowledgment issued by the Foodbank can only be addressed to one donor. Therefore, the receipted amount to the company will not include the amounts credited to individual donors.

There are 3 ways to donate funds to the Foodbank of Southeastern Virginia and the Eastern Shore:

- Cash - Please include a list of contributors or individual receipts for cash donations, indicating the contributor's name, address and amount of donation. If provided, official acknowledgement from the Foodbank can be sent to the individual donor following the competition. Please refrain from including loose change in the donation.
- Check - Checks should be made payable to: Foodbank of Southeastern Virginia or FSEVA.
- Donate Online - Everything is easier when you do it online, and the same is true for food drives! During the competition dates, you will have the opportunity to donate online through a virtual food and fund drive specific to your company. More information on this online donation opportunity will be provided prior to the start of the competition.

Collect Food

Non-perishable food items will be weighed on site during Check-In and the results will be tabulated in meals.

For the purpose of this competition, each pound contributed will count as 1 point.

The shopping list of our non-perishable most needed items helps the Foodbank build nutritious meals. We appreciate all food donations; however, we ask that:

- You do not bring food in glass containers due to the high risk of breakage.
- Packed items in cases, cartons, or boxes remain unopened.
- Donations refrain from including candy or soda as they will not be counted in total pounds collected.

Volunteering

Every time you volunteer with the Foodbank of Southeastern Virginia and the Eastern Shore, you know that you have helped put food on the table of our neighbors in need. Volunteers are critical in our efforts to provide healthy, nutritious food to our community. We have several different levels of involvement and many different kinds of volunteer opportunities.

Participants who volunteer as an office at the Foodbank of Southeastern Virginia and the Eastern Shore will receive 500 total points towards the competition.

Volunteer Service Award

Each employee that participates in a volunteer activity will receive 50 points for their team. The firm with the most volunteer points per capita will receive the Volunteer Service Award.

Please note: the points earned for this category only count towards this local level award and will not be included in your total points for the competition.

Volunteer shifts may take place from March 1 through June 30 but must be reserved no later than May 1.

To schedule volunteer shifts, please contact:

Stephanie Gordon, Volunteer Manager at stgordon@foodbankonline.org or 757.314.4576

On the Eastern Shore, Charmin Horton at chorton@foodbankonline.org or 757.787.2557

Referral Bonus

'New' firms must have not competed in Legal Food Frenzy in 2019 and must recognize the 'referring' firm on its 2020 registration. The new firm must compete for the referring firm to receive bonus points.

For the purpose of this competition, each successful referral will result in 1,000 bonus points.

Hunger Action Month™ Photo

Hunger Action Month, which takes place each September, is a time when people all over America stand with the Feeding America nationwide network of food banks to fight hunger. We commemorate Hunger Action Month by spreading the word about hunger in our communities, volunteering, advocating, donating and helping raise awareness about hunger.

Regional and statewide participants who submitted a photo of their office wearing orange during September 2019 will receive an additional 100 points.

If you want to kick-start Legal Food Frenzy 2021, send a photo of your office wearing orange during Hunger Action Month 2020 to mreckling@foodbankonline.org.

Important Dates

Competition Dates

Registration Begins	Sunday, March 1, 2020
Early Registration Deadline	Tuesday, March 31, 2020
Kick-Off Luncheon at the Foodbank	Thursday, April 9, 2020 from 12:00 - 1:00 PM
Legal Food Frenzy Competition	April 20 - May 1, 2020
Check-In Week at the Foodbank	May 4 - May 8, 2020 from 8:00 AM - 4:00 PM

Volunteer Opportunities

Volunteer as an office by June 30, 2020 to receive 500 additional points towards the competition.

Please reserve a volunteer time prior to your shift.

Youth & Family Volunteer Night <i>Youth ages 6 - 11</i>	3rd Monday; 2nd and 3rd Thursdays 5:30 PM - 7:30 PM
Quality Assurance Volunteer Night <i>Volunteers must be at least 12 years of age</i>	Monday & Thursday 5:30 PM - 7:30 PM
USDA Helping Hands Food Distribution	Friday 8:00 AM - 11:30 PM

For information on registration or competition procedures, contact Mallory Reckling at mreckling@foodbankonline.org or 757.314.4575

For information on volunteer opportunities or shift scheduling, contact Stephanie Gordon at stgordon@foodbankonline.org or 757.314.4576

Fundraising Ideas

Host a Happy Hour – Host a happy hour at your office! Sell drinks and have the proceeds go towards the Foodbank while you have some after-hours fun and get to know your co-workers.

Bidding Wars – Start a bidding war for a range of opportunities – from getting the chance to pick a select member of your management team to scheduling your boss to do a task for you. Have some envelopes to stuff? Now you have help!

Challenge Your Neighbors – Have an office in another city? Challenge them to see who can give the most to their local charity. Know other teams in your building that are up for the challenge? Don't hesitate, send them an email right away (and earn bonus points if they compete)!

Match Your Gifts – Double Your Impact! Check if your company matches employees' charitable donations.

Trivial Pursuit – Create teams of three or four with an entry fee per team. Sell "Get Out of Jail" passes that teams can use when they don't know the answer.

Theme Fridays – Select days when colleagues make a donation to "dress down". Try the opposite...Formal Friday has been a crowd favorite.

Bake Sale – Don't limit it to baked goods. Your teams have all kinds of cooking skills!

Raffle / Silent Auction – Raffle off parking spots, tickets to sporting events or concerts, bottles of wine, a weekend get-away...the options are endless!

Piggy Back – Add a collection to another planned event like a meeting, luncheon, or pancake breakfast.

Donation Bag Distribution – Distribute grocery bags or boxes to participants and ask them to bring them back with items from our shopping list.

Themed Food Drives – Designate days of the week for specific foods, i.e. Macaroni Monday, Tuna Tuesday, Wheaties Wednesday, and Baby Formula Friday.

Let's Vote – Whether it is choosing a theme for a year-end celebration or voting for the best holiday outfit, let your group share their opinion by donating food. Label a collection box for each option participants are able to vote for. Each food item placed into the box equals 1 vote.

Scavenger Hunt – Create a scavenger hunt in order to collect the most needed items.

Dog Days – Contribute a donation to bring your furry friends to work.

Fundraising Ideas Continued

Feed it Forward – Do you ever offer complimentary lunch? Would someone from your organization be willing to prepare and donate a lunch for everyone? Ask your supporters to donate the cost of the meal they get for free to the Foodbank.

BINGO – Make BINGO cards with some of our most needed items. See who can get BINGO first!

Lottery for Loot – Set either a donation amount met or number of cans brought in to earn a ticket and have a drawing. The winner wins a prize (gift card, movie tickets, etc.).

Game / Movie Night – Host a board game or movie night and ask for donations of food and funds for entry. Make it a full party by providing refreshments or having it potluck style.

Lose the Latte / Brown Bag It – Skip that run to the coffee shop and buy a meal for a hungry neighbor. Ask participants to bring their lunch instead of eating out and donate what they would have spent to the drive.

Mobile Concession Stand – Need some caffeine or a snack around 3:00? Send a concession cart through the office to provide that mid-day boost and collect monetary donations.

Daily Total Talk – Display daily totals in high-traffic areas to keep people motivated.

Friendly Competition – Divide the office in to different teams. The team that collects the most donations gets bragging rights until next year's competition!

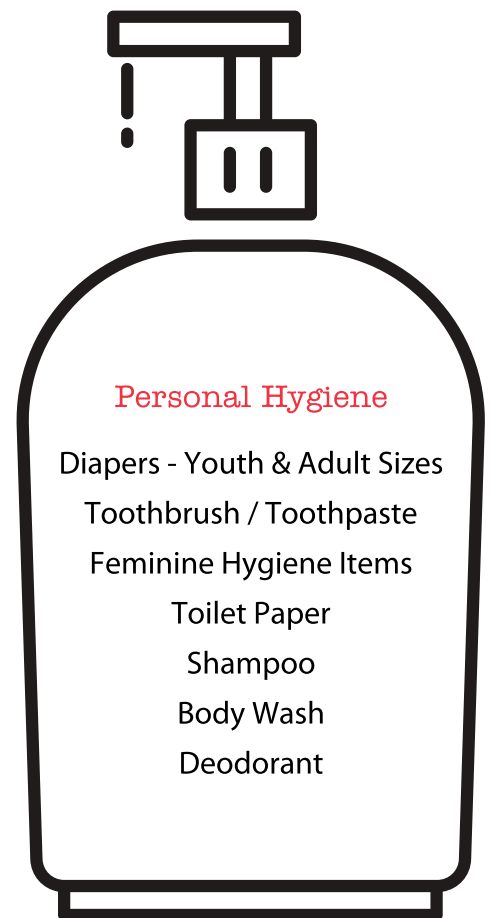
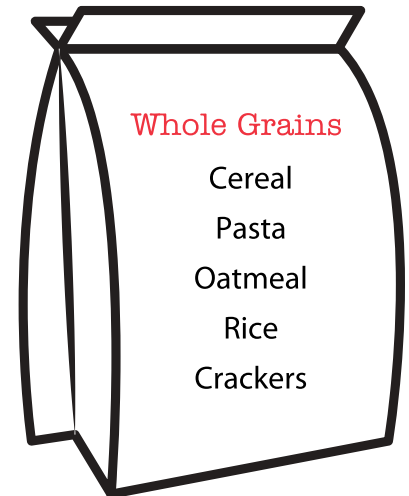
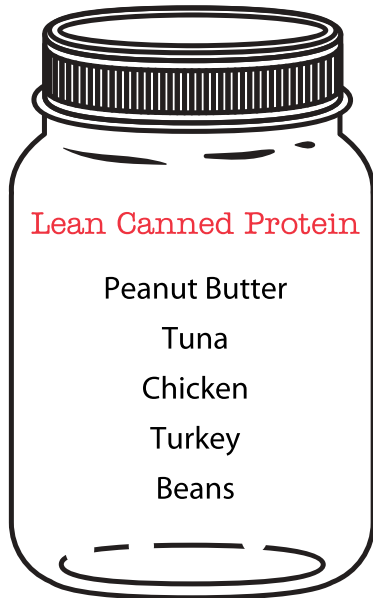
Branded Merch Sale – From custom t-shirts with your logo, to hats, coffee mugs, and water bottles, there are plenty of items you can sell! Selling merchandise during a fundraiser or volunteer engagement can help you raise extra money. Plus, a crowd of people all wearing the same shirts can drum up excitement about your fundraiser!

50/50 Raffle – The 50/50 raffle works like any other raffles – except the winner gets half of the funds you raise and the Foodbank gets the other half. Open the raffle up to families and friends.

Envelope Fundraiser – Have someone number the envelopes and post them on the bulletin board in a centralized location. Donors can simply choose the envelope that corresponds with the amount they want to give and place their donation inside the envelope.

International Food Festival – Global food culture is more popular than ever! Your international food festival can be potluck-style, where each participant volunteers to bring a home-cooked dish, or you can reach out to local restaurants and invite them to participate.

Shopping List



Please remember:

Non-perishable food

Non-breakable containers

Nutritional labels intact

Product is good for 6 months past the Best By, Sell By or Use By Date

Low Fat - Low Sodium - Low Sugar Products Preferred