Dear Foodbank Friends and Hunger Heroes,

As we carefully monitor the development of COVID-19 in Hampton Roads, our highest priority is the health and well-being of individuals who rely on us for food. The coming months will be uncertain for everyone, and school closures and job disruptions pose even greater threat for households facing hunger. That is why committing to become a Hunger Hero is more important than ever. During this time, we are prioritizing our efforts to distribute food to vulnerable populations most likely to suffer from food insecurity during the outbreak of COVID-19. These include seniors, children and low-income families.

In the midst of the pandemic, we find ourselves in a moment when we have to adapt and return to the community for support. We know that in the months ahead, the need in our community will continue to grow. These extraordinary times call for extraordinary generosity, and that is why we turn to you. The summer time is always toughest for the Foodbank when donations drop and demand increases once children are home from school. Last year, during June and July we distributed 2.7 million meals. This summer, we know the need for these meals will only increase as individuals and families continue to feel the impacts of COVID-19 in their households.

Now is the time to step forward and take action. We invite you to join us for an exclusively virtual Hunger Heroes competition to put meals on the tables of our neighbors in need. The Foodbank is resilient and poised to continue efforts meet this growing need—with your help. This year, Hunger Heroes brings more than just the corporate community together. The Foodbank invites any and all groups of people – local businesses, sports teams, social clubs, youth groups, and even families – to challenge themselves and their neighbors to become Hunger Heroes.

For the health and safety of everyone involved, we have moved the competition this year to be 100% virtual. It is a fun way to raise funds and spread the Foodbank’s message to support our community, all from the comfort and safety of your home. The best time to become a Hunger Hero is now. Supply chain disruptions are creating challenges for our regular pipeline of donated food items from food industry partners. We are forced to purchase more food, and this has increased our cost to provide a meal from $0.40 to $3.50.

By joining the competition, your support through virtual fundraising activities will help provide meals, but it will also help in another important way—raising awareness about hunger in our community. One in eight of our neighbors struggle with food insecurity, which means regularly not having enough food to eat. We know hunger will be on the minds and heart of more and more of our neighbors, and that is why your voice matters. Hunger Heroes take action in word and deed. We need your voice on social media to help spread awareness about the struggles many of our neighbors face to put food on their tables. Each week, Hunger Heroes teams will receive a toolkit with social media messages about why hunger matters to you, and what others can do to help.

We are all in this together, and now is this time to stand up and be a Hunger Hero. Will you join us?

With gratitude,

Mallory E. Reckling
Community Engagement Coordinator
Join the Competition
- Register online at https://foodbankonline.org/hungerheroes/
- Contact Mallory Reckling (Southeastern Virginia) - 757.314.4575 | mreckling@foodbankonline.org
- Contact Charmin Horton (Eastern Shore) - 757.787.2557 | chorton@foodbankonline.org

Competition Categories and Awards
Categories are based on the number of employees/members competing in the competition.
- Small: 1 - 9
- Medium: 10 - 99
- Large: 100 - 999
- Enterprise: 1,000+

Awards will include:
- Best Overall - ‘Most Meals Per Capita’
- 1st, 2nd, and 3rd place ‘Most Meals Per Capita’ in each category
- Foodbank Favorites - social media’s most memorable posts

Compute all fundraising points earned and divide that number by the total number of teammates to provide a total meals per capita figure.

Winners will be announced by July 1, 2020.

How to Compete

| Collect Funds | 1 point per $3.50 received |
| Social Media Challenges | 1 point per post and/or share |
| Pop-Up Points | Points based on pop-up challenge |
| Early Registration | 100 points |
| Justice League Member | 250 points |
| Virtual Kick-Off Luncheon | 50 points per team |
| Referral Bonus - Referring Team | 100 points |
| Referral Bonus - Referred Team | 50 points |
Collect Funds
Under normal operating conditions, the Foodbank can stretch a $10 donation and provide up to $60 worth of grocery products for our food insecure neighbors. While we are proud of that ability, it is predicated upon food sourcing options - including more than 9 million pounds of donated food each year - that are greatly restricted due to the COVID-19 outbreak. Our food industry partners do not have excess product to donate through our Food Rescue Program, and community members are conserving their own food resources in order to consistently put food on their tables. To respond quickly to the urgent community needs, we will deplete most - if not all - of our inventory in the coming weeks.

Purchasing additional food to restock our inventory will allow the Foodbank to ensure we are providing the safest, fastest, and most consistent product to our neighbors in need. However, relying significantly on purchased food will temporarily disrupt our business model and increase our food sourcing cost from $0.40 to approximately $3.50 per meal.

For the purpose of this competition, 1 point will be awarded for every $3.50 contributed.

Financial donations are tax-deductible. The official donation acknowledgment letter 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 2 ways to donate funds to the Foodbank of Southeastern Virginia and the Eastern Shore:
- 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 team. The online food and fund drive platform allows you to share your fundraiser with friends, family or coworkers, post or email updates and track your progress toward your goal. You are also providing a simple and secure way to accept donations, which come directly to the Foodbank. More information on this online donation opportunity will be provided prior to the start of the competition.
- Check - Checks should be made payable to: Foodbank of Southeastern Virginia or FSEVA and sent directly to the Foodbank (800 Tidewater Drive Norfolk, VA 23504). Checks post marked after June 19, 2020 will be accepted but will not count towards the competition.

Please include your team name in the memo.

Social Media Challenges
Social media is proving to be the future of outreach. No other platform offers the same reach for promoting awareness of important issues. We need your voice on social media to help spread awareness about the struggles many of our neighbors face to put food on their tables. Hunger Heroes teams will receive a toolkit with social media messages about why hunger matters to you, and what others can do to help.
Themes will be focused on the Foodbank's 4 strategic pillars: Lead, Feed, Strengthen and Transform. Through the implementation of our strategic pillars, we have developed and are executing innovative strategies that tackle the root causes of hunger. The Foodbank's strategic pillars are designed to balance our efforts to “feed the line” while giving specific attention to strategies designed to "end the line".

For the purpose of this competition, teams will receive 1 point per post and/or share.

Posts can be made and shared by individuals, teams, corporate accounts, etc. Please note that points will only be calculated if the post tags @FoodbankSEVA and contains the competition hashtag: #WeAreHungerHeroes.

Pop-Up Points
Be on the look out for Pop-Up Points as a way to receive bonus points during the competition. Information on Pop-Up Points will be distributed via email or posted on social media. Instructions on how to receive points will be included in each notification. For example, teams can receive double points per social media post during a 2-hour time frame on a specific day.

Pop-Up Point #1: After you register, earn 20 points by challenging 3 other businesses or organizations to be a Hunger Hero on social media. Please tag us @FoodbankSEVA and use #WeAreHungerHeroes to receive your points. This is a fun and easy way to earn Pop-Up Points and Referral Bonus Points for each successful recruit!

Referral Bonus
‘New’ firms must have not competed in Hunger Heroes in 2018 or 2019 and must recognize the ‘referring’ firm on its 2020 registration. The new firm must compete for the referring firm to receive points.

For the purpose of this competition, each successful referring organization will receive 100 points, and each referred organization will receive 50 bonus points toward the competition.

Food Collection & Volunteer Experience
In previous years, Hunger Heroes has offered points for teams who collect and donate non-perishable food and baby/hygiene items and for teams that volunteer. In an effort to practice social distancing guidelines as recommended by health officials, the Foodbank has eliminated the option to receive points for donating non-perishable items and for volunteering.

If you already have donations set aside for the Foodbank, please continue to check our web page at https://foodbankonline.org/covid-19/ for the most up to date information on collection sites. While these donations are greatly appreciated, they will not count towards the competition.

We thank everyone for their commitment to serving the Foodbank with your time and energy and will continue to update you on alternative ways to assist and notify you when volunteer shifts will reconvene.
Important Dates

Registration Begins  |  Wednesday, April 1
Early Registration Deadline | Thursday, April 30
Virtual Kick-Off Luncheon | Thursday, April 30
Hunger Heroes Competition | May 18 - June 12, 2020
Checks Due to the Foodbank | Friday, June 19
Winners Announced | By Wednesday, July 1

Please note that guidelines are subject to change.

For the most up to date information on Hunger Heroes guidelines, how you can help and how to receive assistance, please refer to our website at foodbankonline.org.

The Justice League is an illustrious group of corporations and organizations that embrace the notion that they should play a leadership role in the elimination of hunger in our community.

Each Justice League Member will register for Hunger Heroes and agree to the following:

- Set a goal of raising $2,500.00 for the Foodbank’s distribution programs - Companies may donate $2,500.00 or they can pledge to raise $2,500.00 during the fund drive four-week period of the competition (May 18-June 12)
- Use their voice to help promote Hunger Heroes and raise awareness of food insecurity in our community

In return for becoming a Justice League member, the Foodbank will provide the following:

- Recognition in our Hunger Heroes advertisement with local media
- Recognition as Justice League members on the Foodbank website
- Recognition on social media as a Justice League member
- Recognition as Justice League member at our Virtual Kick Off Luncheon
- Justice League members will receive an exclusive Justice League virtual background for use in video conferences.
- 250 bonus points for becoming a League member

For more information or to make your commitment to become a Justice League Member, please contact Mallory Reckling at 757.314.4575 or mreckling@foodbankonline.org.
Fundraising Ideas

This fundraising list is an example of some of Team Foodbank's initial engagement ideas. We will be providing a schedule of "quarantine friendly" weekly themes and fundraising ideas. Stay tuned!

The Race to End Hunger – Coordinate a "race" where your team runs/bikes/walks at the same time. For example, all Hunger Heroes teams individually participate in a 5K on Saturday, 6/6 at 9:00am. Charge an entry fee and go live on social media!

Virtual Talent Show – Donate to get tickets and vote for the most talented team member.

#TurnOrange to End Hunger – Break out your best orange shirt or prop and tell your social media followers why ending hunger is so important to you. Have an upcoming teleconference? Post a screen grab of everyone sporting their orange background. Earn points and let's go viral! Don't forget to tag @FoodbankSEVA and use #WeAreHungerHeroes.

Bidding Wars – Start a bidding war for a range of opportunities – from getting the chance to pie a select member of your management team to scheduling your boss to do a task for you. We know you'll be playing catch up in a few months when everyone's back in the office. 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 food bank. 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)!

Host a Virtual Happy Hour – Host a happy hour via Zoom! Request a cover charge and have the proceeds go towards the Foodbank while you have some after-hours fun and get to know your co-workers.

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

Theme Fridays – Select days when colleagues make a donation to “dress down”. Try the opposite…Formal Friday has been a crowd favorite. It’s been proven that getting out of your PJs improves productivity when working from home.

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

Dog Days – Contribute a donation to feature your furry friends on the next video conference. Take it a step further to vote with donations for the cutest!

QR Code in the Window – Make a QR code for your team’s fundraising page and post it on your mailbox or in your window. Encourage your neighbors to scan the code and donate to your team!

Virtual Cook-Off – Hold a virtual cook-off using items already in your pantry. Share the recipes and vote for the best.

Foodbank Fashion Week – Show off your best Hunger Hero costume. These include but are not limited to aluminum foil masks, bed sheet capes and leotards of power. Are you more of a Batsuit or Mark XLVI kind of Hero? The world needs to know!

BINGO – Make teleconference bingo cards with key words or phrases for your business (e.g. TPS reports, KPIs, quarterly revenue). Everyone donates to play. The first coworker to get bingo wins!

Virtual Movie Night – Host a movie night via Netflix Party and ask for donations for entry. Make it a full party by inviting everybody to sip on their beverage of choice and pretend that you can smell your friend’s popcorn through the screen.

Friendly Competition – Divide the office into different teams. The team that collects the most donations gets bragging rights until next year’s competition.

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.