The Commonwealth's largest and longest-running corporate fundraising competition is back! To date, more than 20 million pounds of food have been donated through Legal Food Frenzy to seniors, children and low-income families facing food insecurity through Virginia's seven regional food banks.

Some indicators suggest we are emerging from the worst economic impacts of the pandemic, but for countless families across Virginia, the recovery is far from over. These are people who live in cities, small towns, and suburbs. They are grandparents raising grandchildren. They are single mothers working three part-time jobs. They are two-wage households struggling to pay medical bills. They are military families and veterans. They could be your neighbors. Hunger hides in the shadows but it does not discriminate. We need your help to ensure that everyone has access to the nutrition they need to thrive. Will you join us?

JOIN THE COMPETITION

- Register online at LegalFoodFrenzy.com
- Contact Priscilla Weddle (Southeastern Virginia) - (757)-292-5118 | pweddle@foodbankonline.org
- Contact Leslie Hart (Eastern Shore) - (757)-787-2555 | lhart@foodbankonline.org
- Contact Teri Zurfluh (Western Tidewater) - (757)-641-0682 | tzurfluh@foodbankonline.org

COMPETITION CATEGORIES

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

COMPETITION AWARDS

Regional Award

- 1 Firm per food bank service area - award based on total points per capita

Statewide Awards

- Attorney General Cup - award based on total points per capita from Regional or Statewide levels
- 2 Large Firms - award based on total points per capita and total giving amount
- 2 Government/Public Service Firms - award based on total points per capita and total giving amount
- 2 Corporate Legal Departments - award based on total points per capita and total giving amount
- 2 Law Schools - award based on total points per capita and total giving amount
Per Capita
Compute all points earned and divide that number by the total number of teammates to provide a per capita figure. Please be sure to accurately reflect the total number of employees participating upon registration.

Teams with multiple locations:
If a team has offices in multiple regions, each office should register independently and compete against each other. For example, a firm's office in Virginia Beach will compete against their office in Richmond.

If a team has multiple locations that share lawyers/office staff within a region, we encourage you to register only one location.

COMPETITION POINTS
Fundraise - 4 points per dollar received
Food drive - 1 point per pound received
Early registration by Thursday, March 31 - 100 points per team
Referral bonus - 1,000 points
Volunteer bonus: must be scheduled by end of competition and happen before June 30, 2022 - 500 points per team

FUNDRAISE
For the purpose of this competition, 4 points will be awarded for every $1 received.

We know how much you want to help and we want your efforts to benefit the most neighbors in need. Donating funds to the Foodbank is the most impactful way to provide nutritious meals for individuals in our community. Because we're able to procure food at wholesale or lower costs, a $20 contribution can provide up to $60 worth of grocery products. Fundraising allows the Foodbank to provide high-quality grocery items that our neighbors need most, including fruits and vegetables and perishable items like meat and dairy.

There are 2 ways to donate funds during Legal Food Frenzy:
- **Donate Online** - During the competition dates, you will have the opportunity to donate through a virtual fundraising page specific to your team. The Foodbank's online platform allows you to share your fundraiser with your network of supporters and track the 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 the online fundraising platform will be provided prior to the start of the competition.
- **Check** - Checks should be made payable to: Foodbank of Southeastern Virginia or FSEVA, must be received by May 4 and include the team name on the memo line. They can be sent directly to the Foodbank (800 Tidewater Dr., Norfolk, VA 23504) or dropped off during Check-In Days. Please put them to Priscilla Weddle's attention.

Financial donations are tax-deductible. The official donation acknowledgement letter issued by the Foodbank can only be addressed to one donor.
FOOD DRIVE
For the purpose of the competition, 1 point will be awarded at the local level for every 1 pound received.

Traditional food drives are a fun and easy way to help us provide a variety of nutritious food and miscellaneous items to our Partner Agencies helping seniors, children and low-income families who face hunger. Collect nonperishable food, hygiene items and baby products from our Shopping List included on page 7 and turn them in to the Foodbank for us to distribute. Food drive items should be turned in directly at the Foodbank during Check-In Days. Items donated after May 4 will be accepted but will not count toward the competition.

Supplies
To help organize your food drive, we can provide supplies to help you estimate how much food you have collected or plan to collect. All supplies can be picked up at the Foodbank during warehouse hours: Monday –Friday from 8am to 3pm.

- Boxes will hold around 30 pounds of food and are 16" x 12" x 12". We recommend using boxes this size if you are providing your own boxes for safety reasons. For ease of moving, please do not use overfilled or over-sized boxes.
- Customizable posters are available to help promote your food drive.

Collection and Storage
Food should be stored in a clean, dry area where it will not be compromised, damaged or dented. Filled boxes will be heavy, so consider placing them on the ground floor or in areas that are in close proximity to elevators and exits. Check frequently for overflow and have a storage area available, perhaps an empty office or closet.

REFERRAL BONUS
For the purpose of this competition, each successful referral will result in 1,000 bonus points. 'New' firms must have not competed in Legal Food Frenzy in the past and must recognize the 'referring' firm on its registration form. The new firm must compete for the referring firm to receive bonus points.

CHECK-IN WEEK
All physical donations must be delivered to the Foodbank during check-in hours: Monday, May 2 – Wednesday, May 4 between 8am and 3pm. Any additional donations may be turned in after May 4 but will not count toward the competition.

A drop-off schedule will be created closer to the end of the competition.
VOLUNTEER PARTICIPATION
500 bonus points will be given for signing up to volunteer as an office. The volunteer event must be scheduled by the end of the competition and happen before June 30, 2022. If you need help scheduling your office’s volunteer shift, please contact our Volunteer Manager, Stephanie Gordon, at (757)-314-4576 or our Volunteer Coordinator, Stephanie Cuffee, at (757)-314-4559.

IMPORTANT DATES
Registration begins – Tuesday, February 22
Early registration deadline – Thursday, March 31
Volunteer - Sign up by April 29 and complete shift by June 30, 2022
Legal Food Frenzy competition – Monday, April 18 through Friday, April 29
Check-In Week at the Foodbank – Monday, May 2 through Wednesday, May 4 between 8am and 3pm

PLEASE NOTE THAT THE GUIDELINES ARE SUBJECT TO CHANGE.
For the most up to date information on Legal Food Frenzy, contact the Foodbank's Community Engagement Coordinator, Priscilla Weddle, at pweddle@foodbankonline.org or (757)-292-5118.
Fundraising Ideas

The Race to End Hunger – Coordinate a "race" where your team runs/bikes/walks at the same time. Charge a registration fee and go live on social media!

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

Bidding Wars – Start a bidding war for a range of opportunities – from getting the chance to pie a select a member of your management team to scheduling your boss to do a task for you.

Challenge Your Neighbors – Have an office in another city? Challenge them to see who can give the most to their local food bank. Know of other potential 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 – When you can’t meet up in person, going virtual is the next best thing. Request a cover charge while you have some after-hours fun and get to know your co-workers.

Match Your Gifts – Donors love to know that their money has the most impact possible, and with matching gifts, they’re essentially giving two gifts for the “price” of one. 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.

Virtual Concert – Just because we’re living through a pandemic doesn’t mean we can’t enjoy some live music. Bring the musicians of your team together to perform for the group.

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 at work or 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.

BINGO – Make teleconference bingo cards with key words or phrases for your business (e.g. adjournment, brief, conviction). Everyone donates to play. The first coworker to get bingo wins!

Team Movie Night – Host a movie night (or day) and ask for donations for entry…just like the theatre! Ask everyone to submit a vote for a movie and a time to watch it, and then stream it through a conference call for the entire team to see, no matter where they’re located.

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.

Game Day – There are several options to connect and play virtually: Pictionary, Trivia, Bingo, online board games. Once you decide on the date, time, tournament format, and what game you’ll use, you can start getting participants registered.

Virtual Class or Workshop – Cooking, yoga, crafting, exercise, knitting, a foreign language… think about what your audience would enjoy the most and go with that.

Peer-to-Peer Fundraising – Encourage your supporters to set up personal fundraising pages within your team’s page and share it with their networks – friends, families and colleagues. Your supporters will help us spread the word and share the Foodbank’s story.

Webinar – Keep your audience up to date by charging a small fee to access the event.

Social Media Campaign – Social media is proving to be the future of outreach. No other platform offers the same reach for promoting awareness of important issues. Challenge your followers to do something specific –something fun, challenging or unusual – and then take a photo of video of them doing it. Lead your followers to your donation page.

Free “X” With a Donation – Offer a desirable gift to anyone who makes a donation to the cause.

Get Creative – Whatever works for you, works for us!
Shopping List

Please remember that the Foodbank aims to provide nutritional, culturally specific and desirable items to our neighbors facing hunger.

Items must be in non-breakable containers with nutritional labels intact. When checking dates, keep in mind that product is good for 6 months past the Best By, Sell By or Use By date.

Low Fat – Low Sodium – Low Sugar Products Preferred

Lean Canned Protein
Peanut Butter • Tuna • Chicken • Turkey • Beans

Fruits & Vegetables
Canned Fruits • Canned Vegetables • Pasta Sauce • 100% Fruit Juice

Whole Grains
Cereal • Pasta • Oatmeal • Rice • Crackers

Boxed Meals
Soups • Stews • Boxed Meals • Canned Pasta

Personal Hygiene Items
Adult Diapers • Shampoo • Body Wash • Deodorant • Toothbrush / Toothpaste • Feminine Hygiene Items • Toilet paper

Baby Products
Formula • Baby Food • Diapers • Wipes
Mary's Story
For Mary, “it was hard to ask for help. I was used to helping.” Mary worked in pediatrics, orthopedics, and oncology during her 20-year nursing career, but lung and heart disease diagnoses made it impossible to continue. “I loved it. I miss nursing,” she said.

She still needed income, so she found a job at a grocery store, but the pay wasn’t as good and sometimes her hours would get cut or she’d get sick. When she didn’t have much money, she’d resort to eating whatever she had in her pantry. “I try to be careful, but when all you can get is certain (unhealthy) foods, you’re stuck with it,” she said. She never thought she’d need the services of a food pantry, but “when I ran into difficulties, they were here, and they’ve been here for me ever since.”

Robert’s Story
Robert, a resident of the St. Paul’s community, and his wife have been struggling to purchase nutritious food because most of their funds go to paying bills and rent. When he heard about the opening of The Community Feed at Jordan-Newby, he was thankful for the opportunity to walk through the doors on a weekly basis and experience the new way the Foodbank of Southeastern Virginia and the Eastern Shore is distributing food and services through its Food Hubs. To show his appreciation for the program, he clears the parking lot of leaves on every day that it is open. "This food bank helps a lot of people," he said.

Gregory's Story
"I help make coffee and then I help put milk in [my mom's] coffee,” Gregory, an eight-year-old, said, when asked about how he likes to help his mother out, around the house. He beamed when he talked about her cooking. “I eat chicken, I eat rice, I eat watermelon, I eat shrimp,” he said. His mother, Wendy, laughed. “He likes to eat everything! He never has any complaints!” she said.

Wendy is a housekeeper who has lost jobs because of the pandemic—lately, she has only been able to work for two to three days a week. But generous donations from the food pantry have helped her to continue supporting Gregory and their family, during a difficult time. “When I have time, I come,” she said.
Sarah's Story
Before the pandemic, Sarah was a restaurant store manager. “Before COVID, I never had visited a food pantry,” she said. “I never even had to worry about it.” But recently, Sarah was laid off from her job at the restaurant. While her husband still works in landscaping, he hasn’t received a paycheck in a while. So, Sarah made an incredibly brave choice: she decided to visit a food pantry near her home.

“We’re really struggling,” she admits. “This food is a miracle for me, honestly. We’ve just been praying to try to figure it out.” The food is helping Sarah focus on getting a job, and not worry about what her family's going to eat. And things are looking up. “I actually had two job interviews yesterday,” she said. “So, I’m hoping I hear back from one pretty soon.” Still, the extra food is a big relief. “We haven’t seen this much food in a long time,” Sarah said. “It makes a difference.”

Julie's Story
As a theater usher for about 20 years, Julie never needed help from a food pantry. But when she had a stroke and couldn't work anymore, she found a local pantry to help fill the gaps. When she got there, she realized she could put her organizational skills learned from ushering to good use. Now, as a volunteer, Julie's using those skills to make sure everyone who comes to the pantry has a good experience and gets their food fast.

“Seeing people with a smile on their face, that keeps me going. Volunteering at the pantry is my therapy,” she said. Julie usually checks people in when they arrive at the drive-thru pantry and helps move cars through the line. “My hope is to make sure we have what this community needs,” she said. “I want to see it grow.”

Scott's Story
For our neighbors like Scott, mobile pantries are incredibly important. Scott is a disabled veteran whose wife just had a pacemaker put in. The couple often watches – and cooks for – their five grandchildren while their parents are at work. “The price of food is going up and with everything going on we’re barricaded in our house just trying to make ends meet,” Scott said.