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.

This year, we are expecting more neighbors to experience food insecurity because of the rising cost of groceries, gas, and housing. Also, pandemic-era programs like Emergency SNAP allotments are ending, further exacerbating the inflationary pressures hurting low-income families. In 2022, Virginia’s food banks collectively distributed 135 million pounds of food through 1,100 partner agencies and community distribution sites across every city and county in the state. Rising food costs, and continued disruption to supply chains means our food banks must purchase much more product than in the past. 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 - (757)-292-5118 | pweddle@foodbankonline.org

COMPETITION CATEGORIES

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

COMPETITION AWARDS

Regional Award

- 1 Participating Organization 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
Kick-Off Luncheon April 11 12:30PM-1:30PM at the Foodbank - 50 points per team toward the local competition
Referral bonus - 1,000 points
Volunteer bonus: must be scheduled by end of competition and happen before June 30, 2023 - 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. 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 4 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 3, 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.**
- **Gifts from IRA, Donor Advised Fund, Stocks, or other asset type** is acceptable if FSEVA has verification that you have sent / requested the funding before the close of the competition. Please contact Priscilla Weddle for more details.
• Matching Gifts- Matching gifts can be counted towards your team total as long as you send proof that a matching request was submitted to your company before the end of the competition.

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 3 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 - 12pm; 1pm - 3pm.
  - Boxes will hold around 35 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 1 – Wednesday, May 3 between 8am and 3pm. Any additional donations may be turned in after May 3 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, 2023. If you need help scheduling your office’s volunteer shift, please contact our Volunteer Coordinator, Stephanie Cuffee, at (757)-314-4559 | scuffee@foodbankonline.org or our Volunteer Coordinator (VA Beach), Amari Hinton, at (757)-269-9569 | ahinton@foodbankonline.org.

IMPORTANT DATES
Registration begins – Wednesday, March 1
Early registration deadline – Friday, March 31
Volunteer - Sign up by April 28 and complete shift by June 30, 2023
Kick-Off Luncheon - April 11th at the Foodbank from 12:30PM-1:30PM
Legal Food Frenzy competition – Monday, April 17 through Friday, April 28
Check-In Week at the Foodbank – Monday, May 1 through Wednesday, May 3 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.
Consider joining the Defenders, a group of legal community members who are dedicated to making a significant, lasting difference in the lives of our neighbors facing food insecurity.

Each member of the Defenders will register for Legal Food Frenzy and agree to the following:
- Commit to a fundraising goal of at least $3,000 – teams may make their financial commitment up front or pledge to raise the amount during the competition period.
- Use their voice to help promote Legal Food Frenzy and raise awareness about ending hunger today and nourishing hope for tomorrow.

In return for becoming a member of the Defenders, the Foodbank will provide the following:
- Recognition as a member of the Defenders on the Foodbank’s website
- Recognition on social media as a member of the Defenders
- Recognition as a member of the Defenders at the Kick-Off Luncheon
- A tour of the Foodbank
- A personalized avatar

For more information or to make your commitment to become a member of the Defenders, please contact Priscilla Weddle at 757-292-5118 or pweddle@foodbankonline.org.
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!

Lip Sync Battle – Want to show off your lip-syncing skills for a great cause? Gather teams or individuals to perform in the battle and sell tickets at the door to audience members. The audience can then vote for their favorite performance by making a donation.

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 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 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.

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!

Free “X” With a Donation – Offer a desirable gift to anyone who makes a donation to the cause.
**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 Armor Suit kind of Hero? The world needs to know!

**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.

**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!

**Scavenger Hunt** – Create a scavenger hunt in order to collect the Foodbank’s most needed items: pasta sauce, canned fruit, cereal, and oatmeal.

**The Great Office Bake-Off** – Choose a type of baked good for members of your team to make to see who the best baker in the office is. Attendees will try the various baked goods and vote for their favorite recipe by donating money. Reward your top baker by giving them a prize!

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

**Cut the Coffee** – Skip that run to the coffee shop! Ask participants to donate what they would have spent on their coffee/drink to the drive.

**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.

**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
Janice's Story

Shortly after picking up her daughter Jaida, 7, from school, Janice swung by the school pantry. Providing her family with healthy food is “everything,” Janice said. The Foodbank’s distribution at the school “really helps. I love it.” Her daughter, a first grader who loves math, also receives breakfast and lunch at the school through the National School Lunch Program.

With a high cost of living in their community, the extra support helps. Janice said she isn’t always able to buy the food that they want at the grocery store. Janice works her customer service job from home, which makes it easier to cook for her family of four. Their favorite meal is tacos, and she was looking forward to loading up the dish with the vegetables and meat from the distribution.

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.

Lynleigh’s Story

Lynleigh loves to teach her four-year-old daughter Sabrina how to bake. “Not only does it make her feel good about herself, but I’m also teaching her fractions and counting,” Lynleigh said. While visiting a Foodbank distribution, Lynleigh was already planning their next kitchen collaboration: banana and zucchini breads, both from the fresh produce they received that day. With recent inflation and an unexpected loss of $1,000 a month in their family income, Lynleigh and her husband, who is a veteran, have struggled to access reliable, healthy food for their family of four.

But attending the distribution is a great help, Lynleigh said. “It gives me even that little bit of extra money where, even if it’s like $25 to $50, I can put some money back into savings.” “I was literally getting to the point where I was buying groceries on my credit cards,” she said. “I can feel good about the fact that they are actually getting food that is nutritious for them,” Lynleigh said.
Eddy’s Story
At the age of 18, Eddy is the only source of income for his family of five. He works at a local grocery store. Due to the pandemic, no one else in his family has been able to keep a job. Sometimes Eddy gets food at work to bring home, but it’s not enough.

His mom heard about the Mobile Market and asked Eddy to go see what he could get for the family. “I’m surprised by how much food I received today. Thank you so much for this,” he said, “We're very thankful.”

Ruby’s Story
“We need people,” Ruby said as she visited a local food pantry. The COVID-19 pandemic has been difficult for Ruby, who is immunocompromised. She has spent much of the last two years isolated at home. “As we ease back into the world, I'm just grateful,” she said. “I miss that connection with people.” Ruby loves to try new foods. Recently, she was introduced to jasmine rice. And after receiving green, red, and yellow peppers from the pantry, she’s excited to make a stir fry at home. “A stir fry is so easy,” she said. “The key is the sauces.”

Ruby worked for 43 years, most recently as a court-appointed advocate for children, but she finds that, with inflation, groceries can eat up a lot of her budget as a retiree. “You’ve got to either pay your bills or your groceries,” she said. “But you need both.”

Anwar’s Story
About two months ago, Anwar lost his job at a gas station. He’s been driving Uber ever since, but with inflation, high fuel prices and a family of six to feed, the money he makes doesn’t stretch very far.

Recently, Anwar visited a Partner Agency food distribution. He brought along his sons Muhammad, 5, and Ibrahim, 7. Anwar loves to cook for his family, and he was excited to learn that the pantry was distributing meat that day. “Food is really expensive right now,” he said. “All of this helps.”