



# 2023 Toolkit

## July 10-24

The Foodbank of Southeastern Virginia and the Eastern Shore is excited to present the 6th Annual Hunger Heroes food and fundraising competition! You are invited to challenge yourself and your neighbors to become Hunger Heroes in our community.

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 supplemental SNAP allotments are ending, further exacerbating the inflationary pressures hurting low-income families. Help us close the summer meal gap by providing more than 80,000 meals to kids, families, and seniors facing hunger and food insecurity. Will you join us?

### JOIN THE COMEPTITION

- Register online at [foodbankonline.org/hungerheroes/](https://foodbankonline.org/hungerheroes/)
- Contact Priscilla Weddle, Community Engagement Coordinator: 757-292-5118 | [pweddle@foodbankonline.org](mailto:pweddle@foodbankonline.org)

### COMPETITION CATEGORIES AND AWARDS

Categories are based on the number of employees/members competing in the competition.

- Small: 1-9      Large: 100-999
- Medium: 10-99      Enterprise: 1,000+

Awards will include:

- Best Overall (most meals per capita from any competition category)
- 1st, 2nd, and 3rd Place (most meals per capita in each category)
- Volunteer Service Awards (per capita for each category)

To provide the per capita figure, compute all points earned and divide that number by the total number of teammates. Please be sure to accurately reflect the total number of employees/members participating upon registration.

### HOW TO COMPETE

Fundraise 1 point per \$.73 received

Coordinate a food drive 1 point per 1.2 pounds received

Volunteer participation 100 points per participant shift

Justice League member 300 bonus points

Early registration 100 bonus points

Referral bonus referring team 100 points | referred team 50 points

Kick-Off Luncheon 100 points per team



## FUNDRAISE

For the purpose of this competition, 1 point will be awarded for every \$.73 contributed

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 \$10 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 fresh fruits and vegetables and perishable items like meat and dairy.

There are 4 ways to donate funds during Hunger Heroes:

- **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 and/or Cash:** Checks should be made payable to: Foodbank of Southeastern Virginia or FSEVA, must be received by July 26, and include "Hunger Heroes" on the memo line. They can be sent directly to the Foodbank or dropped off during Check-In Days. Please make checks out to Priscilla Weddle's attention. Cash should be dropped off during Check-In Days.
- **Gifts from IRA, Donor Advised Fund, Stocks, or other asset types:** These are acceptable if the Foodbank 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 acknowledgment letter issued by the Foodbank can only be addressed to one donor. Therefore, the receipted amount to the company or organization will not include the amounts credited to individual donors if a combined donation is turned in.

## COORDINATE A FOOD DRIVE

For the purpose of this competition, 1 point will be awarded for every 1.2 pounds 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 8, 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 July 26 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 through Friday from 8 am-12 pm and 1pm-3 pm.

- Boxes will hold around 30 pounds of food and are 16" x 12" x 12". For safety reasons, we recommend using boxes this size if you are providing your own. 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. Depending on the size of your audience, you may place several collection points in high traffic areas. 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.

## VOLUNTEER PARTICIPATION

For the purpose of this competition, 100 points will be awarded per participant shift.

Every time you volunteer with the Foodbank, 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, so please consider helping out as an individual, small group, or organization. We have several levels of involvement and many different kinds of volunteer opportunities.

Participants will have the opportunity to register for any available Foodbank volunteer shift(s) through August 25. Points will not be awarded for shift cancellations or no-shows.

Register to volunteer by Monday, July 24, and email a copy of the registration confirmation to Priscilla. After a quick registration process, you'll be able to login and view the upcoming openings via the hyperlinks below. Be sure to register yourself or your group for the shift you want and start recruiting your team. Our volunteer shifts go quickly!

- [Southeastern Virginia](#)
- [Western Tidewater](#)
- [Eastern Shore](#)

If you have questions or need help scheduling your team's volunteer shift, please contact one of our Volunteer Coordinators:

- Stephanie Cuffee, Volunteer Coordinator: 757-314-4559 | [scuffee@foodbankonline.org](mailto:scuffee@foodbankonline.org)
- Amari Hinton, Volunteer Coordinator: 757-269-9569 | [ahinton@foodbankonline.org](mailto:ahinton@foodbankonline.org)

## REFERRAL BONUSES

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.

'New' teams must have not competed in Hunger Heroes in the past and must recognize the 'referring' team on its 2023 registration. The new team must compete for the referring team to receive points.



## CHECK-IN WEEK

All food drive donations must be delivered to the Foodbank during Check-In Days: Monday, July 24-Wednesday, July 26. Checks can be dropped off during Check-In Days as well. Any additional donations may be turned in after July 26 but will not count toward the competition. A drop-off schedule will be created closer to the end of the competition for all teams that coordinate a food drive.

## IMPORTANT DATES

Registration begins – Monday, May 15

Early registration deadline – Friday, June 16

Registration deadline – Friday, June 30

Kick-Off Luncheon – Thursday, July 6, from 12-1 pm

Hunger Heroes competition – Monday, July 10-Monday, July 24

Volunteer registration deadline – Monday, July 24

Volunteer period – Friday, June 30-Friday, August 25

Check-In Days – Monday, July 24-Wednesday, July 26; times to be determined

Winners announced – Late August

## PLEASE NOTE THAT THE GUIDELINES ARE SUBJECT TO CHANGE.

For the most up to date information on Hunger Heroes, contact the Foodbank's Community Engagement Coordinator, Priscilla Weddle, at [pweddle@foodbankonline.org](mailto:pweddle@foodbankonline.org) or 757-292-5118.





Consider joining the Justice League, an illustrious group of participants who are dedicated to making a significant, lasting difference in the lives of our neighbors facing food insecurity.

Each Justice League member will register for Hunger Heroes 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 Hunger Heroes and raise awareness about ending hunger today and nourishing hope for tomorrow

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

- Recognition in the Hunger Heroes advertisement with local media
- Recognition as a Justice League member on the Foodbank website
- Recognition on social media as a Justice League member
- Recognition as a Justice League member at the Kick-Off Luncheon
- 300 bonus points

For more information or to make your commitment to become a Justice League member, please contact Priscilla Weddle at [pweddle@foodbankonline.org](mailto:pweddle@foodbankonline.org) or 757-292-5118.

**Thank you to the 2022 Justice League!**





## FUNDRAISING & ENGAGEMENT 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!

Lip Sync Battle – Want to show off your lip-syncing skills for a great cause? Charge teams a fee to participate 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.

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 Happy Hour – 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. 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: Pictionary, Trivia, Bingo, Jeopardy. Once you decide on the date, time, tournament format, and what game you'll use, you can start getting participants registered.

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

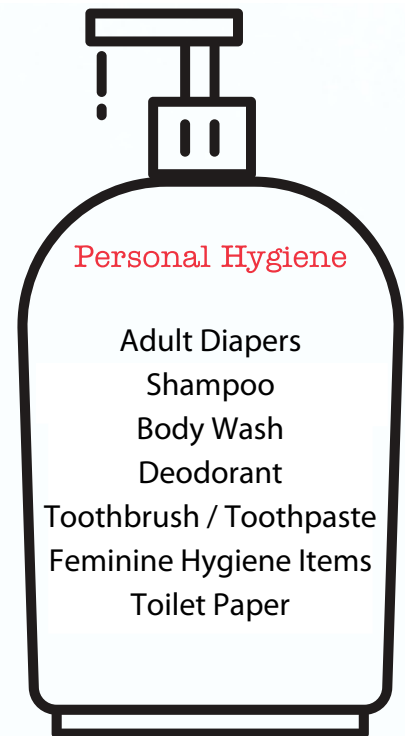
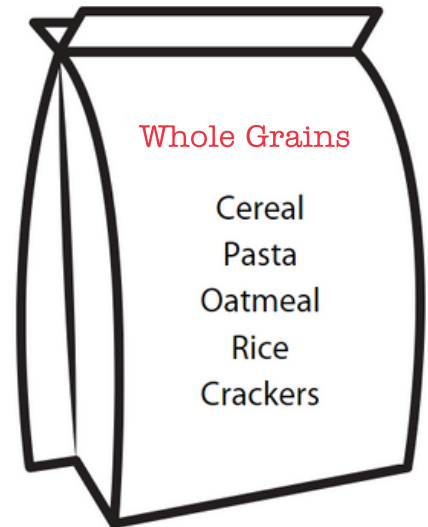
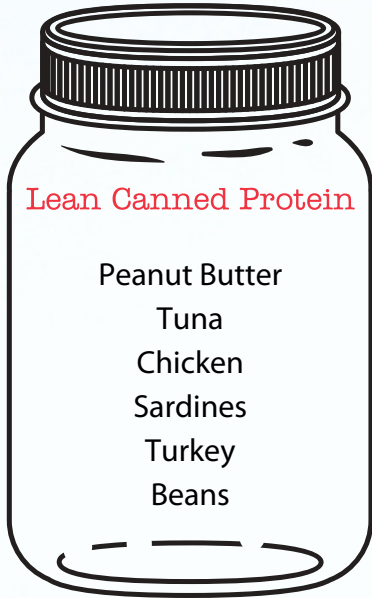
Peer-to-Peer Fundraising – Encourage your supporters to set up personal fundraising pages within your team's page and share it with their networks of friends, families, and colleagues. Your supporters will help us spread the word and share the Foodbank's story.

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

Low Fat - Low Sodium - Low Sugar Products Preferred



## Please remember:

- Non-perishable food
- Non-breakable containers
- Nutritional labels intact
- Check dates – product is good for 6 months past the Best By, Sell By or Use By Date



**Foodbank**  
of Southeastern Virginia  
and the Eastern Shore