



Legal Food Frenzy

2024 TOOLKIT

Legal Food Frenzy (LFF) is an annual fundraising competition created in partnership with the Virginia Attorney General, the Young Lawyers Division (YLD) of the Virginia Bar Association, and the Federation of Virginia Food Banks.

LFF is open to EVERYONE across the Virginia legal community. Now – more than ever – each law firm, law school, legal organization, and corporate/in-house counsel can have the biggest impact on hunger. Everything your team raises benefits the regional food bank that serves YOUR community.

To date, more than 20 million pounds of food have been donated to hungry families through Virginia’s seven regional food banks and their 1,100 partner agencies.

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QUESTIONS

Contact our Community Engagement Manager, Maddie Cottrell, at mcottrell@foodbankonline.org or 757-644-4432.

TOGETHER, WE CAN CLOSE THE CASE ON HUNGER.

JOIN THE COMPETITION

Register online at LegalFoodFrenzy.com,
or contact Maddie Cottrell at mcottrell@foodbankonline.org or 757-644-4432.

CATEGORIES

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

AWARDS

Regional Award

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

Statewide Awards

Attorney General Cup – based on total points per capita from regional or statewide levels
2 Large Firms – based on total points per capita and total giving amount
2 Government / Public Service Firms – based on total points per capita and total giving amount
2 Corporate Legal Departments – based on total points per capita and total giving amount
2 Law Schools – 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.

POINTS

Fundraise – 4 points per dollar received

Food drive – 1 point per pound received

Early registration by Friday, March 29 – 100 points per team

Sign-up to volunteer as a team by April 26 – 500 points per team

New firm referral bonus – 1,000 points per team

Kick-Off Luncheon: Thursday, April 11 – 50 points per team toward the local competition.

[Click here to RSVP](#) for the luncheon.

IMPORTANT DATES

Registration begins – Monday, March 1

Early registration deadline – Friday, March 29

Kick-Off Luncheon – Thursday, April 11 from 12:30-1:30pm at the Foodbank

Volunteer registration deadline – Friday, April 26

Legal Food Frenzy competition – Monday, April 15 through Friday, April 26

Donation Drop Week at the Foodbank – Monday, April 29, through Thursday, May 2, between 9am and 3pm

FUNDRAISE

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 \$1 provides 2 nutritious meals!

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, JustGiving, 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 on the next page.

Check – Checks should be made payable to: Foodbank of Southeastern Virginia or FSEVA, must be received by May 2 and include the team name on the memo line. They can be sent directly to the Foodbank or dropped off during Check-In Days. Please direct them to Maddie Cottrell's attention.

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.

FOOD DRIVE

1 point will be awarded at the local level for every 1 pound received.

Food drives provide a variety of food and essential items to support our partner agencies serving seniors, children, and families facing hunger. Collect nonperishable items 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 Donation Drop Days. Items donated after May 2 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.

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 of a building 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

Each successful referral will result in 1,000 bonus points.

'New' firms must have not competed 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.

VOLUNTEER PARTICIPATION

Each team volunteer shift will result in 500 bonus points.

Volunteers are critical in our efforts to provide nutritious food to our community, so please consider participating in a team volunteer activity. Connect to schedule a team volunteer shift with Maddie by April 26. Please note that volunteer shifts can take place at a later date, post-competition.

DONATION DROP WEEK

All food drive donations must be delivered to the Foodbank during drop hours: Monday, April 29 – Thursday, May 2, between 9am and 3pm. Any additional donations may be turned in after May 2 but will not count toward the competition. Participants may also drop checks off during this time.

Please note that guidelines are subject to change. For the most up to date information, contact the Foodbank's Community Engagement Manager:

Maddie Cottrell
(757) 644-4432
mcottrell@foodbankonline.org



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FUNDRAISING PAGE

Getting your own page up and running is easy and fun! Here's how:

1. Go to: <https://www.justgiving.com/campaign/lff2024>
2. Click "Start Fundraising."
3. If you don't have an account, it will prompt you to create one.
4. If you do, select the category that best fits what you are wanting to do. If you are unsure, select "do your own thing."
5. Select event type: an appeal for a charity.
6. Type your unique event name. Be creative!
7. Include event date only if it's necessary for your records.
8. ONLY check the "in memory of someone" box, if you are doing this on behalf of someone who has recently passed.
9. Create your fundraising web address that you get to share with your friends. It will be the URL that you share so that people can donate to your specific page.
10. You can select opt-in or opt-out of receiving further communications.
11. Click create your page!
12. Now you get to personalize everything from here on out. You can add photos, goals, description, etc. Have fun making it uniquely yours.
13. Share your page with everyone you know... Email it, post it on social media, text it!





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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 donate a portion to the Foodbank.

Talent Show – Donate a portion of ticket sales and vote for the most talented team member.

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.

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)!

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!

FoodBank Fashion Show – 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. 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, 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.

Board Game Day – Pictionary, Trivia, Bingo, etc. Once you decide on the date, time, tournament format, and what game you'll use, you can start getting participants registered.

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.

Social Media Campaign – Challenge your followers to do something specific – something fun, challenging or unusual – and then take a photo or 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

Your efforts make an enormous difference in the amount and variety of foods we are able to distribute to our neighbors.

Lean Canned Protein

Tuna
Sardines
Chicken
Turkey
Peanut butter
Beans

Fruits & Vegetables

Canned fruits
Canned vegetables
Pasta sauce
100% fruit juice

Whole Grains

Cereal / oatmeal
Pasta
Rice
Crackers
Granola bars
Pancake mix

Meals

Soups / stews / chili
Boxed meals
Canned pasta

Remember

Low fat, low sodium, and low sugar products preferred
Non-perishable food
Non-breakable containers
Nutritional labels intact
Product is good 6 months past the Best / Sell / Use By Date

Condiments

Ketchup / mustard
Salad dressing
Syrup
Jelly

Kitchen Essentials

Flour
Cooking oil
Herbs / spices

Personal Hygiene Products

Adult diapers
Shampoo / conditioner
Body wash / soap
Toilet paper
Toothbrush / toothpaste
Deodorant
Feminine hygiene items

Baby Products

Formula
Baby food
Diapers
Wipes

