

# 2024 TOOLKIT

## JULY 15-29

The Foodbank of Southeastern Virginia and the Eastern Shore presents the 7th annual Hunger Heroes, an annual food and fundraising competition that challenges our neighbors to join us in this noble mission to be the heroes our community needs!

### JOIN THE COMEPTITION

Register online at [foodbankonline.org/hungerheroes](https://foodbankonline.org/hungerheroes) or contact Maddie Cottrell, Community Engagement Manager, at [mcottrell@foodbankonline.org](mailto:mcottrell@foodbankonline.org) or (757) 644-4432.

### 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

**Best Overall** Most meals per capita from any competition category

**1st, 2nd, and 3rd Place** Most meals per capita in each category

**Best Costume (Single and Group)** Miles for Meals

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 members participating upon registration.

### HOW TO EARN POINTS

Fundraise **1 point per 50¢ received**

Host a food drive **1 point per 1.2 pounds received**

Volunteer **Up to 500 points**

Miles for Meals **100 points for registration**

Justice League member **300 bonus points**

Early registration **100 bonus points**

Referral bonus referring team **100 points** | referred team **50 points**



## FUNDRAISE

### Every 50¢ = 1 point

Donating funds to the Foodbank is the most impactful way to provide nutritious meals for individuals in our community. 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. See pages 6-7 for fundraising ideas!

- **Donate Online:** During the competition dates, you will have the opportunity to create a JustGiving 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. JustGiving is a simple and secure way to accept donations, which come directly to the Foodbank. See page 8 for information on how to create your page.
- **Check and/or Cash:** Checks should be made payable to: Foodbank of Southeastern Virginia or FSEVA. They must be written by July 29, and include "Hunger Heroes" on the memo line. They can be sent directly to the Foodbank or dropped off during Donation Drop Week. Cash should be dropped off during Donation Drop Week.
- **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 Maddie Cottrell 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

### Every 1.2 lbs. = 1 point

Food drives provide a variety of food and essential items to support seniors, children, and families facing hunger. Collect nonperishable food, hygiene items, and baby products from our Most Needed Items list included in on page 8, and deliver them to the Foodbank during Donation Drop Week.

### 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.

- 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

### One volunteer shift = 100 points

Volunteers play a crucial role in supporting our daily operations and assisting with vital tasks that include sorting and packing food, managing distribution events, providing administrative support, engaging in outreach initiatives, and more. We have several levels of involvement and many different kinds of volunteer opportunities.

Participants will be able to sign up for any open Foodbank volunteer shifts until July 29th. Due to limited availability, we've opened shifts up to single participants. Once you've signed up, please email a copy of the registration confirmation to Maddie. Our volunteer shifts go quickly!

- 1 person shift = 100 points (up to 500 points max)
- Group volunteer shifts of 5 persons or more = 500 points

To register, scan the QR code or [visit foodbankonline.org/volunteer](https://foodbankonline.org/volunteer). After a quick registration process, you will gain access to our volunteer portal where you can view the upcoming openings. Simply click on any date on the calendar to check for available spaces in each shift. If you have questions or need help scheduling your team's volunteer shift, please email Darnell Gaddis, Director of Corporate Engagement, at [dgaddis@foodbankonline.org](mailto:dgaddis@foodbankonline.org) or (757) 314-4576.



## MILES FOR MEALS

### 100 points per participating team | July 11, 2024 @ Norfolk Academy

Join us for an evening of family fun and compassionate giving at the Hunger Heroes kick-off event: Miles for Meals. Unleash your inner superhero while making a tangible impact on hunger! All funds raised during Miles for Meals walkathon will count as competition points for your Hunger Hero team.

It's easy. Register your team, secure pledges, and hit the track! Miles for Meals participants do not have to be directly affiliated with your organization to participate... Family members, friends and colleagues of all ages are welcome to join your Hunger Heroes team! We encourage each participant to secure their own pledges.

Don't forget to showcase your superhero spirit! Channel your favorite superhero or invent your own heroic persona, but let your creativity soar as you compete for the title of Best Costume.

Please note that a separate registration form for Miles for Meals is required.

See page 9 for more details.



## REFERRAL BONUSES

Referring team 100 points | referred team 50 points

'New' teams must have not competed in Hunger Heroes in the past and must recognize the 'referring' team on its 2024 registration. The new team must compete for the referring team to receive points.

## DONATION DROP WEEK

All food and monetary donations must be delivered to the Foodbank during Donation Drop Week: Monday, July 29 through Friday, August 2. Any additional donations may be turned in after August 2 but will not count toward the competition. A drop-off schedule will be created closer to the end of the competition.

## IMPORTANT DATES

Registration begins: Wednesday, May 15

Early registration deadline: Monday, July 1

Registration deadline: Friday, July 12

Miles for Meals: Thursday, July 11 @ Norfolk Academy

Hunger Heroes competition: Monday, July 15 through Monday, July 29

Volunteer registration deadline: Monday, July 29

Donation Drop Week: Monday, July 29 through Friday, August 2

Winners announced: August

## PLEASE NOTE: GUIDELINES ARE SUBJECT TO CHANGE

For the most up to date information on Hunger Heroes, contact Maddie Cottrell, Community Engagement Manager, at [mcottrell@foodbankonline.org](mailto:mcottrell@foodbankonline.org) or (757) 644-4432.

## SCAN TO REGISTER





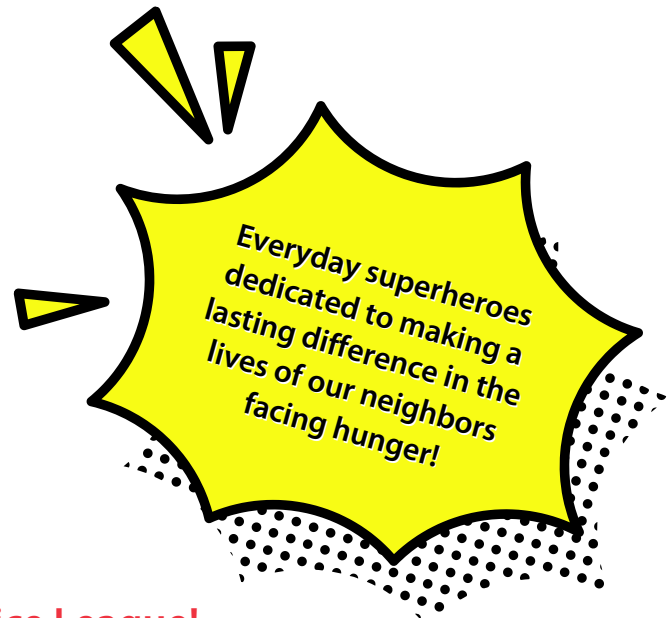
### COMMITMENT

- Pledge to a fundraising goal of at least \$3,000. Teams may contribute their financial commitment up front or pledge to raise the amount during the competition period
- Spread the word about Hunger Heroes and increase awareness regarding food insecurity in our community.

### IN RETURN

- Acknowledgement in advertisements with local media
- Recognition on the Hunger Heroes webpage
- Dedicated social media content
- Introduction at Miles for Meals
- 300 bonus points

For more information or to make your commitment to become a Justice League member, please contact Maddie Cottrell, Community Engagement Manager, at [mcottrell@foodbankonline.org](mailto:mcottrell@foodbankonline.org) or (757) 644-4432.



**Thank you, 2023 Justice League!**







# FUNDRAISING IDEAS

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.

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.

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. 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.



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!

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.

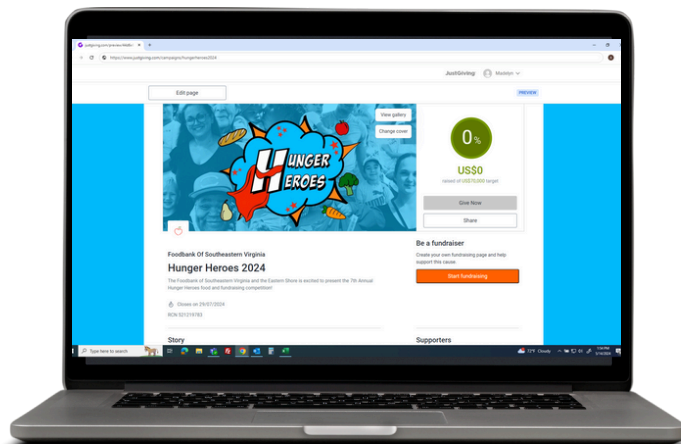
Webinar – Keep your audience up to date by charging a small fee to access the event.

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!

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



# CREATE YOUR FUNDRAISING PAGE



1. Go to: <https://www.justgiving.com/campaign/hungerheroes2024>
2. Click "Start Fundraising."
3. If you don't have an account, it will prompt you to create one.
4. Click "No" unless you are fundraising in memory of someone.
5. Select "Just Fundraising." Only select "I'm doing my own activity" if it's for a specific fundraising event outside of Hunger Heroes or Miles for Meals.
6. Select "No Occasion."
7. Set your fundraising goal!
8. Include your team's name in the page title and get creative!
9. Customize your 'why.'
10. Create the web address that you'll share with your friends to donate to your specific page.
11. Add a personalized photo or use the autofill.
12. Launch your fundraiser!
13. You can keep personalizing from here by adding photos, goals, description, etc. Have fun making it uniquely yours.
14. Share your page with everyone you know... Email it, post it on social media, text it!



# MILES FOR MEALS

## A HUNGER HEROES KICK-OFF EVENT

In Partnership with  
Norfolk Academy



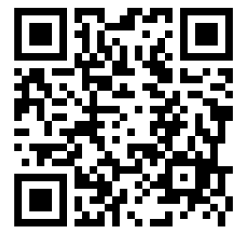
### ABOUT

As the kick-off to Hunger Heroes, Miles for Meals is a family-friendly fundraising event for registered teams to get a head start on the competition. Adorned in their best superhero costumes (optional), participants of all ages will hit the track to raise money for their teams dedicated to fighting hunger. Miles for Meals is a walkathon, meaning participants will secure pledges backing their participation prior to the event. Teams may recruit participants outside of their registered organizations to compete in addition to or on their behalf (i.e. family members, friends, etc.). Please report ALL estimated attendees at the time of registration.

### PLEDGES

- Pledges may be secured by lap, mile, or at a flat donation rate.
- Pledges may be recruited from within the registered organization, or through external sources (i.e. family members, neighbors, friends, etc.).
- We recommend that pledges have a minimum value of \$1 per lap.
- All pledges should be reported to the Team Captain prior to the start of the event.
- The Team Captain will keep track of all funds raised at Miles for Meals and report the total to the Foodbank by Monday, July 15.
- Donations from Miles for Meals will be turned into the Foodbank at the end of the Hunger Heroes competition

### SCAN TO REGISTER



*\*Note: This form is for Miles for Meals ONLY*

### TIMELINE

- Registration Opens **May 27**
- Registration Closes **July 8**
- Miles for Meals **July 11 @ Norfolk Academy**
  - Address **1585 Wesleyan Dr, Norfolk, VA**
  - Check-in Begins **@ 5:00 pm**
  - Pizza + Drinks Served **@ 5:00 pm**
  - Walkathon Begins **@ 6:00 pm**
  - Last Lap **@ 8:00 pm**
  - Best Costume Awards **@ 8:10 pm**
- Report Fundraising Total **July 15**

### IN RETURN

- 100 points for participating
- Head start on fundraising

### COSTUME CONTEST

- People's choice, so make sure to vote!
- Individual and Group Award

### QUESTIONS?

- Contact Maddie Cottrell at (757) 644-4432 or [mcottrell@foodbankonline.org](mailto:mcottrell@foodbankonline.org)



# MOST NEEDED ITEMS

## 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

