



LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.



Food From The Bar 2018

May 1 - June 2

Coordinator's Packet

#FFTB LA #WEFEEDLA

Contents

Overview and Introduction.....	1
Donations and Volunteering.....	2
Campaign and Key Dates.....	3
Coordinator Guidelines.....	4
Scoring and Awards.....	6



LARFB Resources and Contact Information

Questions, Feedback and Campaign or Donation Information

Christina Quezada, (323) 234-3030, ext. 163 or cquezada@lafoodbank.org

Virtual & Traditional Food Drive Contact

Araceli Martinez, (323) 234-3030, ext. 194 or aracelim@lafoodbank.org

Volunteer contact and reservations

Ana Martinez, (323) 234-3030, ext. 144 or amartinez@lafoodbank.org

Website with Coordinator Toolkit

www.lafoodbank.org/foodfromthebar

Social Media

Use our hashtags #FFTBLA and #WeFeedLA

- **Facebook:** www.facebook.com/foodfromthebarlosangeles

Like us on Facebook and check in for weekly updates. Email any photos from your firm's volunteering or fundraising events to cquezada@lafoodbank.org. Photos will be added to the Facebook page on a weekly basis. Share comments on posted activities.

- **Twitter:** www.twitter.com/ftbla

Please follow the Food From The Bar Twitter account and use @FFTBLA and our hashtags so your tweets will be picked up. Promote your activities and brag about your creative efforts.

- **Instagram:** www.instagram.com/ftbla

Please follow the Food From The Bar Instagram account, like photos, re-post photos, and mention @FFTBLA when you post.

Food From The Bar

The Legal Community Fights Hunger in Los Angeles County

Many children who rely on school lunch programs go without meals while on summer break. The Los Angeles Regional Food Bank strives to close that hunger gap by providing nutritious meals and groceries during that time. But these efforts come at a significant expense.

Ten years ago, the Food Bank found a partner in the Los Angeles area legal community. The Food From The Bar (FFTB) Campaign was modeled after a successful Bay Area campaign. A group of 31 law firms and other law-related organizations worked with the Los Angeles County Bar Association and Women Lawyers Association of Los Angeles to launch a friendly competition to raise funds and awareness to support the Food Bank. Since then, this annual campaign has grown every year. In 2017, the campaign raised more than \$475,000, collected more than 9,000 pounds of food, and staffed 774 volunteer shifts at the Food Bank.

Message from the Steering Committee

For our 10th campaign in 2018 we want to top these accomplishments. We want to see 100 organizations working toward our biggest goals yet in the battle against hunger in our community. So thank you for taking part in this anniversary campaign. We hope you find the experience enlightening and rewarding.

We frame the campaign as a competition (because what is the practice of law, if not competitive?) but we also appeal to the compassion and generosity of our members. Let's strive to do more than we did last year. Let's rock this campaign and show Los Angeles and the world the true spirit of our legal community.

Facts about the Los Angeles Regional Food Bank

This campaign may be focused on the difficult summer months, but the mission of the Food Bank is much broader. The Food Bank's reach covers all of Los Angeles County. The clients of the Food Bank are as diverse as Los Angeles. Since 1973 the Food Bank has distributed nutritious meals to millions of hungry individuals and families in the community. One of the largest organizations of its kind, the Food Bank relies on support from foundations, individuals, corporate donors and volunteers.

More about the Food Bank's Work and Reputation

- 1 out of 7 people in L.A. County is at risk of hunger, the equivalent of 1.4 million residents.
- Of the more than 300,000 individuals who receive assistance from the Food Bank each month, more than 80,000 are children.
- The main focus of the Food Bank is providing nutritious meals, and 20 percent of the food distributed is fresh produce.
- More than 1 million pounds of food is distributed each week through a network of more than 650 charitable agencies and Food Bank programs.
- For every \$1 donated, the Food Bank provides enough food for 4 meals.
- The Food Bank has a Four Star rating from Charity Navigator.
- In 2018, the Food Bank will celebrate its 45th Anniversary.

Donations

Donations Sent by Mail

- Financial donations may be collected and mailed directly to the Food Bank. Ask donors to complete and return the Food From The Bar donation form available at www.lafoodbank.org/foodfromthebar.

The IRS only allows a charitable deduction when a payment to a charity exceeds the fair market value of the goods or services received, otherwise there is no gift. Because the Food Bank is not in a position to determine FMV of sale items within your firm, we ask you to use your Virtual Food Drive as a means for payment for internal fundraising.

One acknowledgement letter per donation will be issued to the person whose name appears on the check. Please contact Christina Quezada at (323) 234-3030, ext. 163 or cquezada@lafoodbank.org for more information.

Virtual Food Drives

Supporters of your organization can donate money online through your organization's Virtual Food Drive page.

- Coordinators should add any check or cash donations they wish to be included in their Virtual Food Drive as off-line donations when logged into their Virtual Food Drive page. Then, mail the donations to the Food Bank with a note indicating the team name.
- We will set up a Virtual Food Drive page for you with a customized link, user name and password.

Please contact Araceli Martinez at (323) 234-3030, ext. 194 or aracelim@lafoodbank.org for assistance.

Food Donations

We encourage teams to bring food they collect directly to the Food Bank when they volunteer, but pickups for large amounts can be scheduled.

- To schedule a pick-up, contact Araceli Martinez (323) 234-3030, ext. 194 or aracelim@lafoodbank.org.
- The best items to donate include canned fruits and vegetables, canned meats, such as chicken or tuna, canned soups and stews, canned beans and other nutrient-dense, shelf-stable foods.

Volunteering

Visit www.lafoodbank.org/foodfromthebar for a list of all volunteer opportunities.

- Please designate one person to manage the team's sign-up process and confirm the total number of participants with the Food Bank volunteer department one week prior to the scheduled volunteering dates.
- Invite family and friends to participate. Their service will count toward the organization's overall goal.
- Children may participate, but for safety reasons, volunteer shifts are limited to participants 14 years or older.
- All volunteers are required to wear closed-toe shoes.
- All volunteers must sign in and include your organization's name to ensure your organization receives credit.

Volunteer Locations

Los Angeles Regional Food Bank

1734 E. 41st St., Los Angeles, CA 90058

Los Angeles Regional Food Bank

6055 Randolph St., Commerce, CA 90040

Los Angeles Regional Food Bank Family & Friends Days are May 5 and May 19.

Contact Ana Martinez at (323) 234-3030, ext. 144 or amartinez@lafoodbank.org to schedule a volunteer session.

Westside Food Bank

1710 22nd St., Santa Monica, CA 90404

One volunteer day is available at Westside Food Bank on May 12.

Available shift is 4 p.m. - 9 p.m. Contact Allison Griffith at (310) 828-6016, ext. 12 or allison@wsfb.org.

Tenth Anniversary FFTB Campaign 2018 Goals

\$500,000
2 Million Meals

10,000
Pounds of Food

1,000
Volunteer Shifts

100
Firms

- **Donations.** Teams may employ a variety of activities to encourage lawyers, staff, students, teachers, friends and family to give money to the Food Bank. The most common activities include straight-forward solicitation of contributions and contribution challenges. Some teams get really creative and host bake sales and cook-offs, auctions, and fitness contests. They'll offer privileges like Jeans-Days. Money may be collected in coins, cash and checks and by credit card when a donor uses a team's Virtual Food Drive webpage.
- **Food Donations.** The Food Bank can provide bins for the collection of canned goods and other staple food items. But some firms use this drive as a promotional opportunity. They'll set up tables with growing collections of donated food and keep coin collection cans nearby.
- **Volunteer Shifts.** Participant may enroll in one or more of the several opportunities to work a shift at the Food Bank. There are different projects available. Some teams will sort produce, check and organize donated goods or fill grocery bags for distribution. It is fun and rewarding work. Some teams bring along extended families, scout troops, church groups, or teens looking for community service opportunities. Most shifts are open to volunteers 14 years and older, but our two Family & Friends Volunteer Days include children five years and older. Many organizations have branded t-shirts and flaunt their volunteers for the cameras.
- **Law Organizations.** Law firms are predominate in the participant teams, but we encourage courts, law schools, legal-service providers, publishers and any organization that wants to be aligned with Food From The Bar. In the competition, we recognize different size organizations so even small groups can be acknowledged as leaders in the fight against hunger. This is a campaign that all members of an organization can support together. It can be a morale-booster for staff and attorneys working together.

Each of these participation categories is valuable and will be recognized in the FFTB competition. See page 4 for a description of the points and scoring as well as recognition levels and awards.

Key Campaign Dates 2018

February 20	Registration Opens – Register here .
April 26	Munger Games Kickoff Event – Register your trivia team when you register for the campaign.
May 1	First day of the Campaign
May 5	Family & Friends Volunteer Day - Kids 5 years and older
May 12	Bar Association Volunteer Day – Link to flyer
May 19	Family & Friends Volunteer Day - Kids 5 years and older
June 2	Last day of the Campaign
June 8	All financial and food donations must be received by the Food Bank to be included in award tallies
TBD	Awards Ceremony date to be determined

Weekly coordinator calls will be offered on Wednesdays and are designed to share information on campaign ideas and tips and to answer questions on the logistics of running a campaign.

FFTB Hunger-Fighting Team Coordinator Guidelines

1. Plan your campaign.

Many organizations create committees to plan their campaigns and organize activities. At minimum, you will need a FFTB Coordinator to be your liaison with the FFTB Steering committee and the Food Bank. You may also designate a volunteer coordinator and an optional giving page coordinator.

Consider now whether to participate in the Munger Games Kick-Off on April 26. This very fun and festive trivia contest was a big success last year. You may want to organize a trivia night of your own to identify your best four-person team.

2. Register for the campaign on the FFTB Registration Page.

Don't wait to get on board! Register as soon as possible to take advantage of helpful communications from the FFTB Steering Committee and the Food Bank. This is the information you need when registering:

- your name and email address as the primary FFTB contact and an alternate name and email address
- your organization's full name (to be used in announcements, on your online giving webpage, on your awards) and mailing address
- number of employees in your Los Angeles County operations
- whether you plan to donate money
- whether you want to use an online giving webpage. You can designate a separate coordinator to manage the page and your monetary goal to be posted on the giving page
- whether your team will be volunteering and who will coordinate volunteers for your organization
- whether you plan to collect food in a traditional food drive and if you want to use bins
- whether you will be posting campaign activities on social media and for your links or handles

3. Customize your Virtual Food Drive page.

The Food Bank will send you a link and login for your Virtual Food Drive page. Make the page your campaign banner and use it for credit card donations online. You can customize the page with your own photo or use Food Bank graphics. You can include a mission statement.

share the link. You can post it on your intranet or even on your webpage and let your employees and outside contacts know that you are a part of the FFTB campaign.

Post your check and cash donations to this page and you can chart your progress against your goals.

4. Promote FFTB and announce your activity on social media

Use your social media presence to promote FFTB. Let your clients and competitors know your organization is engaged in your local community. Use our tags #FFTB LA and #WeFeedLA.

5. Participate in Weekly Coordinator Calls.

These calls serve to keep you up-to-date on progress of the campaign (like when and how to report your first week's progress and how to submit activities for consideration in the creativity award). They are also sources of fundraising tips and ideas. Your questions and questions you didn't know you had will be answered.

Conference number (866) 312-4236

Passcode is 767 792 5071

FFTB Hunger-Fighting Team Coordinator Guidelines (cont.)

6. Organize your volunteers

Schedule your volunteer dates and promote the activity internally. Some organizations have branded t-shirts, aprons, or hats. Plan ahead to design and order those items if you want your organization to be recognizable in the pictures. Extend invitations to friends and family. Every volunteer shift raises awareness and contributes to your FFTB standing.

Contact Ana Martinez at amartinez@lafoodbank.org to schedule your volunteer dates. She will send you a link to a volunteer pre-registration page.

Volunteers must be at least 14 years old (except on Friends and Family Days when volunteers as young as 5 years old may participate) and must dress appropriately for warehouse work and wear closed-toe shoes.

Volunteers will be asked to sign liability and photo waivers.

7. Send your Donations in

Don't wait until the last minute to deliver your collected contributions. Be sure to send your first week's collections by May 11 for consideration in the Kickoff Award. Otherwise, send your collections when you have a critical mass. Keep in mind that ALL donations must be in by June 8.

Hopefully most contributions will go through your Virtual Food Drive page, but you may also have checks and cash. You may mail collected checks directly to the Food Bank. Include a FFTB Donation form for each check to be considered a donation for tax purposes.

Cash and coin contributions are best converted to a check for delivery to the Food Bank but contact Christina Quezada at (323) 234-3030, ext. 163 or cquezada@lafoodbank.org for more information on cash contributions.

8. Plan to send a delegation to the FFTB Awards Ceremony

When the campaign is over and the contributions are in, the Food Bank creates certificates and trophies and presents them at an evening reception in June. You definitely want to be there to pick up your achievement award - and maybe another trophy. Come, check out the competition once more, and see who wins. Then start planning for next year.



Awards and Scoring

Points will be awarded for financial contributions, food donations and volunteer hours completed between May 1 and June 2.

Scoring

- \$1 = 1 point
- 5 lbs of food = 1 point
- Each volunteer shift worked = 20 points

Awards

- All participating teams will receive an Achievement Award.
- An Overall Award will be presented to the team with the most points.
- A Highest Per Capita Award will be presented to the team with the most points per capita.

Achievement Awards and Levels

- Diamond Partners - 20,000 points
- Platinum Partners - 12,000 points
- Gold Partners - 6,000 points
- Silver Partners - 2,000 points

Additional Awards

- Kickoff Award - highest total of monetary donations during the first week of the campaign.
- Volunteer of the Campaign Award - highest percentage of volunteers (measured by organization size) or by number of shifts.
- Cornucopia Award - participant donating the greatest amount of food.
- Best All Around Award - outstanding achievement for a firm with fewer than 100 employees based on funds raised, pounds collected and volunteer hours per capita.
- Creativity Award - as determined by the Food Bank, the most innovative, unusual or effective means of supporting the Food From The Bar campaign.
- Best Public Entity Award - best achievement by a public entity or school.
- Chairs of Campaign Award - as determined by chairs of campaign using their desired criteria.
- Best use of Social Media - as determined by the Food Bank, the most innovative, creative or effective use of social media.
- Rookie of the Year Award - given to an exceptional firm participating in the campaign for the first time.

