



LOS ANGELES REGIONAL



COORDINATOR PACKET 2024



LOS ANGELES REGIONAL FOOD BANK

Resources and Contact Information

Questions, feedback and campaign or donation information:

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

Team fundraising page and food drive contact:

Morgan Goldstein, (323) 234-3030, ext. 194 or mgoldstein@lafoodbank.org

Volunteer contact and reservations:

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

Jessel Cruz, (323) 234-3030, ext. 190 or jcruz@lafoodbank.org



The Food From The Bar website, including the coordinator toolkit:
LAFoodBank.org/foodfromthebar

SOCIAL MEDIA:

Use our hashtags **#FFTBLA** and **#WeFeedLA**



www.facebook.com/foodfromthebarlosangeles

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



www.x.com/fftbla

- Follow the Food From the Bar X (formerly Twitter) account and use **@FFTBLA** and our hashtags so your tweets will be picked up. Promote your activities and brag about your creative efforts.



www.instagram.com/fftbla

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

FOOD FROM THE BAR 2024

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.

Sixteen 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 2023, the campaign raised more than \$548,900.

Message from the Steering Committee

In 2024, we want to top these accomplishments. We want to see 60 organizations working toward our biggest year yet in the battle against hunger in our community. Thank you for taking part in this 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, from Long Beach to the Antelope Valley. 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 4 people in LA County is at risk of hunger, the equivalent of 2 million residents.
- An average of 900,000 individuals received assistance from the Food Bank each month in 2023.
- The main focus of the Food Bank is providing nutritious meals. 95% of the food distributed is rated as nutritious.
- Millions of pounds of food are distributed each week through a network of 600 partner agencies and Food Bank programs.
- For every \$100 donated, the Food Bank provides enough food for up to 400 meals.
- The Food Bank has a Four Star rating from Charity Navigator.

Financial Donations

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 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 team page as a means of payment for internal fundraising. One acknowledgment 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.

Team Fundraising Page

Supporters of your organization can donate money online through your organization's Team Fundraising Page. Coordinators should add any check or cash donations they wish to be included in their Team Fundraising Page as offline donations when logged into their team page. Then, mail the donations to the Food Bank with a note indicating the team name. We will set up a Team Fundraising Page for you with a customized link, user name and password.

Please contact **Morgan Goldstein** at (323) 234-3030, ext. 194, or mgoldstein@lafoodbank.org for assistance.

Food Donations

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

To schedule a pick-up, contact **Morgan Goldstein** at (323) 234-3030, ext. 194, or mgoldstein@lafoodbank.org.

Volunteering

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.
- Volunteer shifts are limited to participants 18 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

1701 41st Place,
Los Angeles, CA 90058

2300 Pellissier Place,
City of Industry, CA 90601

Los Angeles Regional Food Bank Family & Friends Days are April 27, May 4, 11, and 18.

To schedule a volunteer session please contact:

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

Jessel Cruz at (323) 234-3030, ext. 190, or jcruz@lafoodbank.org

2024 FFTB CAMPAIGN GOALS

\$600,000

2.4 Million
Meals

600 Pounds
of Food

600 Volunteer
Shifts

60 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 straightforward 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 donation page.

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

Participants 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, church groups, or friends. Shifts are open to volunteers 18 years and older, but our 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 predominant in the participant teams. Still, we encourage courts, law schools, legal service providers, publishers and any organization that wants to be aligned with Food From The Bar to join us. 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 **FTTB** competition. A description of the points and scoring, as well as recognition levels and awards, is available at the end of this document.

Key Campaign Dates 2024

March 1	Registration Opens – Register at support.lafoodbank.org/fftb2024registration .
April 15	First Day of the Campaign
April 25	Munger Games
April 27	Family & Friends Volunteer Day- Kids 5 years and older
May 4	Family & Friends Volunteer Day- Kids 5 years and older
May 11	Family & Friends Volunteer Day- Kids 5 years and older
May 18	Family & Friends Volunteer Day- Kids 5 years and older
May 31	Last day of the Campaign
June 7	All financial and food donations must be received by the Food Bank to be included in award tallies
TBD	Awards Ceremony

FFTB HUNGER-FIGHTING TEAM COORDINATOR GUIDELINES

Plan your campaign

Many organizations create committees to plan their campaigns and organize activities. At a minimum, you will need a Food From The Bar 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.

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

Customize your Team Donation page

The Food Bank will send you a link and login for your Team Donation 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.

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 **#FFTBLA** and **#WeFeedLA**.

Participate in Coordinator Calls

These calls exist to keep you up-to-date on the 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.

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 or **Jessel Cruz** at jcruz@lafoodbank.org to schedule your volunteer dates. She will send you a link to a volunteer pre-registration page.

Volunteers must be at least 18 years old and must dress appropriately for warehouse work and wear closed-toe shoes. Volunteers will be asked to sign liability and photo waivers.

Send in your Donations

Don't wait until the last minute to deliver your collected contributions. Be sure to send your first week's collections by April 26 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 7.

Most contributions will go through your Team Donation page, but you may also have checks and cash. You may mail collected checks directly to the Food Bank. Include a Food From The Bar 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.

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 April 15 and May 31.



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** - the highest total of monetary donations during the first week of the campaign.
- **Volunteer of the Campaign Award** - the 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** - an 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 the 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.
- **MVP Award** - Awarded to a different participant each week of the campaign for the Most Valued Participant.