

Closing the Hunger



2018 Coordinators' Packet



LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

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Resources and Contact Information

Questions, Feedback or Campaign and Donation Information

Christina Quezada, ext. 163 or cquezada@lafoodbank.org

Website with Coordinator Toolkit and Marketing Materials

www.lafoodbank.org/gaap



Key Campaign Dates

June 1, 2018 - Registration Opens

July 28, 2018 - Big Four Volunteer Day

December 31, 2018 - All donations must be received in order to be counted for points.

February 2019 - Awards will be announced

Closing the Hunger GAAP Overview

Accounting Community Fighting Hunger in Los Angeles County www.lafoodbank.org/gaap

Closing the Hunger GAAP is a points-based competition among accounting firms in L.A. County. It is also open to accounting departments and groups of accounting students. Each participating team will compete to see who can raise the most money and accumulate the most volunteer shifts.

Closing the Hunger GAAP makes a difference! Since its inception, the campaign has raised more than \$330,000, collected more than 14,000 pounds of food, and has inspired volunteers to fill nearly 6,000 shifts at the Food Bank.

Each team is encouraged to designate a four-week period between June 1 and December 31, 2018 to conduct the monetary portion of the campaign. This portion can consist of a Virtual Food Drive, other on-line donations, checks payable to the Food Bank, donations made through United Way, or other monetary contributions. All payroll deduction gifts received by the Food Bank throughout 2018 will be credited to the campaign, irrespective of the year of the pledge. In addition, contributions for the Food Bank's Season for Sharing Luncheon in December, 2018 and the Food Bank's Taste of the NFL event in November 2018 will also be credited to the campaign. Volunteer shifts scheduled between June 1 and December 31, 2018 will be credited to the campaign.

The awards will be announced in February, 2019.

2018 Goals

\$80,000
320,000 Meals

1,000
Volunteer Shifts

Facts About the Los Angeles Regional Food Bank

The mission of the Los Angeles Regional Food Bank is to mobilize resources to fight hunger in our community. Since 1973 the Food Bank has distributed nutritious meals to millions of hungry individuals and families in Los Angeles County. One of the largest organizations of its kind in the nation, the Food Bank relies on the support of foundations, individuals, corporate donors and volunteers.

More about the Food Bank

- 1 out of 7 people in L.A. County is at risk of hunger.
- The Food Bank and its partner agencies serve more than 300,000 clients on a monthly basis.
- Our main focus is providing nutritious meals. Nearly 20 percent of the food we distribute 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 distributes enough food for 4 meals.
- Our efficiency and effectiveness led the LA Business Journal to name the Food Bank as the "Nonprofit Organization of the Year" among large local organizations in 2013.
- We have a 4-star rating from Charity Navigator.
- In 2016, we distributed our 1 billionth meal since our founding in 1973.
- The Food Bank has earned the 2018 Platinum Seal of Transparency from Guide Star.

Donations

Donations Sent by Mail

- Financial donations may be collected and mailed directly to the Food Bank. Ask donors to complete and return a donation form.

Los Angeles Regional Food Bank
1734 E. 41st St., Los Angeles, CA 90058
Att: Christina Quezada

One acknowledgement letter per donation will be issued to the person whose name appears on the check and/or the form.

Virtual Food Drives

Members of your organization and their families can donate money online through your organization's Virtual Food Drive page.

- After you register, a link to your Virtual Food Drive page will be sent to your coordinator.
- Coordinators should add any check or cash donations they wish to be included in their Virtual Food Drive as offline donations when logged into their Virtual Food Drive page. Then, mail the donations to the Food Bank with a note indicating the team name.

For Virtual Food Drive assistance, please contact **Christina Quezada, Manager of Donor Campaigns**, at **(323) 234-3030, ext. 163** or cquezada@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 at least one week prior to the scheduled volunteering dates.
- Invite family and friends to participate. Their service will count toward the organization's overall goal.
- All volunteers must be at least 14 years old.
- 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 for their time.

To schedule volunteer sessions, please contact:

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

Awards and Scoring

Closing the Hunger GAAP awards are intended to recognize all firms that make significant contributions to the campaign during the competition.

Your firm will be awarded points for financial contributions made and volunteer hours completed throughout the competition. Awards will be distributed at the celebration reception.

Scoring

- \$1 = 1 point
- Each volunteer shift worked = 10 points

Awards

- Earnings Per Share (EPS)- Awarded to the firm with the most total points based on three categories of firm size.
Firm sizes include mega (more than 500 partners and employees), large (between 100 and 499 partners and employees), and medium (fewer than 100 partners and employees). All firms will be asked for a current staff count during registration.
- Cash Flow - Highest monetary donations per capita.
- Intangible Asset - Highest number of volunteer points per capita.
- Innovation Award - The firm with the most innovative, unusual or effective means of supporting the Closing the Hunger GAAP campaign (as determined by the Food Bank).

Thank you to our past Closing the Hunger GAAP participants:

- Andersen Tax
- BDO USA, LLP
- CBIZ
- CohnReznick, STET
- Crowe Horwath, LLP
- Deloitte
- Ernst & Young
- Green Hasson Janks
- Gursey Schneider, LLP
- KPMG, LLP
- Marcum, LLP
- McGladrey
- NKSFB
- PricewaterhouseCoopers, LLP
- SingerLewak, LLP



Ideas for Success

- Select a leadership committee to plan your strategy and campaign theme.
- Set a goal for each section of the competition.
- Track your progress with photos, graphs or thermometers.
- Share your goals with friends and family members, and get them involved.
- Promote your Virtual Food Drive with posters, handouts or on social media.
- Tag @lafoodbank on social media.
- Host an event and charge for admission (a group lunch is a great idea).
- Hold a bake sale or silent auction.
- Be creative and hold inner-office competitions.

IRS Information

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 or send a check as a means of payment.