2017 Legal Food Frenzy
Kentucky Bar Association Young Lawyers Division
Firm Champion Packet

Thank you for agreeing to be a Firm Champion for the 1st Annual Kentucky Legal Food Frenzy!

What is the Legal Food Frenzy?
The Office of the Attorney General, the Young Lawyers Division of the Kentucky Bar Association, and the Kentucky Association of Food Banks (KAFB) have joined forces to create a friendly food and fund drive competition among Kentucky law firms, law schools and legal organization to support the regional food banks in Kentucky.

Need: Did you know that there are 700,000 Kentuckians, including more than 200,000 children, who struggle with hunger every day? That means 1 in 6 adults and 1 in 5 children in Kentucky lack consistent access to enough food for a healthy, active lifestyle.

Charitable response: The members of KAFB feed 1 in 7 Kentuckians annually. Last year its members distributed 58 million meals across the Commonwealth. KAFB is comprised of the seven regional food banks that distribute food in all 120 counties in Kentucky through a network of 800 local charitable feeding organizations such as soup kitchens and shelters.

What is our goal?
Our 2017 Goal: Law firms, legal offices, and law schools in Kentucky will compete to raise the equivalent of 600,000 pounds of food for Kentucky’s seven regional food banks ($150,000).

When is the Legal Food Frenzy?
February 7 – March 26, 2017: Sign Up Period. Law firms, legal offices, and law schools sign up to compete at KyFoodFrenzy.com.
March 27 – April 7, 2017: Legal Food Frenzy! Two weeks of competition to raise funds for hunger relief. Information and resources are available at KyFoodFrenzy.com.

How do I get more information? Email Info@KyFoodFrenzy.com or call 859-986-7422.

Firm Champions have important leadership roles in the Legal Food Frenzy to promote the competition to your colleagues and raise as much food/funds as possible at your firm.

- Get the buy-in of your Managing Partner.
- Work with your regional Feeding America food bank to plan the Legal Food Frenzy at your firm. See page 3 of this packet for ideas.
- Encourage family and friends to donate by sending them the donation link.
• Be Inspired! Visit your regional food bank and learn more about hunger in your community. You may also want to attend the kickoff event in your city.

• Follow us on Facebook and Twitter: @KyFoodFrenzy, @kyfoodbanks; promote campaign on your own social media using #kylff, #FeedTheFrenzy, and #EndHunger. Share photos and information about your firm’s competition!

• Plan to take advantage of the 25% delivery bonus! Collect food in your own boxes and deliver them plus funds raised to the food bank for the 25% delivery bonus. Online donations count as “delivered.”

• Fax/email your End of Campaign Form to your regional food bank on April 7, 2017 so the food bank will know if they need to pick up food the following week.

When do I start? What are the key deadlines for the LFF?

- **February 7, 2017 (1 p.m. EST):** Press Conference in the Kentucky Capitol Rotunda. Join Attorney General Beshear, members of the Kentucky Bar Association Board of Governors, and YLD Chair Rebecca Schafer, along with the Legal Food Frenzy Co-Chairs and District Representatives, at a kickoff Press Conference.

- **February 7 – March 26, 2017:** Sign-up Phase. Firms will sign up to compete at KyFoodFrenzy.com and get connected to their regional food bank.

- **March 27 – April 7, 2017:** LEGAL FOOD FRENZY!

- **April 10 – 14, 2017:** Participating firms, legal offices, and law schools deliver food and donations to food banks, or food banks pick up as requested. Pounds and dollars are tabulated. Deliver your food/funds for a 25% bonus in pounds.

- **April 28, 2017:** Winners Announced

- **June 22, 2017 (noon CST):** Winners Reception and Awards Presentation, YLD Annual Luncheon at the Bar Convention, Owensboro.

BONUS POINTS!

• Sign up to compete by March 1 and we’ll add 100 pounds to your totals.

• Volunteer at your regional food bank between Feb 1 and April 1 for 100 bonus pounds.

• Pick up donation barrels and promotional materials from your regional food bank for 100 bonus pounds.

• Deliver all monetary and food donations to your food bank to receive a 25% bonus of tabulated pounds!

Prizes

• Grand Prize - Attorney General’s Cup: total pounds.

• Law school: total pounds.

• Corporate legal department: total pounds.

• Government entity: total pounds.

• Solo law firms (1 – 3 attorneys): pounds per attorney.

• Small law firms (4 – 10 attorneys): pounds per attorney.

• Mid-sized law firms (11 – 49 attorneys): pounds per attorney.

• Large law firms (50+ attorneys): pounds per attorney.
Ideas for Your Food Frenzy

- Get your Managing Partner’s support and involve him or her in a Kickoff event or activity! This is an important first step for everyone to see that leadership supports this competition.

- Dress Down Day: if you donate a certain amount of funds or bring in a certain number of food items you may wear casual attire.

- Potluck Day: everyone brings a dish for lunch and in order to gain entrance you must bring a certain number of food items or pay an admission fee.

- Costume Theme Day: create a theme. For example, “Mardi Gras” or “St. Patrick’s Day Parade.” If you bring in a certain number of food items or cash amount you may dress for that theme.

- Food Theme Day: challenge co-workers to bring in as many different food items as possible in a certain category. For example, food geared towards people with diabetes, or food for children in a particular age group. Whoever has the most different types of food within the category wins a prize.

- Lunch for the Hungry Day: everyone contributes what they would normally spend on lunch.

- Prize: award a prize for all employees who participate if your company wins its category.

- Totals: display daily totals in high-traffic areas or announce totals using emails to keep people up to date and involved.

- Friendly Competition: conduct non-monetary wagering and/or email wars between law firms and/or firm sections.

- Involve your clients and family members in the Legal Food Frenzy.

- Rewards: offer rewards for staff members who donate more than 20 cans or $100.

- **Promote both food and fund donations.** $1 goes a long way with Food Banks’ bulk purchasing leverage. In this competition $1 = 4 pounds.
1st Annual Legal Food Frenzy

Rules

The following explains the rules for counting non-perishable food and cash contributions to the Legal Food Frenzy for the Kentucky Association of Food Banks and its network of food pantries. The firm or legal organization raising the most pounds will win the Attorney General’s Cup. Prizes will also be awarded in 7 categories: Sole Practitioner, Small Firm, Medium Firm, Large Firm, Law School, Corporate legal department, and Government Entity. The contest begins March 27, 2017. You may not count any money or food collected after April 7, 2017.

- Law firms, law schools, corporate legal departments and government entities sign up to compete at KyFoodFrenzy.com. Law firms with multiple office locations should sign up individually but will compete as a single entity.
  - Organizations signing up by March 1, 2017 will have 100 pounds added to their score.
  - Designated firm champions will be contacted by a representative of their regional food bank upon enrollment.

- Contributions of money are encouraged! Each dollar contributed will count as four pounds of food. The best way to support hunger relief in your community is by making a financial donation to a food bank, which allows them to use the buying power of the Feeding America network to acquire and ship healthy, nutritious food at deeply discounted rates.
  - You may donate online at KyFoodFrenzy.com. When entering your gift, you must include the law firm name.
  - Checks should be made payable to Kentucky Association of Food Banks.
  - If you are contributing cash, please include a receipt with the contributor’s name, address and amount of donation.
  - Capital Campaign gifts will not be counted towards the two-week competition.

- Organizations that volunteer at their food bank between February 1 and April 1 will have 100 pounds added to their score.

- Barrels or boxes to collect donated food items will be provided by the food bank. 100 pounds will be added to the score of organizations that travel to the food bank to pick up the donation barrels and promotional materials.
  - Please do not contribute food items in glass containers.
  - Please do not open items that are already packed in cases, cartons, or boxes.
  - Candy will not be counted.

- Most needed food items are Peanut Butter, Canned Tuna, Canned Beans, Canned Soups, Stews, Pastas, 100% Fruit Juice, Canned Fruits, Vegetables, Macaroni and Cheese Dinners, Whole Grains, Low Sugar Cereals (boxed).

- Please fill out the end of campaign Information Form and FAX/email back to the food bank at the end of the day on April 7, 2017. A food bank representative will be in contact to share the email address/phone number and contact name.

- All food and fund donations must be turned into the food bank no later than April 14, 2017 in order to be counted towards the competition.
  - If a firm delivers all food and monetary contributions to the food bank, you firm will receive a 25% bonus of tabulated pounds! Online donations count as delivered.
  - It is very important that you tell the food bank the approximate amount of food you have collected at the end of the campaign in order for the transportation department to prepare properly.

- Food items will be weighed and the results tabulated in pounds by the food bank at the end of the campaign.

For more information, visit KyFoodFrenzy.com or call 859-986-7422.
MOST NEEDED ITEMS

- Peanut Butter
- Canned Tuna
- Canned Beans
- Canned Soups
- Stews
- Pastas
- 100% Fruit Juice
- Canned Fruits
- Vegetables
- Macaroni & Cheese Dinners
- Whole Grains
- Low Sugar Cereals (boxed)

PLEASE DO NOT DONATE GLASS CONTAINERS
Hunger Facts

17% – **1 in 6 Kentuckians** – are food insecure, meaning they don’t always know where they will find their next meal. This is well above the national average of 15.9%.

22% – **1 in 5 children** in Kentucky are food-insecure. This means that more than 200,000 children in Kentucky have been hungry without access to food in one of the wealthiest nations in the world. This impacts their ability to grow strong physically and pay attention in school.

Nearly all (94 percent) of Kentucky’s food bank client households with school-aged children receive free or reduced-price school lunch through the National School Lunch Program. Only one in thirteen school children who receive free or reduced-priced lunch during the school year have access to such meals during the summer months when school is out.

Food Banks experience an increased demand for food over the summer months when children who depend on free/reduced lunch at school are away from school and eating out of their household pantries.

The Legal Food Frenzy is timed to provide a fresh supply of food and funds to the 7 regional food banks as they prepare for the increased demand for food over the summer months.

**Kentucky’s Food Bank Network**

Kentucky has 7 regional food banks that serve all 120 counties. These food banks comprise the Kentucky Association of Food Banks, which was formed to maximize their impact and ability to provide a steady supply of nutritious food to hungry Kentuckians. In FY2016 they distributed more than 69 million pounds of food through their statewide network of 800 partner agencies and pantries.
Visit KyFoodBanks.com for more information.