



2018 Legal Food Frenzy Team Lead Packet

Thank you for agreeing to be a Team Lead for the 2nd 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.

What is our goal?

Law firms, legal offices, and law schools in Kentucky will compete to raise the equivalent of 800,000 pounds of food for Kentucky's seven regional food banks (\$100,000).

What are my responsibilities as Team Lead?

Team Leads 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 office.

- Work with your regional Kentucky Association of Food Bank's member food bank to plan the Legal Food Frenzy at your office. A representative will be in touch after your register your team at KyFoodFrenzy.com/register.
- Be Inspired! Visit your regional food bank and learn more about hunger in your community. Attend any kickoff events planned in your region.
- Motivate your office to donate as much as possible. See page 3 of this packet for ideas.
- Encourage financial donations by reminding donors that food banks can leverage a \$1 donation into 8 times more food than a donation of a \$1 food item. **Donations can be made online (kyfoodfrenzy.com/donate).** **Donations can also be made by checks should be payable to KY Association of Food Banks.** Donations by check should be delivered with any food donations to your regional food bank contact.
 - Invite community members, friends and family to donate by sharing the donation link: kyfoodfrenzy.com/donate.
- Send a media release to local and regional media to raise awareness of the campaign. A template is available on the Resources page: kyfoodfrenzy.com/resources.
- 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 3, 2018 so the food bank can make plans to receive donated items and to ensure bonus points are tracked.
- Ensure that donated food items are received by your assigned food bank by April 13th, 2018.



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- 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!

What is the timeline of key dates?

- January 17, 2018: Statewide kickoff event (1:00 p.m. ET in State Capitol Rotunda).
- January 17 – March 14, 2018: Sign-up phase. Law firms, legal offices, and law schools sign up to compete at KyFoodFrenzy.com.
- March 5 – 14, 2018: Food donation boxes or barrels prepared. Use your own or pick up from food bank for 100 bonus pounds.
- **March 15 – April 2, 2018: Legal Food Frenzy campaign!**
- April 3, 2018: return End of Campaign form to regional food bank contact.
- April 3 – 13, 2018: donations delivered or picked up by food bank.
- April 13, 2018: Deadline for food and fund donations to be received by the food bank.
- May 4, 2018: Winners announced.
- June 14, 2018: Awards ceremony at the Young Lawyers Division Annual Luncheon - Kentucky Bar Convention, Lexington Convention Center.

BONUS POINTS!

- Sign up to compete by March 1st and we'll add 100 pounds to your totals.
- Volunteer at your regional food bank between February 1st and April 2nd for 100 bonus pounds.
- Pick up donation barrels and promotional materials from your regional food bank, or use your own boxes, 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.

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



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Ideas for Your Food Frenzy

- Be sure to include your organization's leadership in the implementation and planning of your Legal Food Frenzy efforts. The most successful campaigns will be the ones that are able to encourage 100% participation by their lawyers!
- Display daily donation 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.
- Offer incentives for staff members who donate more than \$20.00.
- Award a prize for all employees who participate if your company wins its category.
- Involve your clients and family members in the Legal Food Frenzy.
- 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 pay donation "an admission fee."
- Costume Theme Day: if you bring in a certain amount of cash or food items you may dress for that theme.
- Lunch for the Hungry Day: everyone contributes what they would normally spend on lunch.
- 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.
- **Promote both food and fund donations. \$1 goes a long way with Food Banks' bulk purchasing leverage. In this competition \$1 = 8 pounds.**



Alison Lundergan Grimes





2nd 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. 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 15 and ends April 2nd, 2018. The designated food bank must receive all donations by April 13th, 2018.

- Law firms, law schools, corporate legal departments and government entities sign up to compete at KyFoodFrenzy.com/register. Law firms with multiple office locations should sign up individually but will compete as a single entity.
 - Organizations signing up by March 1, 2018 will have 100 pounds added to their score.
- Designated team leads will be contacted by a representative of their regional food bank upon enrollment.
- Contributions of money are encouraged! Each dollar contributed will count as eight 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.
 - Donations via check 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 designated food bank between February 1 and April 2 will have **100 pounds added to their score**.
- Barrels or boxes to collect donated food items may be provided by the food bank or offices can use their own boxes with campaign fliers attached. 100 pounds will be added to the score of organizations that use their own boxes or travel to the food bank to pick up the donation barrels.
 - 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 your regional food bank contact by the end of the day on April 3, 2018.
- All food and fund donations must be turned into the food bank no later than April 13, 2018 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.
- Winners will be announced on May 4, 2018.

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



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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.

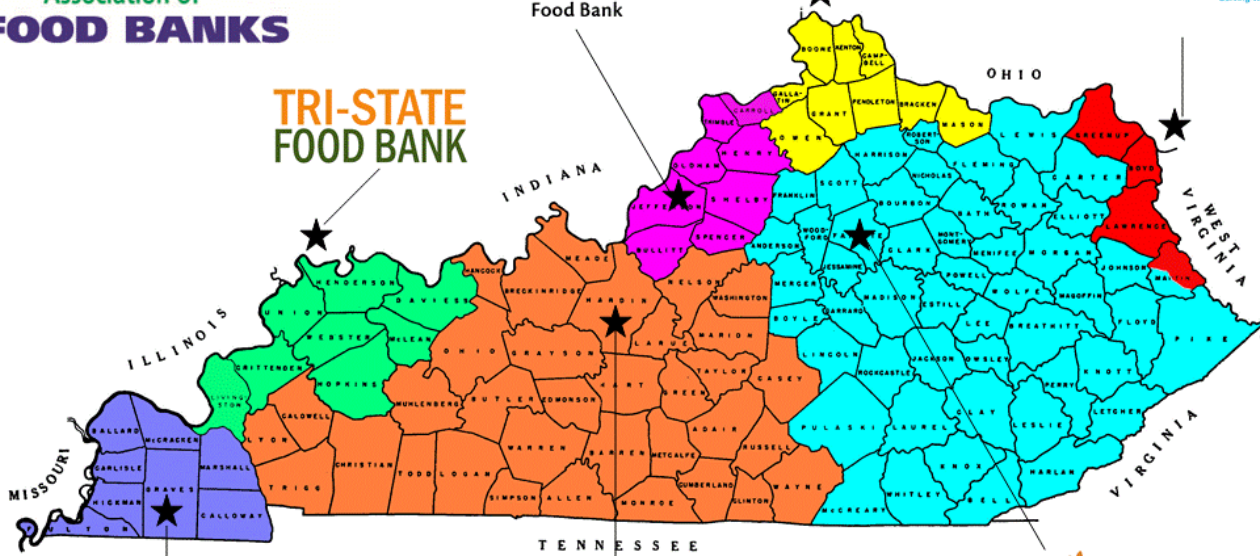
Kentucky's Food Bank Network

Kentucky has 7 regional Feeding America food banks that serve all 120 counties in partnership with 800 local agencies such as soup kitchens and food pantries. In FY2017 they distributed more than 75 million pounds of food across the Commonwealth. Over 600,000 Kentuckians receive food assistance from this network each year.





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Visit KyFoodBanks.com for more information.