



## 2019 Legal Food Frenzy Team Lead Packet

Thank you for agreeing to be a Team Lead for the 3<sup>rd</sup> 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, the Office of the Secretary of State, and Feeding Kentucky (formerly the Kentucky Association of Food Banks) 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. Note that 2019's campaign will be a **“virtual food drive”** – meaning financial donations only. This is in recognition that food banks can leverage a \$1 donation into 8 times more food than a donation of a \$1 food item.

### 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 Feeding Kentucky 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](http://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. Earn 100 bonus points if your team volunteers at your food bank between 2/1/19 and 3/18/19.
- Motivate your office to donate as much as possible. See page 3 of this packet for ideas.
- Invite your teammates, community members, friends and family to donate by sharing the donation link: [kyfoodfrenzy.com/donate](http://kyfoodfrenzy.com/donate). Donations can also be made by check payable to Feeding Kentucky and mailed to PO Box 1824, Berea, KY 40403.
- 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](http://kyfoodfrenzy.com/resources).
- Plan to take advantage of the 25% delivery bonus! Deliver all donations to your food bank for the 25% delivery bonus. Online donations and checks mailed count as “delivered.”
- Fax/email your End of Campaign Form to your regional food bank on March 18<sup>th</sup> so the food bank can make plans to receive donated items and to ensure bonus points are tracked.
- Ensure that all donations you plan to deliver to your assigned food bank are received by March 29<sup>th</sup>.



- Follow us on Facebook and Twitter: @KyFoodFrenzy, @FeedingKY, @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?

- February 20, 2019: Kickoff (10:00 ET in Capitol Rotunda – Hunger Free KY Day).
- February 20 – March 10: Sign-up phase.
- **March 11 – 18: Legal Food Frenzy campaign!**
- March 18: Return the End of Campaign form to your regional food bank contact.
- March 19 - 29: Donations picked up or delivered to food banks. Delivered= 25% bonus of tabulated pounds.
- March 29: Deadline for donations to be received by the food bank.
- April 19: Winners announced.
- June 13: Awards ceremony at Kentucky Bar Convention, Galt House Hotel- Louisville.

### BONUS POINTS!

- Sign up to compete by March 1<sup>st</sup> and we'll add 100 pounds to your totals.
- Volunteer at your regional food bank between February 1<sup>st</sup> and March 18<sup>th</sup> for 100 bonus pounds.
- Deliver all donations to your food bank to receive a 25% bonus of tabulated pounds!

### Prizes

- Grand Prize - Attorney General's Cup: total contributions.
- KBA Supreme Court district: total contributions.
- Law school: total contributions.
- Corporate legal department: total contributions.
- Government entity: total contributions.
- Solo law firms (1 – 3 attorneys): pounds equivalent per attorney.
- Small law firms (4 – 10 attorneys): pounds equivalent per attorney.
- Mid-sized law firms (11 – 49 attorneys): pounds equivalent per attorney.
- Large law firms (50+ attorneys): pounds equivalent per attorney.

**How do I get more information?** Email [Info@KyFoodFrenzy.com](mailto:Info@KyFoodFrenzy.com) or call 859-986-7422.



## 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, you may wear casual attire.
- Potluck Day: everyone brings a dish for lunch and in order to gain entrance you must pay a donation "admission fee."
- Costume Theme Day: if you bring in a certain donation amount you may dress for that theme.
- Lunch for the Hungry Day: everyone contributes what they would normally spend on lunch.



Alison Lundergan Grimes





## 3<sup>rd</sup> Annual Legal Food Frenzy Rules

The following explains the rules for counting financial contributions to the Legal Food Frenzy for Feeding Kentucky (formerly the Kentucky Association of Food Banks). Each dollar contributed will count as 8 pounds of food. No food donations will count towards awards. The firm or legal organization contributing the most 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. New this year: the KDA Supreme Court that contributes the most will also be awarded a prize. The contest begins March 11 and ends March 18, 2019. The designated food bank must receive all donations by March 29.

- Law firms, law schools, corporate legal departments and government entities sign up to compete at [KyFoodFrenzy.com/register](http://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, 2019 will have 100 pounds added to their score.
- Designated team leads will be contacted by a representative of their regional food bank upon enrollment.
- Organizations that volunteer at their designated food bank between February 1 and March 18 will have 100 pounds added to their score.
- 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. Donations will support for hunger relief efforts in the donor's county unless otherwise specified.
  - You may donate online at [KyFoodFrenzy.com](http://KyFoodFrenzy.com). When entering your gift, you must include the law firm name.
  - Donations via check should be made payable to Feeding Kentucky and mailed to PO Box 1824 Berea, KY 40403.
  - If your team has cash to contribute, please consider making an online donation for that amount and keeping the cash. **Please do not mail cash.** If you must donate cash, please deliver to your food bank contact and include a receipt with the contributor's name, address and amount of donation.
  - Capital Campaign gifts will not be counted towards the competition
- 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 March 18<sup>th</sup>, 2019.
- All donations must be turned into the food bank no later than March 29 in order to be counted towards the competition. Online and mailed donations count as delivered.
- Winners will be announced on April 19.

For more information, visit [KyFoodFrenzy.com](http://KyFoodFrenzy.com) or call 859-986-7422.



## 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 has 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 FY2018 they distributed the equivalent of 64 million meals across the Commonwealth. Over 600,000 Kentuckians receive food assistance from this network each year.

The Kentucky Association of Food Banks is now  
Feeding Kentucky!



**FEEDING  
KENTUCKY**



**Dare to Care  
Food Bank**

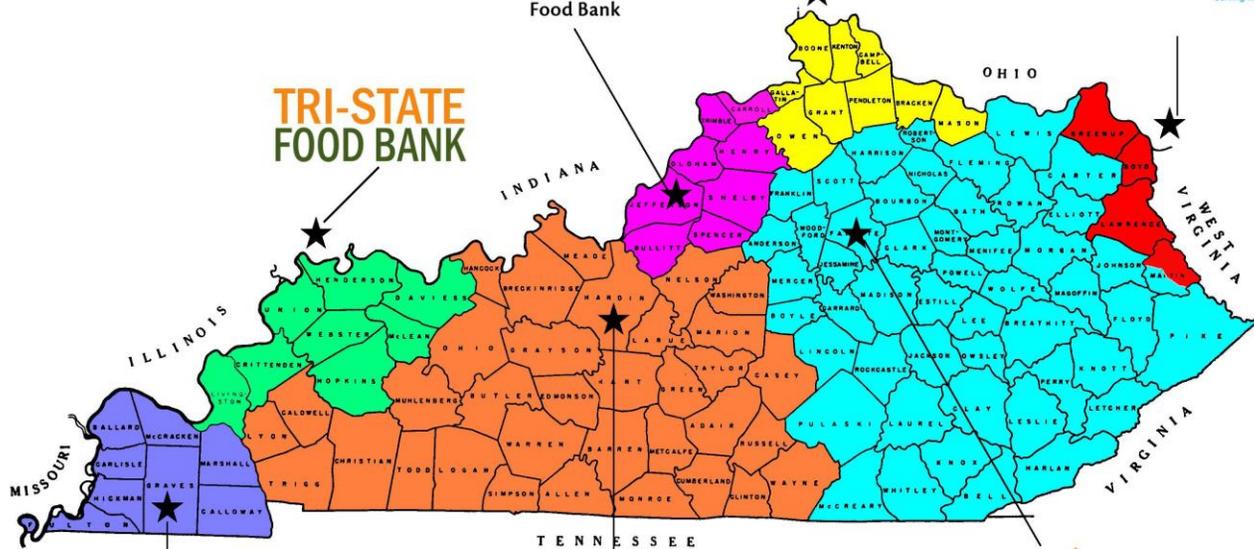


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Visit [FeedingKy.com](http://FeedingKy.com) for more information.