



Legal Food Frenzy 2019 Overview

Purpose: The Legal Food Frenzy will pit law firms, legal offices, and law schools across the Commonwealth against each other in a friendly competition to raise funds for hunger relief. Proceeds will benefit members of Feeding Kentucky (formerly Kentucky Association of Food Banks). The campaign will be timed to provide an increase in the supply of food available to meet the increased demand for food assistance during the summer months.

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.

Goals:

- The equivalent of 800,000 pounds of food, or \$100,000.
 - \$1 donated will count as 8 pounds of food.
- 150 firms/offices competing.

Timeline:

- 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: End of Campaign form returned to regional food bank contact.
- March 19 - 29: Donations picked up or delivered to food banks. Delivered= 25% bonus of tabulated pounds. Online and mailed donations count as delivered.
- 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:

- 100 pounds added to total for signing up to compete by March 1.
- 100 pounds added to total for volunteering at food bank between Feb 1 and March 18.
- 25% bonus of tabulated pounds for delivering all donations to food bank.

Prizes:

1. Grand Prize - Attorney General's Cup: total contributions.
2. KBA Supreme Court District: total contribution.
3. Law school: total contributions.
4. Corporate legal department: total contributions.

5. Government entity: total contributions.
6. Solo law firms (1 – 3 attorneys): pounds equivalent per attorney.
7. Small law firms (4 – 10 attorneys): pounds equivalent per attorney.
8. Mid-sized law firms (11 – 49 attorneys): pounds equivalent per attorney.
9. Large law firms (50+ attorneys): pounds equivalent per attorney.

Resources:

- www.KyFoodFrenzy.com
- Campaign rules: [here](#).
- Campaign registration (online form): [here](#).

Social media:

@KyFoodFrenzy
#kylff, #FeedTheFrenzy, and #endhunger.