



## 2020 Legal Food Frenzy Team Lead Packet

Thank you for your commitment to help lead the 4<sup>th</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 and Feeding Kentucky 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 Feeding Kentucky member food bank to plan the Legal Food Frenzy at your office. A representative will be in touch after you register your team at [KyFoodFrenzy.com/register](http://KyFoodFrenzy.com/register).
- ✓ Be inspired! Earn 500 bonus points if your team volunteers at your food bank between 1/15/20 and 3/15/20. Attend any kickoff events planned in your region.
- ✓ Pick up donation barrel from your designated food bank or use your own boxes for 100 bonus pounds.
- ✓ Motivate your office to donate as much as possible. See page 3 of this packet for ideas. Earn 100 bonus pounds for your team with 100% participation by all attorneys and staff.
- ✓ 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 5522, Frankfort KY 40602.
- ✓ Distribute a media release to raise awareness of the campaign. A template is available on the Resources page: [kyfoodfrenzy.com/resources](http://kyfoodfrenzy.com/resources).
- ✓ Fax/email your End of Campaign Form to your regional food bank on March 16<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 are received by your assigned food bank by March 18<sup>th</sup>.
- ✓ Follow us on Facebook and Twitter: @KyFoodFrenzy, @FeedingKY; promote campaign on your own social media using #kylff, #FeedTheFrenzy, and #EndHunger. Share photos and information about your team's competition!

### **What is the timeline of key dates?**

- January 15, 2020: Kickoff (10:00 ET in Capitol Rotunda – Hunger Free KY Day).
- January 15 – February 28<sup>th</sup>: Sign-up phase.
- Late January – early March: regional kickoff events.
- **March 1 – 14: Legal Food Frenzy campaign!**
- March 18: Donations delivered to food banks.
- April 3: Winners announced.
- June 25: Awards ceremony at Kentucky Bar Convention, Covington.

### **Bonus Points**

- Sign up to compete by 2/1/20 for 100 bonus pounds.
- Volunteer at regional food bank between 1/15/20 and 3/15/20 for 500 bonus pounds.
- Pick up donation barrel or use your own boxes for 100 bonus pounds.
- 100% participation of all attorneys and staff for 100 bonus pounds.

### **Prizes**

- Grand Prize - Attorney General's Cup: total pounds equivalent.
- KBA Supreme Court district: pounds equivalent per attorney.
- Law school: pounds equivalent.
- Corporate legal department: pounds equivalent.
- Government entity: pounds equivalent.
- 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 – 34 attorneys): pounds equivalent per attorney.
- Large law firms (35+ attorneys): pounds equivalent per attorney (*new this year: an individual office of a large firm will compete on its own rather than having donations from each office combined into one firm total*).

**How do I get more information?** Email [Info@KyFoodFrenzy.com](mailto:Info@KyFoodFrenzy.com) or call 502-699-2656.



## 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 10 cans of food or \$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. Ask them to donate on your office's behalf.
- Dress Down Day: if you donate a certain amount of food or 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.
- 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.



The contest begins March 1 and ends March 14, 2020. The firm or legal organization contributing the most will win the Attorney General's Cup. Prizes will also be awarded in 8 categories: Sole Practitioner, Small Firm, Medium Firm, Large Firm, Law School, Corporate legal department, Government Entity and KBA Supreme Court District.

- Law firms, law schools, corporate legal departments and government entities sign up to compete at [KyFoodFrenzy.com/register](http://KyFoodFrenzy.com/register). *New this year: law firms with multiple office locations will no longer compete as a single entity; each office's donations will be tallied separately.*
- Team lead will be contacted by a representative of their regional food bank upon enrollment to make arrangements for collecting donations.
- Organizations registering by February 1, 2020 will have 100 pounds added to their score.
- Organizations that either pick up donation barrels from their designated food bank or use their own boxes will have 100 pounds added to their score.
- Organizations that volunteer at the food bank between January 15 and March 15 will have 500 pounds added to their score.
- Organizations with 100% participation of all attorneys and staff 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 hunger relief efforts in the donor's county unless otherwise specified.
  - Donations may be made online at [KyFoodFrenzy.com](http://KyFoodFrenzy.com). When entering gifts, donors must include the law firm name.
  - Donations via check should be made payable to Feeding Kentucky and mailed to PO Box 5522, Frankfort KY 40602.
  - **Please do not mail cash.** Use the online donation form to make donations or mail a check instead.
  - Capital Campaign gifts will not be counted towards the competition.
- Complete the End of Campaign Information Form and FAX/email back to your regional food bank contact by the end of the day on March 16<sup>th</sup>, 2020.
- All donations must be delivered to the food bank no later than March 18 in order to be counted towards the competition. Online and mailed donations count as delivered.
- Winners will be announced on April 3.
- Awards will be presented at the Kentucky Bar Convention in Covington on June 25.

# Hunger Facts

**15% – 1 in 7 Kentuckians** – are food insecure, meaning they don't always know where they will find their next meal.

**18% – 1 in 5 children** in Kentucky are food-insecure. This means that nearly 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.

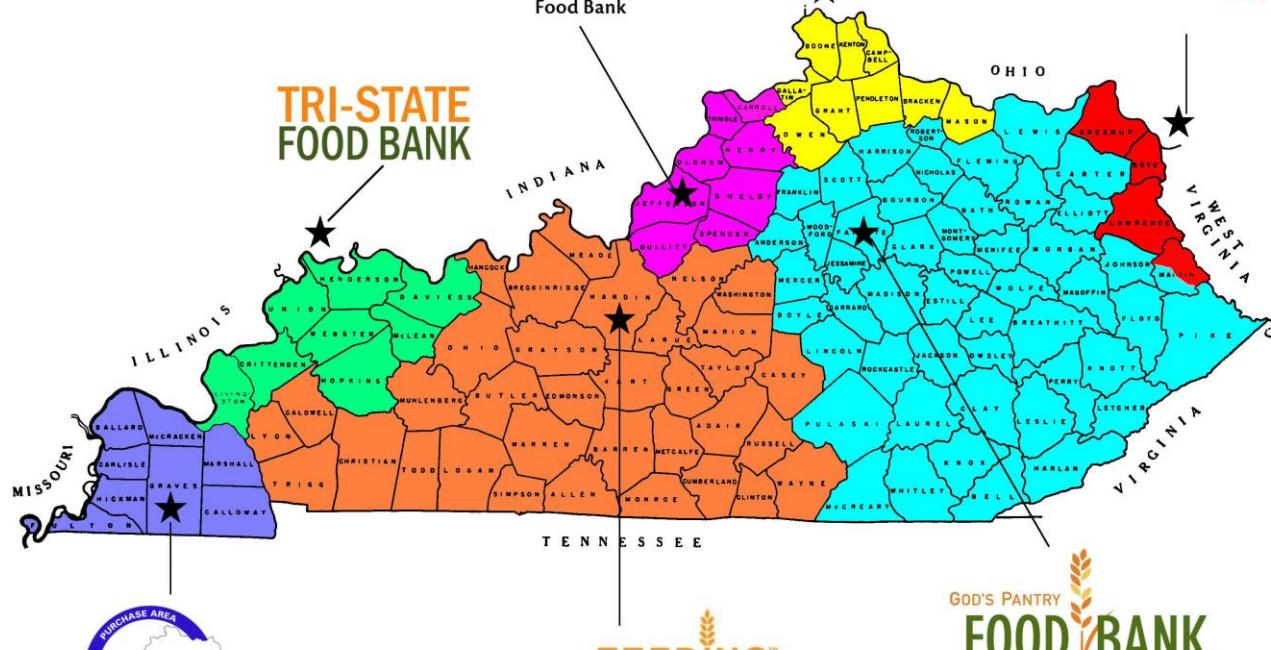
Food Banks experience an increased demand for food over the summer months when children who depend on free/reduced lunch at school are away from school and eating out of their household pantries.

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 FY2019 they distributed the equivalent of 72 million meals across the Commonwealth. Over 600,000 Kentuckians receive food assistance from this network each year.





Visit FeedingKy.org for more information.