How-to Guide
CAMPAIGN OVERVIEW
PLANNING YOUR CAMPAIGN
OTHER RESOURCES
MAY 1 – 31, 2019

TOGETHER WE CAN SOLVE HUNGER™
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Making an Impact

May 1–31, 2019

Nearly 3.5 million meals made possible by the DC-area legal community since 2008

In 2018, 39 firms and allied organizations raised $283,438

Why it matters

The need is greatest in summer, when kids are out of school and food donations are lowest.

The DC metro area ranks first in the nation in providing summer meals for low-income kids.

1 in 6 children in the DC metro area is at risk of hunger.

Your firm can make an impact

Compete against other DC-area firms to make a difference.

Earn points by donating money, time or food May 1–31.

Campaign Success

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<td>Total Raised ($)</td>
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<td>192,500</td>
<td>250,000</td>
<td>325,000</td>
<td>650,000</td>
<td>700,000</td>
<td>800,000</td>
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<td>4,195,000</td>
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Figures for 2013 are unavailable.
OVERVIEW

Food From the Bar (FFTB) is a month-long effort led by Washington, DC’s legal community to close the meal gap in our nation's capital and surrounding areas. By donating food and funds, firms help the Capital Area Food Bank distribute more meals to neighbors in need during the summer months and beyond.

Creative stunts are a hallmark of Food From the Bar. Participants go to great lengths to raise more money and collect more food than their competitors.

CAMPAIGN HISTORY

Formerly known as DC Outlaw Hunger, the DC legal campaign has provided 3.5 million meals for kids, seniors and families in need since 2008. FFTB originally began in California in 1992.

KEY DATES

• The campaign runs from May 1-31, 2019.
• The last day to deliver food and monetary donations is June 7. (Note: For auditing purposes, please send checks in lieu of cash.)

BENEFITS

FFTB is rewarding for participants and a fun way to boost morale. Organizations receive awards based on level of participation. Special awards recognize outstanding achievement.

IMPACT

100 percent of food and funds collected benefit the Capital Area Food Bank and its hunger relief programs, reaching 540,000 people each year in the Washington metro area.

ABOUT CAFB

A member of Feeding America, the Capital Area Food Bank is a 501(c)3 non-profit hunger relief organization. In 2018, we provided 32 million meals to 540,000 kids, seniors, veterans and working families in DC, Maryland and Virginia through a network of 444 community partners. Of this, 13.5 million pounds of the food we distributed was fresh produce.

For every $10 donated, the Capital Area Food Bank can provide 25 meals to local children, seniors and families in need. Ninety-two cents of every dollar raised is spent where it matters most: food distribution, transportation and hunger-relief programs.

/CapitalAreaFoodBank   @CAPITALAREAFOODBANK   @FOODBANKMETRODC

#FOODFROMTHEBAR
www.capitalareafoodbank.org/foodfromthebar
2018 FOOD FROM THE BAR PARTICIPANTS

Akin Gump Strauss Hauer & Feld LLP
Arent Fox
Arnold & Porter LLP
Ballard Spahr LLP
Bracewell LLP
Brennan Center for Justice
Carlton Fields
Cassidy Levy Kent LLP
Clifford Chance LLP
Davis Wright Tremaine LLP
Dentons
DLA Piper LLP
Drinker Biddle & Reath LLP
Duane Morris LLP
Dunlap, Bennett & Ludwig PLCC
Foley & Lardner LLP
Freddie Mac Legal Division
GW Law School
Haynes & Boone LLP
Jackson & Campbell, P.C.
K&L Gates LLP
Katten Muchin Rosenman LLP
King & Spalding LLP
Koonz, McKenney, Johnson, DePaolis & Lightfoot LLP
Miles & Stockbridge P.C.
Mitchell, Silberberg & Knupp
Munger, Tolles & Olson LLP
Ogletree Deakins
Reed Smith LLP
Ropes & Gray LLP
Seyfarth Shaw LLP
Shearman & Sterling LLP
Sheppard Mullin
Squire Patton Boggs
Stinson Leonard Street LLP
Tanenholz & Associates
Thompson Coburn LLP
Vedder Price, P.C.
PLAN

February 1 ....................... Campaign Kickoff Luncheon (Hosted by DLA Piper)
   12:00-1:00 pm
   500 8th Street NW, Washington DC 20004

February 5 ....................... Official 10th Anniversary Registration Opens
   www.capitalareafoodbank.org/foodfromthebar

February – mid April ............. Host "lunch & learn" at your firm
   Contact sgochenaur@capitalareafoodbank.org to schedule

March 26, 27, 28 ................. Conference Calls for Campaign Coordinators (optional)
   10:00-10:30 am
   Call in number: (605) 468-8770 | Passcode: 760711
   RSVP to sgochenaur@capitalareafoodbank.org

IMPLEMENT

May 1 .............................. Campaign Begins | Volunteer Bonus Day: Capital Area Food Bank
   9:00 am-12:00 pm
   4900 Puerto Rico Ave NE, Washington, D.C. 20017
   RSVP to sgochenaur@capitalareafoodbank.org

May 2 .............................. FFTB Billiard Bash at Buffalo Billiards
   Hosted by DC Road Runners

May 4 .............................. Volunteer Bonus Day: Community Marketplace
   8:30 am-12 pm
   L Street NW between New Jersey Ave NW & First NW
   RSVP to sgochenaur@capitalareafoodbank.org

May 8 .............................. Volunteer Bonus Day: Warehouse Wednesday
   6:00-8:00 pm
   4900 Puerto Rico Ave NE, Washington, D.C. 20017
   RSVP to sgochenaur@capitalareafoodbank.org

May 11 ............................ Volunteer Bonus Day: Community Marketplace
   8:30 am-12 pm
   12125 Pinecrest Rd, Reston, VA
   RSVP to sgochenaur@capitalareafoodbank.org

May 15 ............................ Volunteer Bonus Day: Warehouse Wednesday
   6:00-8:00 pm
   4900 Puerto Rico Ave NE, Washington, D.C. 20017
   RSVP to sgochenaur@capitalareafoodbank.org
TIMELINE – 2019

May 18 ..........................Volunteer Bonus Day for Families
Prince George’s Community Marketplace
8:30 am-12:00 pm
3600 Brightseat Road, Landover, MD 20785

Family Day in the Garden
9:00-11:00 am (25 people max.)
4900 Puerto Rico Ave NE, Washington, D.C. 20017
Children and adults of all ages welcome
RSVP to sgochenaur@capitalareafoodbank.org

May 24 ..........................Volunteer Bonus Day: Capital Area Food Bank
1:00-4:00 pm
4900 Puerto Rico Ave NE, Washington, D.C. 20017
RSVP to sgochenaur@capitalareafoodbank.org

WRAP UP

May 31 ..........................Campaign Ends
Volunteer Bonus Day: Capital Area Food Bank
1:00-4:00 pm
4900 Puerto Rico Ave NE, Washington, D.C. 20017
RSVP to sgochenaur@capitalareafoodbank.org

June 7 ...........................Last Day to Deliver Donations

June 14 ..........................Closing Reception/Awards Announced (Hosted by K&L Gates)
1601 K Street, NW, 9th Floor, Washington, DC 20006
**Step 1:** Click this link: mightycause.com/event/2019fftb

**Step 2:** On the main page, click “Join This Event”

**Step 3:** Log in or click “Sign Up” to register on Mightycause

**Step 4:** Click “Create a Team”

**Step 5:** Click “Launch Team Manager”

**Step 6:** Customize your team page with a team name, logo, story, and goals

**Step 7:** Mouse over the rocket ship on the left side of the page and click “Publish”

**Step 8:** Start sharing the page and raising funds on May 1
POINT SYSTEM

HOW IT WORKS

From May 1–31, 2019, law firms, legal departments, law schools and other legal organizations will compete to donate the most food and funds to the Capital Area Food Bank to benefit neighbors facing hunger in our community.

During this time, participants will be awarded points for financial contributions and food donations made to the Capital Area Food Bank as well as for volunteering.

$1 = 1 point
5 pounds of food = 1 point
Volunteer Bonus Days = 100 points/volunteer

AWARDS

• 2019 OVERALL AWARD – Highest overall combined totals
• HIGHEST PER CAPITA AWARD – Highest overall per capita contributions
• BEST ALL-AROUND AWARD – Outstanding achievement for a small to mid-size organization based on funds raised and pounds of food collected
• BEST LAW SCHOOL – Best achievement by a law school
• KICK-OFF AWARD – Highest monetary donations on the first day of the campaign
• CORNUCOPIA AWARD – Largest overall food donations
• CREATIVITY AWARD – as determined by the Food Bank, the most innovative, unusual, or effective means of supporting Food From the Bar
• SPIRIT AWARD – The most volunteer hours at Capital Area Food Bank per capita
• FINISH LINE AWARD – The most money raised on the final day of the campaign

\[ \text{\$1} = 1 \text{ point} \]
\[ 5 \text{ lbs} = 1 \text{ point} \]
\[ \text{Volunteer Bonus Days} = 100 \text{ points/volunteer} \]
PLANNING CHECKLIST

STEP 1: REGISTER
✓ Assign campaign coordinator
✓ Determine goals
✓ Register your team online at www.capitalareafoodbank.org/11th-anniversary-food-from-the-bar

STEP 2: PLAN
✓ Form a planning committee
✓ Review How-To Guide & Campaign Timeline
✓ Plan activities/events to accomplish your goals
✓ Plan incentives: Ask firm foundation to make a contribution, ask managing partners to match employee donations or to give prizes, create interoffice challenges, solicit and offer prizes
✓ RSVP for one of the coordinator conference calls: March 26, 27 or 28 (See details on page 11)
✓ Create firm crowdfunding page (Contact Sarah Gochenaur at sgochenaur@capitalareafoodbank.org for assistance)

STEP 3: COMMUNICATE
✓ Provide your PR staff with campaign-wide PR resources
✓ Announce plans to staff and attorneys, i.e., post campaign details on your website, social media, during meetings/events, via email, and through personal outreach, etc.
✓ Contact Sarah Gochenaur at sgochenaur@capitalareafoodbank.org to schedule a Lunch & Learn at your office
✓ Register your firm for volunteer bonus days
✓ Share your event plans with CAFB; The Washington Post and other media outlets are often interested in covering clever ways that attorneys give back

STEP 4: IMPLEMENT
✓ Attend Billiard Bash on May 2
✓ Lead by example: Donate funds, food and volunteer
✓ Host activities and events
✓ Track donations and share updates (Note: We strongly encourage online donations to minimize the work required to collect and submit cash and checks and to access instant status updates.)
COORDINATOR CONFERENCE CALLS

Join us for a 20-minute conference call to learn about Food From the Bar and ways to make your campaign a success.

DATES
Tuesday, March 26  10:00 am
Wednesday, March 27  10:00 am
Thursday, March 28  10:00 am

RSVP TO:
Sarah Gochenaur | 202-644-9839 | sgochenaur@capitalareafoodbank.org

Conference dial-in number: 605-468-8770 | Passcode: 760711

TOPICS OF DISCUSSION
• The state of hunger in the D.C. metro area
• How Food From the Bar works
• Useful materials and resources
• Tips for making your office campaign successful
BEST PRACTICES

Over the years, participating firms have come up with creative, fun and effective ways to raise money and increase food donations. Below are just a few “best practices”:

- **Bracewell** raised funds with a “Dareoke” contest where participants paid to dare someone to sing a song. That person had several options – at a price – to get out of it.

- **Cassidy Levy Kent** raised more than $8,000 from a pet photo contest, ugly tie/sock contest and other events.

- In one day at **Arnold & Porter**, various partners matched donations on an hourly basis and raised more than $27,000.

- **DLA Piper** walked a snack cart throughout the building during the month of May every afternoon.

- **Thompson Coburn** hosted a lunchtime “Food From the Soup Bar” where participants purchased bowls of homemade soup made by attorneys and staff.

- **Akin Gump** partnered with Pizza Studio to run a month-long promotion for the campaign.

- **Katten** hosted kayak races on the Potomac River that raised money by charging team entry fees and offering team sponsorship opportunities.

**OTHER IDEAS:**

- $5 jeans days
- Silent auctions
- Special events, such as rooftop happy hours and bocce ball tournaments
- Local businesses donating a percentage of sales during the month of May
- Bake sales
**HUNGER FACTS**

**HUNGER WEAKENS IMMUNE SYSTEMS AND UNDERMINES HEALTH.**

- We see this significantly within the families that we serve.
  - 48% of the households we serve have at least one family member with heart disease.
  - 23% of households have a member with diabetes.

**DID YOU KNOW?**

- Washington, DC, has the highest rate of food insecurity for children in the entire nation.
- Summer can be the hungriest time for many children from low-income families.
- When school is closed, children no longer get school meals and families struggle to put food on the table.
- The average low-income family spends an extra $300 on groceries during the summer months.
- Hunger doesn't take the summer off.

**HUNGER IS HERE.**

- One child in six is at risk of hunger in our region. It impacts all eight wards in the District.
- In every neighborhood in our region, there are moms, dads, and kids who don't always know where their next meal will come from.
- In DC, 31,000 children don’t have access to nutritious meals. Children who are experiencing hunger come from every race, religion, and age group.
- Most parents of the children that we reach are working hard, often two or three jobs, to make ends meet. But they’re squeezed between low wages and high housing and transportation costs and other expenses.
- The majority of people we serve are single working mothers, seniors on fixed incomes, and children whose parents are underemployed.

**HUNGER HURTS KIDS.**

- When children don't get the nourishment they need for their brains and bodies, they get sick more often and have trouble concentrating in school, robbing them of a chance to learn. Over the summer when school meals aren't available, children suffer.
IMAGINE HOW IT FEELS TO FACE HUNGER®

Face Hunger® is a hands-on simulation and discussion activity that raises awareness and understanding of hunger in a meaningful and impactful way.

Through this simulation, participants “struggle with hunger” as they face many of the same challenges that someone like Amanda experiences.

Amanda is a widow who is a mother of three young children and works two jobs. She is trying to provide meals for her family for an average of $5 a day after expenses. This is the reality of many of the 700,000 people in the DC-metro area that experience food insecurity every day.

Capital Area Food Bank is happy to host a Face Hunger session for your team at the Food Bank. (maximum of 40 per session)

To schedule, contact:
Sarah Gochenaur
202-644-9839
sgochenaur@capitalareafoodbank.org

Here’s what some Face Hunger® participants have said:

“The simulation was right on point.”

“The...workshop was so different than what I had expected. It brought up a lot of internal thought and reflection on my own upbringing.”

“I’m going to be more compassionate with those coming in for food.”
MOST WANTED ITEMS: High Fiber, Low Sugar, Low Sodium

- Canned Tuna, Salmon, or Chicken
- Grains: brown & white rice, pasta, macaroni & cheese
- Healthy Snacks: raisins, granola bars
- Canned Vegetables: low sodium, no salt added
- Hot and Cold Cereal: oatmeal, cheerios, cornflakes, raisin bran
- Peanut Butter
- Canned Fruits: in light syrup or its own juices
- Canned or Dry Beans
- 100% Juice: all sizes, including juice boxes