



FOOD FROM



THE BAR

Campaign Toolkit

May 1, 2020- June 1, 2020

Welcome & Thanks

Thank you for participating in the 1st Annual Food from the Bar taking place in the Inland Empire with Feeding America Riverside | San Bernardino (FARSB). This year, you will be joining hundreds of individuals in the Inland Empire to help fight hunger and feed food-insecure neighbors who don't have access to food items when they most need it.

This year, and in it's first year, we are aiming BIG! We are aiming for \$75,000 donated by participating teams. We are aiming for \$75,000 because this is the needed amount to provide over half a million meals-- specifically, it can provide up to 675,000 meals to families, children, Veterans, and seniors in need. Teams can also earn additional points by joining us for volunteer shifts and donating non-perishable food.

This guide will focus on the steps to assist you in making your campaign a success. It is designed to offer a quick and easy reference for how to earn points, important dates, and facts that you can share when you ask for donations!

If at any time you have any questions, please contact:

Andrea Richards

Philanthropy Coordinator

Arichards@feedingamericaie.org

(951) 359-4757 ext. 116

We hope you find your Food From the Bar experience both enlightening and rewarding. Thank you for helping to create a #HungerFreeIE.

About FARSB



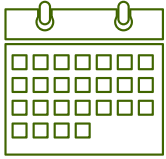
Feeding America Riverside | San Bernardino (FARSB) is leading the fight against hunger in the Inland Empire by providing food access, emergency relief, education, and advocacy to families in Riverside and San Bernardino Counties. FARSB opened in 1980 as Survive Food Bank in response to the increasing concern about the dual problems of hunger and food waste in the Inland Empire. Today, FARSB is the primary source of food to over 200 local nonprofit organizations, distributing over two million pounds of food monthly to emergency food pantries, homeless shelters, soup kitchens, high-need elementary schools, halfway houses, senior centers, residential treatment centers, shelters for the abused, after school programs and group homes. With the help of these charity partners, they make up the largest hunger relief organization in the Inland Empire, making food security a reality for over 1.2 million people every year.

About Food From the Bar



Food from the Bar is a month-long competition among the Inland Empire's legal community where firms/organizations earn points by donating funds, food, and volunteer time to benefit FARSB. Through their donations and support, the legal community helps FARSB feed more kids and families that do not have regular access to healthy, nutritious food. The event is timed to raise critical resources just before summer break, the time of greatest need for many local families who struggle to provide the extra food needed for kids not receiving breakfast and lunch at school. Not only will funds be used to serve people in need through FARSB's distribution programs, but they will provide greater access to FARSB's over 250 partner charities at soup kitchens, pantries, shelters, and more.

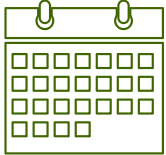
Dates to Remember



Monday, February 17

Official registration opens

www.FeedingIE.org/ladlesoflove



Friday, April 24

Coordinator Happy Hour & Mixer Event

*5:30 PM at the FARSB Warehouse & Distribution Center
2950-B Jefferson St. Riverside, CA 92504*



Friday, May 1

Campaign begins



Friday, May 15

Campaign Check-In Conference Call



Monday, June 1

Campaign ends- All donations due tpday to receive credit.



Friday, June 26

Award Reception

*5:30 PM at the FARSB Warehouse & Distribution Center
2950-B Jefferson St. Riverside, CA 92504*

Andrea Richards, Philanthropy Coordinator, will be available from 7:30 AM - 3 PM every Wednesday to answer any questions related to Food From the Bar. She can be reached at (951) 359-4757 or by email at arichards@feedingamericaie.org

Facts & Stats

In its first year in the Inland Empire, Food From The Bar is a month-long campaign for the legal community to provide nutritious food to those facing hunger in Riverside and San Bernardino Counties. Legal professionals, firms and related businesses are invited to join this important community effort as a Food From the Bar supporter.

The Need

According to data from the U.S. Census Bureau, the U.S. Bureau of Labor Statistics and academic studies conducted by UC Riverside:

- Despite lower housing costs in the Inland Empire than in coastal counties, just 4 in 10 jobs pay enough for families to make ends meet.
- Poverty rates in Riverside (15.3%) and San Bernardino (17.6%) were higher in 2016 than before the Great Recession, and income inequality grew from 2010 to 2016
- 350,000 residents commute to jobs outside the region, mainly because of a shortage of well-paying opportunities.
- Compared to employees in the rest of Southern California and statewide, Inland Empire workers have higher rates of poverty and lower earnings, lower percentages with full-time, full-year employment, and lower percentages with employer-provided health insurance
- 1 in 5 children in the Inland Empire are at immediate risk of being food-insecure--meaning they do not have access to a regular source of nutritious food
- Poverty in the IE is higher than it is in California and in the U.S.

What We Do

In the 2018-2019 Fiscal Year, FARSB:

- Distributed 18,000 meals to individuals in need
- Served 1.5 million individuals in need in Riverside and San Bernardino Counties
- Rescued over 18 million pounds of food from landfill
- Served local charities through partnerships at nearly 250 retail sites across the Inland Empire
- Distributed food items with 24% being fresh produce
- Provided outreach and assistance that resulted in 587 people receiving CalFresh benefits
- Expanded the mobile pantry program to college students at UC Riverside, Riverside Community College, and Chaffey College sites
- Distributed food to elementary school students at 5 Riverside and San Bernardino elementary schools

In general:

- \$1 helps to provide up to 8 meals
- 98 cents of every dollar donated goes directly to communities in need every month
- FARSB serves Riverside and San Bernardino Counties



Coordinator Guidelines

As a Food From the Bar Coordinator, you will serve as the primary contact for your participating organization. From start to finish you will ensure your team is on board, motivated, and aware of deadlines needed to be met in order to win! Below are a few of the tasks to keep in mind.

- **Register your campaign (opens Monday, February 17, 2020)**

Visit www.FeedingIE.org/foodfromthebar to register on behalf of your team.

- **Customize your fundraising page**

Upon registering for your Food From the Bar campaign, you will receive an email with details on customizing your fundraising page. This page, and the text-to-give code associated with it, is exclusive to your team and your individual goals. For best results, be transparent with your goals and make your page your own so your audience knows exactly what you hope to accomplish.

- **Plan, plan, PLAN!**

There are many ways that you can engage your team and win the most points. Set weekly goals, reward team members for contributing certain amounts, plan a volunteer day, and invite customers, clients, and partners to contribute to support your fundraiser.

- **Promote FFTB and announce your participation on social media using the social media guide**

The guide provided to you is intended to serve as easy way for you to participate in the campaign. Remember, we are to be referred to as "Feeding America Riverside | San Bernardino" and not "Feeding America" in all social posts. The logo included in the guide is the only version of our logo permitted to be used during this campaign and on our behalf.

Don't forget to tag us!

Facebook: @FeedingAmericaIE

Instagram: @FeedingAmericaIE

Twitter: @FeedingIE

LinkedIn: @FeedingAmericaIE

- **Attend the kick-off mixer on April 24, 2020**

On April 24th, you and your team are invited to join us for the Food From the Bar kick-off event. Enjoy drinks, hors d'oeuvres, scope out the competition, and learn about how your hard work will play a huge role in the community! Event details TBD.

- **Plan your food drive drop-off plan**

At the end of the campaign, you will have a short window to drop off food donations. Plan to drop these off a day or two before the deadline in order to get these turned in on time. Food can be dropped off at:

2950-B Jefferson St. Riverside, CA 92504 between 7:30 AM and 3 PM. When you fill out your food drop-off form upon arrival, be sure to indicate the name of your team on your form so points can be designated properly.

- **Volunteer with your team**

Volunteer shifts are set to fill up extremely quick this month, so you will need to plan your visit well in advance. When you arrive, be sure to sign in on the Food From the Bar Sign In Sheet, and NOT the regular Volunteer Sign-In Sheet! This will ensure your team is properly credited for your time spent with us.

- **Send your final non-virtual donations in and drop-off your food donations**

Immediately after the campaign ends, drop off your monetary donations ASAP to ensure your team is properly credited for your work. Donations can be made in person at:

2950-A Jefferson St.
Riverside, CA 92504

or by mail:

ATTN: Food From the Bar
2950-A Jefferson St.
Riverside, CA 92504

FARSB prefers that all cash, and change is converted into a check before being sent to our facilities.

- **Join us on June 26, 2020 for the awards reception**

Join us on June 26th to enjoy one last celebration for your hard work! We have a special gift for all participating teams, and a handful of awards to give to our top performers!

How to Win



DONATE FUNDS

1 dollar = 5 pts.



DONATE FOOD

5 lbs. of food = 1 pt.



DONATE TIME

1 volunteer shift = 10 pts.

Prizes on the Line

On Friday, June 26, 2020 plan to join us at the Food From the Bar Awards Reception. Pick up your achievement award, enjoy drinks, hors d'oeuvres and group recognitions in the following categories:

Creativity Award

Kick-off Award- team with most points generated on campaign start date

Top Fundraiser

Top Volunteer Group

Top Food Drive

Per Capita Award-- firm that raises the most money per person

MVP Award

Your efforts are truly appreciated, and this night is all about you! Join us for an evening in honor of your work in the community.

Media & Posting

Upon registering your drive, you will receive a ZIP folder with approved social posts to be used by your team! Should you find the need to go beyond the scope of the approved posts, please send a draft to csolar@feedingamericaie.org for approval. Before drafting anything, consider the following:

We are to be referred to as:

Feeding America Riverside | San Bernardino or *Feeding America Riverside and San Bernardino Counties*, **NOT FEEDING AMERICA.**

Our proper logo is:



Our social media accounts are:

Facebook: @FeedingAmericaIE

Instagram: @FeedingAmericaIE

Twitter: @FeedingIE

LinkedIn: @FeedingAmericaIE

We kindly ask that you recognize us, your local food bank, in all acknowledgements of this campaign, as noted above. The National Campaign fundraises for national marketing and does not necessarily feed people at the local level, like this campaign is intended to do. All acknowledgements and recognition of them gives credit to an entirely different organization in a different state and those funds may not ever make their way back to your community in the I.E. Thank you for your understanding!



Sponsorship Opportunities

In it's first year in the Inland Empire, Food From The Bar is a month-long campaign for the legal community to provide nutritious food to those facing hunger in Riverside and San Bernardino Counties. Legal professionals, firms and related businesses are invited to join this important community effort as a Food From the Bar sponsor. Contact Carolyn at csolar@feedingamericaie.org for more information about the campaign and ways to get involved!

Title Sponsor

\$20,000

(180,000 meals)



- Designation as the exclusive Title Sponsor
- Special acknowledgement at Awards Reception
- Sponsor sign provided for display in office/lobby
- Logo recognition on all event signage: Happy Hour Kick-Off, Volunteer Days & Awards Reception
- Logo recognition on campaign web page & LinkedIn
- Logo recognition on all campaign collateral, e-blasts & advertising
- Opportunity to giveaway promotion products & swag at Happy Hour Kick-Off
- Recognition in quarterly newsletter
- Identification in post-campaign press release

Gold Sponsor

\$10,000

(90,000 meals)

- Sponsor sign provided for display in office/lobby
- Logo recognition on all event signage: Happy Hour Kick-Off, Volunteer Days & Awards Reception
- Logo recognition on campaign web page & LinkedIn
- Logo recognition on all campaign collateral, e-blasts & advertising
- Opportunity to giveaway promotion products & swag at Happy Hour Kick-Off
- Recognition in quarterly newsletter
- Identification in post-campaign press release

Silver Sponsor

\$5,000

(45,000 meals)

- Sponsor sign provided for display in office/lobby
- Logo recognition on all event signage: Happy Hour Kick-Off, Volunteer Days & Awards Reception
- Logo recognition on campaign web page & LinkedIn
- Logo recognition on all campaign collateral, e-blasts & advertising
- Opportunity to giveaway promotion products & swag at Happy Hour Kick-Off
- Identification in post-campaign press release

Bronze Sponsor

\$2,500

(22,500 meals)

- Sponsor sign provided for display in office/lobby
- Name recognition on all event signage: Happy Hour Kick-Off, Volunteer Days & Awards Reception
- Name recognition on campaign web page & LinkedIn
- Name recognition on all campaign collateral, e-blasts & advertising
- Identification in post-campaign press release