



## 2024 LEGAL FOOD FRENZY RULES AND ORIENTATION

Legal Food Frenzy Campaign Dates: April 15 – 26, 2024

### What is Legal Food Frenzy?:

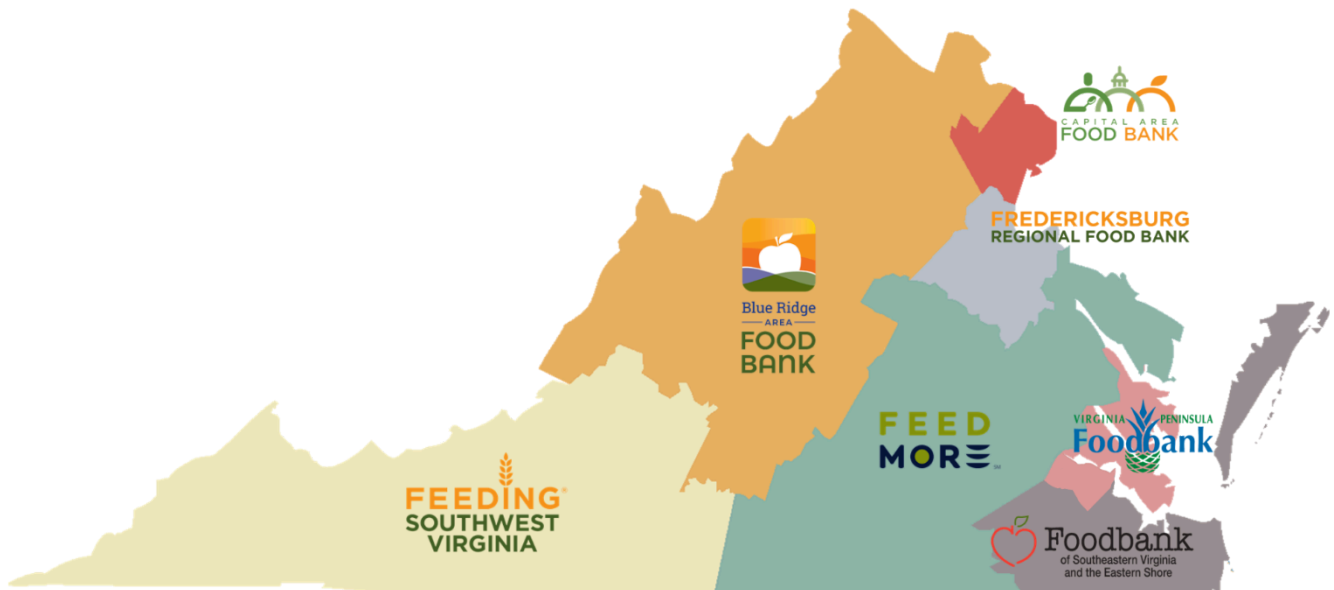
Legal Food Frenzy (LFF) is an annual statewide fundraising competition between legal firms and offices in hopes of winning the coveted Attorney Generals Cup, and bragging rights, while simultaneously helping to support our neighbors in need. LFF was created in partnership with the Virginia Attorney General, the Young Lawyers Division of the Virginia Bar Association, and the Federation of Virginia Food Banks. 2024 is the 18<sup>th</sup> year of the official LFF Competition.

Part campaign, part competition, the purpose of Legal Food Frenzy is for members of the legal community to give back in tangible ways to support hunger reduction efforts directly in their regions, in whatever ways are possible. **Over the years, this effort has raised millions of dollars to support our neighbors experiencing food insecurity across the commonwealth.**

### What does Legal Food Frenzy Support?

The Federation of Virginia Food Banks is a collaborative network of regional food banks dedicated to eliminating hunger and enhancing nutrition equity for Virginians. Your contributions of funds, donated food, and volunteer hours support one of the seven Federation of Virginia Food Banks members that serves your neighborhood. The location

of your physical office and/or BAR registration address determines the Food Bank you are supporting, and you will select this food bank upon registration. If you are unsure which food bank serves your community, you can check this helpful graphic or check out <https://vafoodbanks.org/virginia-food-bank-locator/> :



## Competition Rules

Your firm and/or office location will compete as a *team* to earn points. There are four main ways for your team to earn points towards Legal Food Frenzy awards.

- 1) **Monetary Donations** – All monetary donations made to your member food bank in honor of your team earn points for you at a rate of \$1 = 4 points. ***Anyone can donate on behalf of your team, not just attorneys or staff.***

Ways to donate money include:

- a. Online donation through your designated Legal Food Frenzy link that will be provided to your team by your local Food Bank.

- b. Checks or cash, provided all money is turned in before the competition deadline, and any cash or checks that clearly identify the donation as belonging to your team as part of LFF.
  - c. Gifts from IRA, Donor Advised Fund, Stocks, or other asset type is acceptable if your food bank has verification that you have sent / requested the funding before the close of the competition. Please contact your local Food Bank Rep for more details.
  - d. Matching gifts can be counted towards your team total as long as you send proof that a matching request was submitted to your company before the end of the competition.
- 2) **Food Donation** – Any food items collected and donated earn points at a rate of 1 pound = 1 point. All donations must be collected during competition dates. Please contact your local food bank for a list of acceptable / needed items.
- 3) **Volunteering** – Any firm that signs up a group (even just one person) from their work to volunteer at their local food bank or with an agency partner will earn 500 points, one time. The volunteer sign up must occur during the competition time frame, but the actual date of volunteering must be BEFORE June 28<sup>th</sup>, 2023.
- 4) **Bonus Points** – There are three ways to earn bonus points:
1. **100** bonus points for registering your team by March 29<sup>th</sup>.
  2. **500** bonus points for volunteering with us. Schedule by April 26<sup>th</sup> and complete by June 28<sup>th</sup>.
  3. **1,000** bonus points for referring another team to the competition, as long as that team has never competed in Legal Food Frenzy before and provided that they participate in LFF by donating food or money, and/or volunteering in the same year's competition period.

### **Calculating Final Scores**

- 1) All on-line donations made by 11:59p.m on April 26<sup>th</sup> and cash, checks and food received by each food bank by COB on May 1<sup>st</sup> will count towards your final score.

- 2) Volunteer shifts signed up for by COB April 26<sup>th</sup> and scheduled to be completed by June 28<sup>th</sup> will count towards your final score.
- 3) The totals of cash, checks, on-line and food donations plus early registration bonus points, referral bonus points and volunteer points will be your grand total of points
- 4) Total points divided by your team headcount will determine Per-Capita Giving

## Awards and Prizes

### 1) Seven Regional Winners

- a. All Participating Teams with 99 or fewer employees will compete within their respective food bank's service area, with final standings calculated on a per capita basis. All food bank regions will have ONE regional winner.

### 2) Eight Statewide Winners – Teams in these categories will compete on a statewide basis against other teams from across the Commonwealth irrespective of region.

**Each category will have two prizes – one based on highest GRAND TOTAL POINTS, the other for PER CAPITA POINTS.**

- b. Large Firm Category – Teams with a headcount of 100 or more.
- c. Law Schools – Including all staff and students.
- d. Government and Public Service – All public service and government offices, including local, state, and federal.
- e. Corporate Legal Departments

### 3) Grand Prize – The Attorney General's Cup – The AG's Cup has the name of all past winners engraved, and resides with the winning firm for the following year. All teams with a headcount of five or greater are eligible to compete for the AG's Cup, which is given to the team with the highest PER CAPITA score in the Commonwealth.



- 4) Other Awards and Prizes** – Your local Food Bank may have other \*unofficial\* award categories or recognition for participants at the regional level. Contact your local rep for more info.

### **What do Award Winners Get?**

All statewide Legal Food Frenzy award winners will receive a plaque or other token for display, and will be invited to a special awards ceremony.

### **How Does Registration Work?**

- 1) Beginning March 1, 2023, you can register your team at [www.legalfoodfrenzy.com](http://www.legalfoodfrenzy.com).
  - a. REGISTRATION IS FREE.
  - b. You will be asked to provide some details about your office name, location and headcount, including staff and attorneys. Remember to answer accurately and for your office location ONLY, as this will be used to calculate scores for awards.
  - c. Please note if you are a private firm, law school, government or public service organization, or a corporate legal department.
  - d. If your firm or organization has regional offices in multiple food bank regions, please register each office location SEPERATELY with respective headcounts.

### **ADDITIONAL FAQs**

- 1) **If we give money, how do we make sure it gets counted for our team?**
  - a. Before the start of the competition, your local food bank representative will be in touch to give you a link to an online donate page [which is specific to Legal Food Frenzy.](#)

- b. Any physical checks or cash that are mailed or turned into the food bank should be marked clearly on the envelope and/or memo line with “Legal Food Frenzy” or “LFF” PLUS your team name.

## **2) Can we give before or after the competition dates?**

- a. Your support is always needed and appreciated throughout the year – however any gifts of food or money can only be counted towards your firm totals during the competition. For those that are collecting food and funds up until the last day, please contact your local rep to find out when your deadline is for turning in anything collected.

## **3) Can we participate in Legal Food Frenzy without “competing?”**

- a. The competition element of Legal Food Frenzy is optional, and while it can be fun for teams that want to challenge themselves, there is no “right” way to be a part of Legal Food Frenzy and *all* levels of participation are welcome and needed. If you’re not interested in competing, simply focus on the different ways to help – you might be surprised where that gets you in the end!

## **4) Where can we check our score during the competition?**

- a. Scores will be updated across the state four times throughout the campaign, and those updates will be reflected on the official Legal Food Frenzy Leaderboard. It is important to take leaderboard standings with a grain of salt, as no scores will be finalized until the week after the competition once all final donations are accounted for.
- b. Statewide and regional leaderboard links:  
<https://vafoodbanks.org/legal-food-frenzy-leaderboards/>

## **5) How do we sign up for volunteering / what if we have other questions?**

- a. Your local / regional food bank rep can help you with this. Here is a list of your regional Legal Food Frenzy points of contact:

- i. **Capital Area Food Bank** – Lily Kirschner  
[LKirschner@capitalareafoodbank.org](mailto:LKirschner@capitalareafoodbank.org)
- ii. **Fredericksburg Regional Food Bank** – Holly King [hking@fredfood.org](mailto:hking@fredfood.org)
- iii. **Blue Ridge Area Food Bank** – Sarah Mallan  
[smallan@brafa.org](mailto:smallan@brafa.org)
- iv. **Feed More** – Christy Dalton  
[cdalton@feedmore.org](mailto:cdalton@feedmore.org)
- v. **Foodbank of SE VA and Eastern Shore** – Madelyn Cottrell  
[mcottrell@foodbankonline.org](mailto:mcottrell@foodbankonline.org)
- vi. **Virginia Peninsula Foodbank** – Christina Bosco  
[cbosco@hrfoodbank.org](mailto:cbosco@hrfoodbank.org)
- vii. **Feeding Southwest Virginia** – David Dantzler or Joan Hawsey  
[ddantzler@feedingswva.org](mailto:ddantzler@feedingswva.org)  
[jhawsey@feedingswva.org](mailto:jhawsey@feedingswva.org)

Legal Food Frenzy, above all else, is about serving your community. 100% of Legal Food Frenzy depends on you, and we want you to have a great time helping to raise awareness and provide food assistance for your neighbors. That said, please reach out to your Food Bank Legal Food Frenzy representative with any questions, concerns, or even just to ask about different ways you can make a difference this year.

***Thank you for your participation in the 18<sup>th</sup> Annual Legal Food Frenzy. We could not do this without you!***