



# HOW-TO GUIDE 2024

*Campaign Planning, Overview and Other Resources*

# TABLE OF CONTENTS

	PAGE
WHAT IS JUSTICE FOR THE HUNGRY?.....	1
HOW IT WORKS.....	2
POINTS AND AWARDS.....	4
CAMPAIGN GOALS AND TIMELINE.....	6
PLANNING CHECKLIST .....	7
COORDINATOR GUIDELINES.....	8
FUNDRAISING IDEAS .....	11
PHILABUNDANCE QUICK FACTS.....	12
CONTACT AND SOCIAL MEDIA INFORMATION .....	14

# WHAT IS JUSTICE FOR THE HUNGRY?

Solving today's hunger crisis relies on the collective impact of each of us to enact change.

Justice for the Hungry Law Firm Challenge was established in 2021 as a response to the incredible rise in the rate of hunger in our region. This challenge calls on the legal community to band together by pledging support to Philabundance to drive hunger from our communities.

David Antzis of Royer Cooper Cohen Braunfeld, started Justice for the Hungry with an idea to tap into his status and convince his peers to combat the growing fight against hunger.

We are now facing an even greater challenge with the rising costs of food and fuel impacting not only the people experiencing food insecurity, but also the organizations like Philabundance trying to serve them.

As part of the legal community, you have the privilege – and the power – to positively impact the lives of others. Here at Philabundance we are seeking justice for the Hungry. *Will you join us?*

We are excited to re-launch the Justice for the Hungry Law Firm Challenge this year and hope to expand our reach and amplify our impact to provide more healthy, nutritious food to our neighbors in need – right now.

The fight against hunger still requires our resources. Enclosed you will find information on the Justice for the Hungry Law Firm Challenge, outlining the ways you and your firm can join our efforts to address food insecurity throughout the region by supporting Philabundance.

The legal profession calls us to pursue justice under the law for all those served. We hope you will consider this opportunity to extend those same guiding principles to ensure Justice for the Hungry.

*- The Justice for the Hungry Steering Committee*

# HOW IT WORKS

In the Justice for the Hungry campaign, law firms will earn points by making corporate gifts, hosting food drives, raising individual funds, and volunteering. To serve those facing hunger, Philabundance needs food, funds, and friends. The following are ways your firm will make a difference by participating in Justice for the Hungry. Philabundance is here to support you every step of the way.

## OUR STEERING COMMITTEE

- o David Antzis  
Partner | Royer Cooper Cohen Braunfeld
- o Su Jin Kim  
Partner | Morgan Lewis
- o Rosetta Packer  
Retired | Ballard Spahr LLP
- o Vincent L. Sawyer  
Director of Diversity, Equity & Inclusion | Margolis Edelstein

## MAKE A CORPORATE GIFT

**Check:** To make a corporate donation by check, please mail your check with the Justice for the Hungry donation form to:

Philabundance, Attn: Development/Corporate  
3616 S. Galloway Street, Philadelphia, PA 19148

The Justice for the Hungry donation form is available by clicking [here](#) and on the webpage [www.philabundance.org/justice-for-the-hungry-campaign](http://www.philabundance.org/justice-for-the-hungry-campaign).

**Credit Card:** Use your law firm's Donation Page to make your corporate gift with a credit card.

**ACH:** If you would prefer to make your gift with an ACH, please reach out to [jfth@philabundance.org](mailto:jfth@philabundance.org) to receive further information.

**Phone:** Call our office at [215-339-0900](tel:215-339-0900) x1102 to give your donation over the phone. Mention your law firm and Justice for the Hungry during your call.

## HOST A VIRTUAL OR TRADITIONAL FOOD DRIVE

**Virtual:** Set up your own Virtual Food Drive page *by clicking this link here*. The Virtual Food Drive interface is a lot like online grocery shopping. Participants “shop” for our most-needed food items and “purchase” those items directly on the platform. All donations made via your Virtual Food Drive link will go toward your campaign efforts.

**Traditional:** Begin your traditional food drive by collecting non-perishable items in your office. We encourage you to reuse boxes or bins you may already have. If you do not have boxes, Philabundance may be able to supply you with them. You will find the Philabundance Food Drive poster and Top 10 Most Needed Items on our Justice for the Hungry page *here*. After your drive is over, reach out to [jfth@philabundance.org](mailto:jfth@philabundance.org) to schedule an appointment to drop-off or pick-up your donation.

## CREATE A CUSTOMIZED DONATION PAGE

Your team members can donate money online through your Donation Page. Coordinators should add any check or cash donations they wish to be included in their Team Donation Page as offline donations when logged into their team page. Then, mail the donations to Philabundance with a note indicating the team’s name. Please contact [jfth@philabundance.org](mailto:jfth@philabundance.org) for donation page assistance.

## VOLUNTEER AT PHILABUNDANCE

3616 S. Galloway St, Philadelphia, PA 19148

The work of Philabundance simply would not be possible without the dedication of volunteers like you. To contribute to the campaign through volunteering, we strongly encourage your team to sign up for the designated Justice for the Hungry volunteer shifts as listed on the timeline. To sign up for these shifts, please email [jfth@philabundance.org](mailto:jfth@philabundance.org) and a link will be sent to you.

# POINTS AND AWARDS

From March 11 – May 31, 2024, you will compete to donate the most food and funds to Philabundance to benefit neighbors facing hunger in our community. During this time, participants will be awarded points for financial contributions and food donations made to Philabundance as well as for volunteering.

## POINT SYSTEM

\$1 .....	<b>1 point</b>
5lbs of food.....	<b>1 point</b>
Hosting a Food Drive.....	<b>100 points</b>
Hosting a Virtual Food Drive .....	<b>100 points</b>
Registering for a Volunteer Shift .....	<b>100 points</b>
Every volunteer hour worked by each person .....	<b>1 point</b>

## ACHIEVEMENT LEVELS

Diamond Partners .....	<b>20,000 points</b>
Platinum Partners.....	<b>12,000 points</b>
Gold Partners .....	<b>6,000 points</b>
Silver Partners .....	<b>2,000 points</b>

## ADDITIONAL WAYS TO EARN POINTS

Unique Social Media Post (@Philabundance).... **1 point per post**  
*Must screenshot and email to [jfth@philabundance.org](mailto:jfth@philabundance.org)*

Create and use a custom donation page ..... **100 points**

Host a Lunch and Learn..... **50 points**

Order PCKatering..... **50 points**

If your firm or organization agrees to match donations  
*(does not have to be all donations)* ..... **1000 points**

If your team registers before February 20, 2024 ..... **500 points**

If your team registers before March 11, 2024..... **250 points**

Coordinator call participation ..... **100 points**

## AWARDS

Team with the most points ..... **Justice Award**

Team with highest total of monetary donations  
in the 1st week of the campaign ..... **Kickoff Award**

Team donating greatest amount of food.... **Beet Hunger Award**

Outstanding achievement for a firm, fewer than 100 employees  
based on funds raised, pounds collected and volunteer hours  
per capita ..... **Best All-Around Small Law Firm**

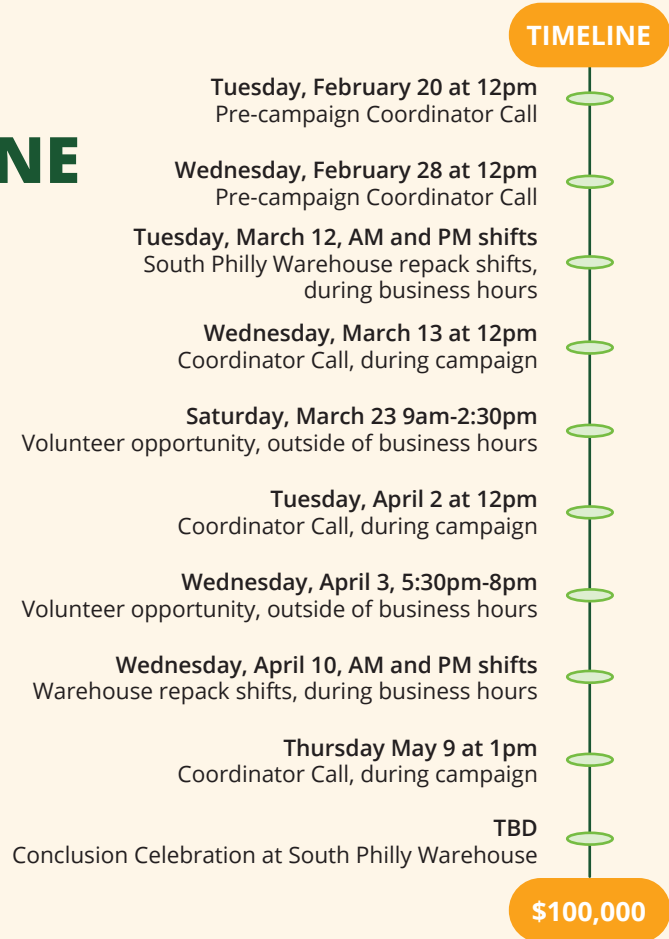
Outstanding achievement for a firm, more than 100 employees  
based on funds raised, pounds collected and volunteer hours  
per capita ..... **Best All-Around Large Law Firm**

Team chosen by the CEO of Philabundance,  
Loree D. Jones Brown ..... **The CEO Cup**

Determined by chairs of the campaign using  
their desired criteria..... **The Steering Team Award**

# 2024 CAMPAIGN GOALS AND TIMELINE

CAMPAIGN DATES: MARCH 11 – MAY 31, 2024





# PLANNING CHECKLIST

## 1 REGISTER

- Assign campaign coordinator
- Determine goals
- Register your team online at [www.philabundance.org/justice-for-the-hungry-campaign](http://www.philabundance.org/justice-for-the-hungry-campaign)

## 2 PLAN

- Form a planning committee for your organization
- Review How-To Guide and Campaign Timeline
- Plan activities/events to accomplish your goals
- Plan incentives: Ask your 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. *(see dates on timeline)*
- Create a firm Donation Page; contact us at [jfth@philabundance.org](mailto:jfth@philabundance.org) for assistance.

## 3 COMMUNICATE

- Announce plans to staff and attorneys by sharing campaign details on your website, on social media, during meetings/events, via email, and through personal outreach.
- Contact Ali Corr at [jfth@philabundance.org](mailto:jfth@philabundance.org) to schedule a Lunch and Learn at your office
- Register your firm for volunteer shifts
- Share your event plans with Philabundance

## 4 IMPLEMENT

- Lead by example: Sign up to volunteer, donate funds, and donate food
- 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 enable you to access instant status updates.)*

# JFTH COORDINATOR GUIDELINES

## PLAN YOUR CAMPAIGN

Many organizations create committees to plan their campaigns and organize activities. At a minimum, you will need a Justice for the Hungry Coordinator to be your liaison with the JFTH Steering Committee and Philabundance.

## REGISTER FOR THE CAMPAIGN ON THE JFTH REGISTRATION PAGE

Don't wait to get on board! Register as soon as possible to take advantage of helpful communications from the Steering Committee and Philabundance. Be sure you have registered for the campaign via our sign-up form. The Justice for the Hungry registration form is available online at [www.philabundance.org/justice-for-the-hungry-campaign](http://www.philabundance.org/justice-for-the-hungry-campaign).

## CUSTOMIZE YOUR TEAM DONATION PAGE

Reach out to [jfth@philabundance.org](mailto:jfth@philabundance.org) to set up your Team Donation Page. You may also send us your preferred banner, logo or photo to use on the donation page and we will upload it. Once your page is customized, share the link with your staff and clients. You may post offline

donations as well. Please attend a coordinator call for information on how to post offline donations.

## PROMOTE JFTH AND ANNOUNCE YOUR ACTIVITY ON SOCIAL MEDIA

Use your social media presence to promote JFTH. Let your clients and competitors know your organization is engaged in your local community. Use our hashtag: [#JusticefortheHungry](https://twitter.com/JusticefortheHungry)

## PARTICIPATE IN COORDINATOR CALLS

These calls exist to keep you up to date on the progress of the campaign. They are also sources of fundraising tips and ideas. Your questions throughout the campaign will be answered on these calls.

## ORGANIZE YOUR VOLUNTEERS

Schedule your volunteer dates and promote the activity internally. Some organizations have branded t-shirts, aprons, or hats. Plan ahead to order these items if you would like your organization to be recognizable in the pictures. Extend invitations to friends and family to support your efforts. Every volunteer shift raises awareness and contributes to your points standing!

Contact [jfth@philabundance.org](mailto:jfth@philabundance.org) to sign up for our Justice for the Hungry volunteer dates. A link to the volunteer registration page will be sent to you.

Volunteers must be at least 18 years of age and must dress appropriately for warehouse work and wear closed-toe shoes. Volunteers will be asked to sign liability and photo waivers.

## SEND IN YOUR DONATIONS

Don't wait until the last minute to deliver your collected contributions! Keep in mind that ALL donations must be in by May 31. Most contributions will go through your Team Donation page, but you may also have checks and cash. You may mail collected checks directly to Philabundance. Include the Justice for the Hungry donation form for each check to be considered for tax purposes.

Cash and coin contributions are best converted to a check for delivery to Philabundance. Contact Ali Corr at [jfth@philabundance.org](mailto:jfth@philabundance.org) for more information on cash distributions.

## PLAN TO SEND A DELEGATE TO THE JFTH AWARDS CEREMONY

When the campaign is over and the contributions are in, Philabundance will host an evening reception, date and time to be announced. Come check out the competition once more and see who wins!

# FUNDRAISING IDEAS

Participating firms can come up with creative, fun and effective ways to raise money and increase food donations. Below are just a few good fundraising ideas.

**Matching Challenge:** Various partners match donations on an hourly basis during a specific timeframe.

**Lunchtime:** Host a lunchtime “Justice for the Hungry” Soup Bar where participants purchase a bowl of homemade soup made by attorneys and staff.

**Pizza for Good:** Partner with a pizza shop to run a month-long promotion for the campaign.

**Bike Race:** Host a bike race to raise money by charging entry fees and see which attorney or staff member bikes a mile the fastest!

**Dress Down Days:** Ask for a set donation or a minimum donation for the opportunity to dress down for a day. Don't feel like dressing down? Make a theme day instead!





# QUICK FACTS

## THE WORK OF PHILABUNDANCE

Philabundance was founded with the simple belief that no one should go hungry while healthy food goes to waste. Our mission is to drive hunger from our communities today and to end hunger for good.



COUNTIES

We serve 5 counties in Pennsylvania: Bucks, Chester, Delaware, Montgomery and Philadelphia; and 4 counties in New Jersey: Burlington, Camden, Gloucester and Salem.



POUNDS

In 2023, we distributed over 46.8 million pounds of food throughout our service area.



COMMUNITY PARTNERS

We directly serve over 300 community focused organizations and provide additional food resources through lead agencies that reach another 300 partners.



PEOPLE

Philabundance serves around 135,000 people each week.



MEALS

Every \$1 donated can provide up to 2 meals.

## PHILABUNDANCE PROGRAMS

- o Philabundance packs and distributes **Senior Boxes** to our community partners, ensuring that more seniors have access to shelf-stable foods to last them throughout the month.
- o **LunchBox** is a Philabundance program that provides free, nutritious ready-to-eat meals for kids to reduce the number of missed meals during the summer when they do not have access to school meals.
- o **Philabundance Community Kitchen**, or **PCK**, is a 16-week culinary vocational training program for folks who are low- or no-income. PCK promotes the self-sufficiency of its students by preparing and connecting them to work in the food service industry.
- o **Philabundance's Good Food Policy** is a commitment to providing the communities we serve with the foods they want and deserve. It is our pledge to offer the flavors, tastes, and ingredients they know and love. It's also a chance for us to emphasize healthy and nutritious foods that will help our communities thrive.



# CONTACT INFORMATION

***General Questions:***

jfth@philabundance.org

***Campaign or donation information:***

Ali Corr

724-237-4968

acorr@philabundance.org

***Team fundraising page, virtual and traditional food drives:***

Helena Zrile

267-888-4458

hzrile@philabundance.org

***Volunteer contact and reservations:***

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nlong@philabundance.org