



**Food Bank for the Heartland's
1st Annual Food from the Bar Campaign
October 1-16, 2020**

Join Food Bank for the Heartland in a friendly competition among the Omaha metro area legal community to provide critical meals for our neighbors in need.

Your help is needed more than ever!



About

Food from the Bar is a friendly competition among the Omaha metro area legal community to provide critical meals for our neighbors in need.

Law firms and other legal organizations will compete to donate the most funds and help Food Bank for the Heartland distribute food to the growing number of individuals and families who need help during the COVID-19 pandemic.

Contact Joani Mullin, community engagement officer, for more information about Food from the Bar at JMullin@FoodBankHeartland.org.

Go to FoodBankHeartland.org/FoodFromTheBar to learn more and to register.

How to earn points

From October 1-16, 2020, teams will compete to donate the most funds for Food Bank for the Heartland. Teams will be placed into divisions based on the size of their organization.

During this time, participants can earn points for financial contributions made to the Food Bank as well as incentive points. Awards will be given for most points earned in each division, most participants in a firm, and most creative fundraising ideas.

Points:

\$1.00 = 1 point

100 points for signing up in Week 1 (September 6-12)

50 points for signing up in Week 2 (September 13-19)

25 points for signing up in Week 3 (September 20-26)

50 points for tagging the Food Bank on social media

Prizes / Bragging Rights:

Overall Awards: Firms of 50 or more, firms less than 50, sole practitioner, public entity

Per Capita Prizes: Most participants per firm

Most Creative Fundraising Idea

Sign up

Step 1: Visit www.FoodBankHeartland.org/FoodFromtheBar

Step 2: Click Sign Up on the top navigation bar.

Step 3: If you are the captain, click Start New Team. If your company has already registered, select Find a Participant on the top navigation bar.

Step 4: Create a new account by entering your email address and selecting a password.

Step 5: Enter your contact information. Review your information then select Register.

Step 6: From here you can customize your dashboard and fundraising story.

Why it matters

Food Bank for the Heartland is a private 501(c)(3) nonprofit organization in Omaha, Nebraska that acts as a central clearinghouse distributing food to 610 network partners across 77 counties in Nebraska and 16 counties in western Iowa.

In FY 2020, the Food Bank distributed more than 28 million meals to children, families, and seniors in need across 93 counties.

In the Food Bank's service area, Feeding America estimates food insecurity has jumped from 207,000 to 296,000 individuals due to the impact of COVID-19.



1 in 4 children is food insecure



1 in 6 adults is food insecure

MISSION

To provide emergency and supplemental food to the people in need in Nebraska and western Iowa

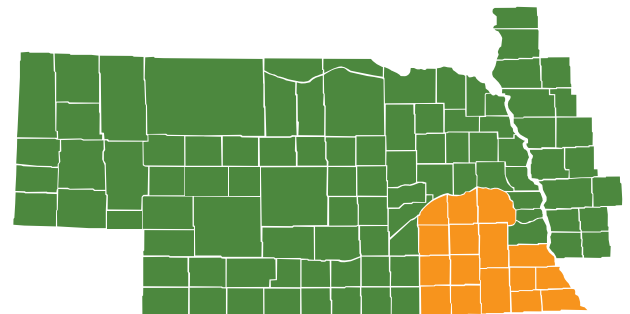
VISION

To eliminate hunger in our community

VALUES

In everything we do, we serve with respect, integrity and urgency

Nebraska and Iowa Counties Served by The Food Bank and Our Partners



- Food Bank for the Heartland
- Food Bank of Lincoln

28 MILLION MEALS PROVIDED

296,000 PEOPLE

in the Food Bank's 78,000-square-mile service area are considered food insecure

610 NETWORK PARTNERS

to which the Food Bank distributes; including pantries, shelters, schools, and other nonprofit organizations

6.8 MILLION POUNDS

of fresh fruits and vegetables distributed to neighbors in need

\$4.8 MILLION

spent by the Food Bank to purchase food

GET CREATIVE!

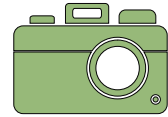
Here are some fundraising ideas to help get your creative juices flowing.

Host a Happy Hour



Host a Zoom happy hour! Have guests donate the amount of a typical bar tab. You can invite a member of the Food Bank team to share what the organization is doing.

Photo Contest



Submit your best quarantine photo! Pets? Family? Creative social distancing? Have team members donate to vote.

Bidding Wars



Start a bidding war for a range of opportunities – from getting the chance to pie a member of management to scheduling your boss to do a task for you. Got some envelopes to stuff?

Online Class



Host an online class. Have someone teach a workout class, or have a team member teach a skill or give a “Ted Talk.” Participants can donate to join.

Match Your Gifts



Double your impact by checking if your company matches employees’ charitable donations.

Challenge Your Neighbors



Have an office in another city? Challenge them to see who can give the most. Know other teams in your building that are up for a challenge?

Trivial Pursuit



Create teams of 3 or 4, or challenge another firm, with an entry fee per team; sell “life lines” teams can use when they don’t know an answer.

Raffle/Silent Auction



Raffle or auction parking spots, tickets to an event, bottles of wine, a weekend at a vacation home and “Trade Offices for a Day.”