



Area Development District Team Lead Packet 2017

Thank you for agreeing to be a Team Lead for the 1st Annual Commonwealth of Kentucky Bowl!

What is the Commonwealth of Kentucky Bowl?

The office of [Kentucky Secretary of State Alison Lundergan Grimes](#), the [Kentucky Council of Area Development Districts](#) and the [Kentucky Association of Food Banks](#) have joined forces to create a friendly food and fund drive competition among Kentucky's Area Development Districts (ADDs) to support hunger relief efforts in Kentucky.

Need: Did you know that there are 700,000 Kentuckians, including more than 200,000 children, who struggle with hunger every day? That means 1 in 6 adults and 1 in 5 children in Kentucky lack consistent access to enough food for a healthy, active lifestyle.

Charitable response: The members of KAFB feed 1 in 7 Kentuckians annually. Last year its members distributed 58 million meals across the Commonwealth. KAFB is comprised of the seven regional food banks that distribute food in all 120 counties in Kentucky through a network of 800 local charitable feeding organizations such as soup kitchens and shelters.

What is our goal?

ADDs will compete to raise the equivalent of 400,000 pounds of food for Kentucky's seven regional food banks (\$50,000).

When is the competition?

October 16, 2017 – October 27, 2017.

How do I register my office?

Organizations within each of Kentucky's 15 ADDs sign up to compete at kafb.org/CommonwealthBowl. Sign up period: September 1 – October 16, 2017.

How do I get more information? Email info@kafb.org or call 859-986-7422.

What is my role as Team Lead?

Team leads provide crucial leadership to promote the competition to your colleagues and raise as much food/funds as possible in your Area Development District (ADD).

- Work with your regional Feeding America food bank to plan the Commonwealth Bowl among organizations in your ADD. See page 3 of this packet for ideas. A food bank representative will contact you upon registration.
- Recruit as many organizations affiliated with your ADD as possible to participate in the campaign.



- Suggestion: designate a lead within each participating organization in your ADD (i.e., Mayor's office, Judge Executive's office) to help coordinate the campaign for that organization. This individual can help by setting up the donation display boxes, completing the End of Campaign form to help the food bank plan for receiving donations, etc.
- Encourage family and friends to donate by sending them the donation link. Donations via check are also welcome if that's the donor's preference; checks must be payable to Kentucky Association of Food Banks.
- Be Inspired! Visit your regional food bank and learn more about hunger in your community. You may also want to attend the kickoff event in your city.
- Follow us on Facebook and Twitter: @KyFoodBanks; promote campaign on your own social media using #KyCommonwealthBowl and #EndHunger. Share photos and information about your organization's competition.
- Plan to take advantage of the 25% delivery bonus! Deliver donated food plus any checks received to the food bank for the 25% delivery bonus. Online financial donations count as "delivered."
- Fax/email your End of Campaign Form to your regional food bank by October 30th so the food bank will know if they need to pick up food the following week.

What are the key deadlines for the Kentucky Commonwealth Bowl?

- September 14th, 2017: Statewide Kickoff event hosted by Secretary of State Grimes in the Kentucky State Capitol at 2:00 p.m. Please join us!
- September 1 – October 15, 2017: Sign-up phase; promotional materials and donation boxes delivered by food bank to participating ADDs as they enroll (or picked up for 100 bonus pounds).
- **October 16, 2017 – October 27, 2017: Commonwealth Bowl campaign!**
- October 30: End of Campaign forms returned to regional food bank.
- October 30 – November 3, 2017: donations picked up or delivered to food banks. 25% bonus of tabulated pounds for organizations that deliver food and monetary contributions to food bank.
- November 3, 2017: Deadline for food and fund donations to be received by the food bank and counted toward competition.
- November 6 - 17, 2017: Donations tabulated. Food items will be weighed at the food bank and the results tabulated in pounds.
- December 1, 2017: Winners announced
- TBD: Winners Reception and Awards Presentation

BONUS POINTS!

- Sign up to compete by October 1st and we'll add 100 pounds to your totals.
- Volunteer at your regional food bank between September 1st and October 15th for 100 bonus pounds.
- Pick up donation barrels and promotional materials from your regional food bank for 100 bonus pounds.
- Deliver all monetary and food donations to your food bank to receive a 25% bonus of tabulated pounds!



Prizes

- **Grand Prize – Kentucky Commonwealth Bowl Trophy:** total pounds.
- **Small ADDs:** Big Sandy, Buffalo Trace, FIVCO and Gateway.
- **Medium ADDs:** Barren River, Cumberland Valley, Green River, Kentucky River, Lake Cumberland, Lincoln Trail, Pennyrite and Purchase.
- **Large ADDs:** Blue Grass, Kentuckiana Regional and Northern Kentucky.

Ideas for Your Team

- **Dress Down Day:** if you donate a certain amount of funds or bring in a certain number of food items you may wear casual attire.
- **Potluck Day:** everyone brings a dish for lunch and in order to gain entrance you must bring a certain number of food items or pay an admission fee.
- **Costume Theme Day:** create a theme. If you bring in a certain number of food items or cash amount you may dress for that theme.
- **Food Theme Day:** challenge co-workers to bring in as many different food items as possible in a certain category. For example, food geared towards people with diabetes, or food for children in a particular age group. Whoever has the most different types of food within the category wins a prize.
- **Lunch for the Hungry Day:** everyone contributes what they would normally spend on lunch.
- **Totals:** display daily totals in high-traffic areas or announce totals using emails to keep people up to date and involved.
- **Friendly Competition:** conduct non-monetary wagering and/or email wars between office departments and/or an office in another ADD.
- **Rewards:** offer rewards for staff members who donate more than 20 cans or \$100.
- **Partner with other organizations to encourage donations from community members.**
- **Promote both food and fund donations.** In this competition \$1 = 8 pounds. \$1 goes a long way with Food Banks' bulk purchasing leverage. The best way to support hunger relief in your community is by making a financial donation to a food bank, which allows them to use the buying power of the Feeding America network to acquire and ship healthy, nutritious food at deeply discounted rates.





1st Annual Commonwealth of Kentucky Bowl Rules

The Grand Champion will be determined by total pounds raised divided by population of the region. Prizes will also be awarded in 3 categories: small (ADD) Area Development District division, medium ADD division and large ADD division. Each ADD is encouraged to host its own inter-agency competitions, as well. I.e., Judge Executive's office raising the most pounds.

The contest begins October 16th, 2017 and ends October 27th, 2017. You may only count money or food collected during that two-week timeframe.

- Interested organizations sign up to compete at kafb.org/CommonwealthBowl.
 - Organizations signing up by October 1st, 2017 will have **100 pounds added to their score**.
 - Team lead designated by each organization will be contacted by a representative of their regional food bank upon enrollment.
- Contributions of money are encouraged! Each dollar contributed will count as eight pounds of food.
 - You may donate online at kafb.org/CommonwealthBowl. When entering your gift, include your organization's name and list "Commonwealth Bowl" as a designation in order to have your donation count for the contest.
 - Checks should be made payable to Kentucky Association of Food Banks.
 - If you are contributing cash, please include a receipt with the contributor's name, address and amount of donation.
 - Capital Campaign gifts will not be counted towards the two-week competition
- Organizations that volunteer at their food bank between September 1 and October 15th will have **100 pounds added to their score**.
- Barrels or boxes to collect donated food items may be requested of the food bank. **100 pounds will be added to the score** of organizations that travel to the food bank to pick up the donation barrels and promotional materials.
 - Please do not contribute food items in glass containers.
 - Please do not open items that are already packed in cases, cartons, or boxes.
 - Candy will not be counted.
- Most needed food items are Peanut Butter, Canned Tuna, Canned Beans, Canned Soups, Stews, Pastas, 100% Fruit Juice, Canned Fruits, Vegetables, Macaroni and Cheese Dinners, Whole Grains, Low Sugar Cereals (boxed).
- Complete the End of Campaign Information Form provided by the food bank and FAX/ email back to the food bank by the end of the day on October 30th. It is very important that you tell the food bank the approximate amount of food you have collected at the end of the campaign in order for the transportation department to prepare properly.
- All food and fund donations must be turned into the food bank no later than November 3rd in order to be counted towards the competition.
 - If an organization delivers all food and monetary contributions to the food bank, you will receive a **25% bonus** of tabulated pounds! Online donations count as delivered.
- Food items will be weighed and the results tabulated in pounds by the food bank at the end of the campaign.

For more information, visit kafb.org/CommonWealthBowl or call 859-986-7422.



Most Needed Items

- **Peanut Butter**
- **Canned Tuna**
- **Canned Beans**
- **Canned Soups**
- **Stews**
- **Pastas**
- **100% Fruit Juice**
- **Canned Fruits**
- **Vegetables**
- **Macaroni & Cheese Dinners**
- **Whole Grains**
- **Low-sugar Cereals (boxed)**

PLEASE DO NOT DONATE GLASS CONTAINERS



Hunger Facts

17% – **1 in 6 Kentuckians** – are food insecure, meaning they don't always know where they will find their next meal. This is well above the national average of 15.9%.

22% – **1 in 5 children** in Kentucky are food-insecure. This means that more than 200,000 children in Kentucky have been hungry without access to food in one of the wealthiest nations in the world. This impacts their ability to grow strong physically and pay attention in school.

Too many parents have to choose between paying for food and paying for utilities or heating fuel; in fact, 67% of households served by a food bank in Kentucky report facing this tough decision. And too many of our senior citizens are having to make trade-offs between food and medicine, a decision 69% of food bank clients have faced. 91% of households served by a food bank in Kentucky purchased inexpensive, unhealthy food as a coping strategy to put food on the table.

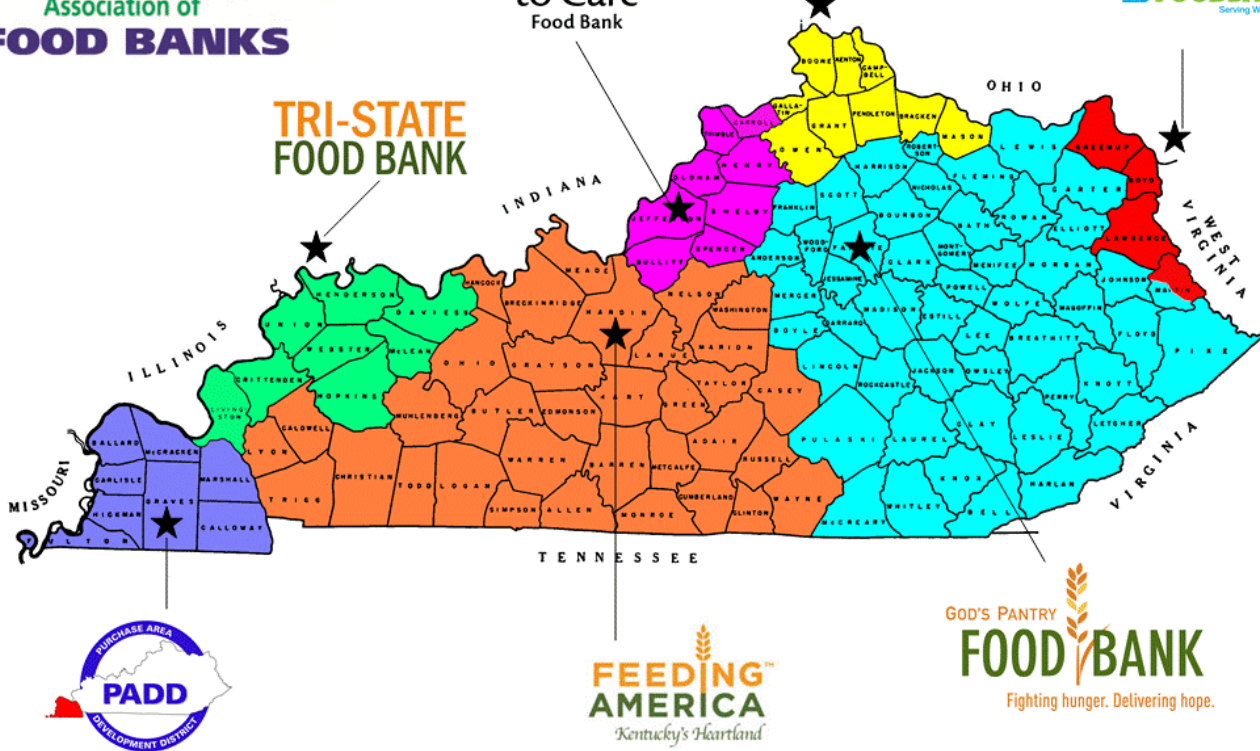
Kentucky's Food Bank Network

Kentucky has 7 regional food banks that serve all 120 counties. These food banks comprise the Kentucky Association of Food Banks, which was formed to maximize their impact and ability to provide a steady supply of nutritious food to hungry Kentuckians. In FY2016 they distributed more than 69 million pounds of food through their statewide network of 800 partner agencies and pantries. Visit KyFoodBanks.org to learn more.





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Visit KyFoodBanks.com for more information.