



Team Lead Packet 2018

Thank you for agreeing to be a Team Lead for the 2nd Annual Commonwealth of Kentucky Bowl!

What is the Commonwealth of Kentucky Bowl?

The office of [Kentucky Secretary of State Alison Lundergan Grimes](#), the [Kentucky Association of Counties](#) and the [Kentucky Association of Food Banks](#) have joined forces to create a friendly food and fund drive competition among county offices 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 64 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?

KACO members will compete to raise the equivalent of 160,000 pounds of food for Kentucky's seven regional food banks (\$20,000). Every dollar contributed will count as 8 pounds of food.

When is the competition?

October 15, 2018 – October 26, 2018.

How do I register my office?

The lead for each participating office can register by completing the form at [HelpFeedKy.com](#)
Sign up period: August 22 – October 14, 2018.

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 at your office.

- Work with your regional Kentucky Association of Food Bank's member food bank to plan the [Commonwealth](#) Bowl at your office. A representative will be in touch after you register your team at [HelpFeedKy.com](#)
- Be inspired! Visit your regional food bank and learn more about hunger in your community. Attend any kickoff events planned in your region.
- Motivate your office to donate as much as possible. See page 3 of this packet for ideas.



- Encourage financial donations by reminding donors that food banks can leverage a \$1 donation into 8 times more food than a donation of a \$1 food item. **Donations can be made online (HelpFeedKY.com).** Donations can also be made by checks which should be payable to **KY Association of Food Banks**. Donations by check should be delivered with any food donations to your regional food bank contact.
 - Invite community members, friends and family to donate by sharing the donation link: HelpFeedKy.com
- Send a media release to local and regional media to raise awareness of the campaign. A template is available on HelpFeedKy.com
- Plan to take advantage of the 25% delivery bonus! Collect food in your own boxes and deliver them, plus funds raised to the food bank, for the 25% delivery bonus. Online donations count as “delivered.”
- Fax/email your End of Campaign Form to your regional food bank by Friday October 26th so the food bank can make plans to receive donated items and to ensure bonus points are tracked.
- Ensure that donated food items are received by your assigned food bank by Monday October 29th.
- Follow us on Facebook (@KyFoodBankAssociation) and Twitter (@KyFoodBanks); promote campaign on your own social media using #KyCommonwealthBowl and #EndHunger. Share photos and information about your organization’s competition.

What are the key deadlines for the Kentucky Commonwealth Bowl?

- July 2018: Recruitment and information materials finalized; web site revised. Campaign co-chairs and county leads recruited.
- August 2018: Planning begins for local kickoff events and recruitment efforts, including printing of promotional postcards. Social media sites launched.
- August 22nd – October 14, 2018: Sign-up phase. Team leads register at HelpFeedKy.com. Food bank lead contact will follow up with county lead.
- October 3, 2018: Official statewide kickoff event hosted by Secretary of State Grimes at the state capitol building at 2:00 p.m. E.T.
- **October 15, 2018 – October 26, 2018: Commonwealth Bowl campaign!**
- Monday October 29, 2018: Deadline for food and fund donations to be received by the food bank and counted toward competition.
- October 29 – November 1, 2018: Donations tabulated by food banks and reported to KAFB. Food items will be weighed at the food bank and the results tabulated in pounds.
- November 5, 2018: Winning counties notified by Secretary of State Grimes.
- November 16, 2018: Awards presented at KACo’s annual conference in Lexington.
- February 20, 2019: Winners acknowledged by Secretary Grimes at Rally to Solve Hunger in the state capitol building at 10:00 a.m. E.T.

BONUS POINTS!

- Sign up to compete by October 3rd and we’ll add 100 pounds to your totals.
- Volunteer at your regional food bank between September 1st and October 26th 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 by October 29th to receive a 25% bonus of tabulated pounds!

Prizes

- 1st, 2nd and 3rd place will be awarded to the three offices that donate the most pounds of food equivalent (\$1 donation = 8 pounds of food) divided by the number of employees in the office.

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 a similar office in another county.
- 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.





2nd Annual Commonwealth of Kentucky Bowl Rules

1st, 2nd and 3rd place prizes will also be awarded to the three offices that donate the most pounds of food equivalent (\$1 donation = 8 pounds of food) divided by the number of employees in the office.

The contest begins October 15th, 2018 and ends October 26th, 2018. You may only count money or food collected during that two-week timeframe.

- Interested offices sign up to compete at HelpFeedKY.com
 - Offices signing up by October 3rd, 2018 will have **100 pounds added to their score.**
 - Team lead designated by each office 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 [HelpFeedKY](http://HelpFeedKY.com). 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 26th 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 use their own boxes or 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 26th. 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 October 29th 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 HelpFeedKy.com 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.

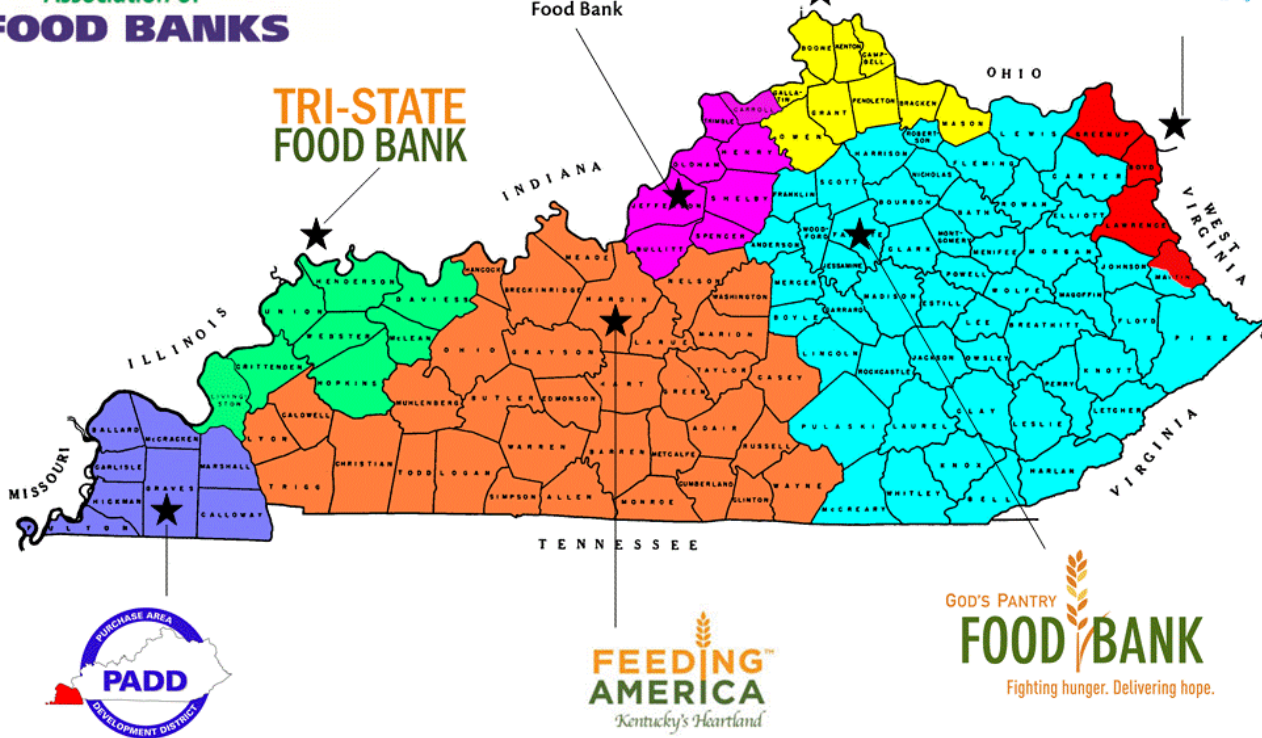
Kentucky's Food Bank Network

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 FY2018 they distributed more than 76 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.