



2015 Coordinator's Packet

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

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Resources and Contact Information

Questions, Feedback or Campaign and Donation Information

Christina Quezada, (323) 234-3030, ext. 163 or cquezada@lafoodbank.org

Virtual Food Drive Main Contact

Araceli Martinez, (323) 234-3030, ext. 194 or aracelim@lafoodbank.org

Website with Coordinator Toolkit

www.lafoodbank.org/gaap

Key Campaign Dates

May 22, 2015 - Registration Opens <http://bit.ly/GAAP2015>

June 6 - Campaign Kickoff and Super Saturday Family Volunteer Day

August 1 - Second Super Saturday Family Volunteer Day

August 7 - Campaign Ends

August 14 - All financial donations must be received by the Food Bank to be included in award tallies

September - Awards ceremony

Coordinators will be contacted with information about coordinator calls (designed for coordinators interested in getting information and tips about running their campaign).

Closing the Hunger GAAP Overview

Accounting Firms Fighting Hunger in Los Angeles County

June 6 - August 7, 2015

www.lafoodbank.org/gaap

Closing the Hunger GAAP is a points-based competition among accounting firms in L.A. County. Each participating firm will compete to donate the most funds, food and volunteer hours. Firms will receive points for each activity.

In the Closing the Hunger GAAP 2014 campaign, participating firms donated \$64,842, collected 4,459 pounds of food and volunteered 1,228 volunteer shifts.

2015 Goals



Facts About the Los Angeles Regional Food Bank

The mission of the Los Angeles Regional Food Bank is to mobilize resources to fight hunger in our community. Since 1973 the Food Bank has distributed nutritious meals to millions of hungry individuals and families in Los Angeles County. One of the largest organizations of its kind in the nation, the Food Bank relies on the support of foundations, individuals, corporate donors and volunteers.

More about the Food Bank

- 1 out of 6 people in L.A. County is at risk of hunger, the equivalent of 1.7 million residents.
- The Food Bank and its partner agencies serve 280,500 clients monthly.
- Our main focus is providing nutritious meals and nearly 20 percent of the food distributed is fresh produce.
- More than 1 million pounds of food is distributed each week through a network of more than 1,000 charitable agencies and Food Bank programs.
- For every \$1 donated, the Food Bank distributes enough food for 4 meals.
- Our efficiency and effectiveness led the LA Business Journal to name the Food Bank as the “Nonprofit Organization of the Year” among large local organizations in 2013.
- We have a 90.91% rating from Charity Navigator.

Watch the Food Bank video to learn more <http://bit.ly/LAFoodBankVideo>.

Donations

Donations Sent by Mail

- Financial donations may be collected and mailed directly to the Food Bank. Ask donors to complete and return the donation form available at www.lafoodbank.org/gaap.

One acknowledgement letter per donation will be issued to the person whose name appears on the check.

Please contact Christina Quezada at (323) 234-3030, ext. 163 or cquezada@lafoodbank.org for more information.

Virtual Food Drives

Supporters of your organization can donate money online through your organization's Virtual Food Drive page.

- To create a Virtual Food Drive and set a team goal, visit <http://bit.ly/VirtualFoodDriveLA>
- Coordinators should add any check or cash donations they wish to be included in their Virtual Food Drive as offline donations when logged into their Virtual Food Drive page. Then, mail the donations to the Food Bank with a note indicating the team name. Once an offline donation is received and processed, it will then be approved and added toward the team goal.

Please contact Araceli Martinez at (323) 234-3030, ext. 194 or aracelim@lafoodbank.org for questions or assistance.

Food Donations

We encourage teams to bring food they collect directly to the Food Bank when they volunteer, but pickups for donations of 400 or more pounds of food can be scheduled.

- **L.A. Regional Food Bank: Araceli Martinez (323) 234-3030, ext. 194 or aracelim@lafoodbank.org.**

Suggested food items include canned fruits and vegetables, canned meats such as tuna or chicken, canned soups and stews, canned beans, and other nutrient-rich shelf-stable foods.

Volunteering

- Please designate one person to manage the team's sign-up process and confirm the total number of participants with the Food Bank volunteer department one week prior to the scheduled volunteering dates.
- Invite family and friends to participate. Their service will count toward the organization's overall goal. Children may participate, but for safety reasons, most volunteer shifts are limited to participants 14 years or older. Children five and older will be allowed at the June 6 and August 1 Super Saturday events.
Only volunteers age 14 and older will be eligible for points.
- All volunteers are required to wear closed-toe shoes.
- All volunteers must sign in and include your organization's name to ensure your organization receives credit.

Volunteer Locations

Los Angeles Regional Food Bank
1734 E. 41st St., Los Angeles, CA 90058

Los Angeles Regional Food Bank
2825 E. 54th St., Vernon, CA 90058

Contact Ana Martinez at (323) 234-3030, ext. 144 or amartinez@lafoodbank.org to schedule your volunteer sessions.

Awards and Scoring

Closing the Hunger GAAP awards are intended to recognize all firms that make significant contributions to the campaign during the competition.

Your firm will be awarded points for financial contributions made, food donations collected and volunteer hours completed throughout the competition. Awards will be distributed at the celebration reception.

Scoring

- \$1 = 1 point
- 5 lbs. of food = 1 point
- Each volunteer shift worked between June 6 and August 7 = 10 points
- Each volunteer shift worked on a Super Saturday Volunteer Day = 20 points

Awards

- Earnings Per Share (EPS)- To be awarded to the firm with the most total points based on three categories of firm size.
Firm sizes include mega (more than 500 partners and employees), large (between 100 and 499 partners and employees), and medium (fewer than 100 partners and employees). All firms will be asked for a current staff count during registration.
- Opening Balance Sheet - Highest monetary donations during the first week of the campaign.
- Cash Flow - Highest monetary donations per capita.
- Intangible Asset - Highest number of volunteer points per capita.
- Inventory Observation - Largest amount of food points per capita.
- Innovation Award - The firm with the most innovative, unusual or effective means of supporting the Closing the Hunger GAAP campaign (as determined by the Food Bank).

Thank you to our 2014 Closing the Hunger GAAP participants

- Andersen Tax
- BDO USA LLP
- CohnReznick, LLP
- Crowe Horwath LLP
- Deloitte
- EY
- Green Hasson Janks
- Gursej Schneider LLP
- KPMG LLP
- Marcum LLP
- McGladrey
- NSBN LLP
- PricewaterhouseCoopers, LLP
- SingerLewak LLP

Tips for Success

- Select a leadership committee to plan your strategy and campaign theme.
- Set a goal for each section of the competition.
- Track your progress with photos, graphs or thermometers.
- Share your goals with friends and family members, and get them involved.
- Promote your Food Drive and Virtual Food Drive with posters, handouts or on social media.
- Host an event and charge for admission (a group lunch is a great idea).
- Hold a bake sale or silent auction.
- Be creative and hold inner-office competitions.

IRS Information

The IRS only allows a charitable deduction when a payment to a charity exceeds the fair market value of the goods or services received, otherwise there is no gift. Because the Food Bank is not in a position to determine FMV of sale items within your firm, we ask you to use your Virtual Food Drive or send a check as a means of payment.