



# HANDBOOK

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### **Contact:**

Johnny Jenkins | 214-572-4096 | [john.jenkins@ntfb.org](mailto:john.jenkins@ntfb.org)



# Thank you

Thank you for participating in the annual Food from the Bar campaign. This month-long friendly competition between law firms and legal organizations is a fun and exciting way for your legal organization to help feed children and families facing hunger this summer.

The nutritious food you collect and the funds you raise will help provide meals for the **nearly 253,000 children** in North Texas who don't know where their next meal will come from. Your gifts also provide more than a meal—they foster hope for families and build brighter futures for children in need.

Thanks to the commitment of North Texans like you, the **North Texas Food Bank** (NTFB) provides more than **2 million meals** to our neighbors facing hunger each week. We could not do this work without you!

While coordinating a fundraiser campaign and canned food drive takes work, we hope this handbook will simplify the process while providing ideas and tips to support your legal organization in hosting a successful campaign.

Thank you again for your commitment to fighting hunger. We wish you success in your upcoming Food from the Bar campaign!

Sincerely,

***Your Food Bank Family***



# About Food from the Bar

## The Need in North Texas:

Today, 744,000 North Texans face hunger, including 1 in 5 children. Many of these children receive free meals from their public school during the school year. When class is out for the summer, parents whose budgets are already strained must fill the gap by providing as many as 10 additional meals for their children each week.

“When the kids are home, they eat more,” says Ana, a grandmother who cares for her two grandchildren and visits one of NTFB’s partner food pantries each month. “The food prices keep going up every time we visit the grocery store. Our rent prices go up every year. The food (we receive here) is so helpful.”

To learn more about child hunger in North Texas and about how NTFB provides children with access to more than 40 million meals each year, visit [ntfb.org/childprograms](https://ntfb.org/childprograms). Feeding America also provides an interactive map addressing childhood hunger at [map.feedingamerica.org](https://map.feedingamerica.org).



# About Food from the Bar cont.

## Campaign Overview:

To ensure children have access to the nutritious food they need to thrive during the summer, the legal community comes together in a friendly competition, called **Food from the Bar** (FFTB).

Last year, with the support from legal organizations across North Texas, we raised a total of \$145,718 and 940 pounds of food, which equates to nearly 450,000 meals for our neighbors facing hunger. Moreover, 85 volunteers also gave time during the 2025 campaign. This year, the campaign takes place April 1-30. Our goal is to raise **\$225,000**, in addition to pounds of food collected and volunteers again giving their time at NTFB.

Every contribution made helps not only ensures children are nourished during the summer but also that they're equipped to return to school ready to learn in the fall.



# Food from the Bar Process

FFTB is a month long (April 1 - 30) friendly competition where law firms and legal organizations form teams and earn points by donating funds for food purchases, collecting nutritious food, and volunteering their time at the food bank.

Because FFTB is a peer-to-peer fundraiser, **anyone** can donate and/or volunteer on behalf of your team, including friends and family.



## Scoring & Awards

For participating teams, points will be awarded for financial contributions, food donations, and volunteer shifts attended in the following ways.

### Scoring:

1 lb. of food  
**1 point**

\$1.00  
**3 points**

1 volunteer  
**50 points**

### Achievement Points:

- **500 points** for early registration by **March 15**
- **1,000 points** for referring a new law firm to participate. [Referral Form](#)
- **Double points** for attending FFTB Volunteer Days\*

*\*Details will be provided upon registration*



# Food from the Bar Process

## Awards:

The following will be awarded to the top participants this year.

- **Power of Attorneys Award** – Awarded to the team with the most total points.
- **Partner 4 Hope Award** – Recognizing the team with the most points per number of employees in North Texas.
- **Broadest Appeal Award** – Highest Participation Across all Categories.
- **Collective Force Award** – Awarded to the team that harnessed their collective strength through volunteering.
- **#RaiseTheBar Award** - Recognizing the team that has set the bar high with their social media outreach efforts.
- **Can-Do Award** – Awarded to the team that collects the most physical food donations.
- **New Counsel Award** – Recognizing a first-year team with the most points.
- **Jan H. Howell Trailblazer Award** – Honoring excellence in women campaign leadership

## Partner Levels:

Additionally, all participating teams will be recognized with Partner Levels based on the following. More details on Partner Levels in the FAQs.

- **Diamon Partner** – 75,000 points
- **Platinum Partner** – 40,000 points
- **Gold Partner** – 20,000 points
- **Silver Partner** – 10,000 points



# Three Ways to Participate:

## Virtual Fundraiser

Similar to previous campaigns, you can register and start a virtual fundraiser page and encourage your family, friends, and colleagues to support your team.

1. Begin by registering your organization so we can help you get started. The registration form can be found at [ntfb.org/foodfromthebar](https://ntfb.org/foodfromthebar).
2. Once you register, a unique fundraiser page will be created for your team and the link with additional details will be provided to you directly, during March.
3. You can use the resources available on the website – also included in the toolkit on page 14 - to spread the word, either internally or externally. Get creative! *Every \$1 donated is equal to 3 points.*

**Partners 4 Hope - 2023**

Partners 4 Hope is an annual friendly competition organized by the North Texas legal community that unites attorneys and law firms to spread awareness of hunger and raise funds to combat summer childhood hunger.

After three successful years of holding the Partners 4 Hope campaign in March, we have decided to move it to the entire month of May this year. This change is intended to ensure that children facing hunger have access to the nutritious food they need during the summer months to grow and thrive.

Thanks to the support of law firms throughout North Texas, we were able to raise a total of \$132,300 last year, equivalent to 336,900 nutritious meals for our neighbors facing hunger.

This year, we are aiming to raise \$175,000, as well as collect pounds of food and encourage volunteers to donate their time to the North Texas Food Bank.

Please see the list of participating law firms to the right and select yours to support. If you would like to join Partners 4 Hope, simply register your firm at [ntfb.org/partners4hope](https://ntfb.org/partners4hope).

**Team Progress**

0% of goal **\$0** Raised

**Shopping Cart**

- Canned Vegetables 10 cans \$10 [Add to Cart](#)
- Canned Beans 24 cans \$15 [Add to Cart](#)
- Rice 10 bags \$20 [Add to Cart](#)
- Canned Meat 26 cans \$25 [Add to Cart](#)

**YOUR CART**

0 Items \$0.00

[View Cart](#) [CHECKOUT](#)

Monthly Recurring Purchase

[DONATE](#)

[JOIN AS PARTICIPANT](#)

**Team Roster** Raised

- NTFB Team...** \$0
- Team Gifts \$0
- Denotes a Team Captain

**Top Donors**

Results Pending

[Full Donor List](#)



## Physical Food Drive

Points are also awarded for hosting a canned food drive at your office.

1. Pick up free canned food drive boxes from NTFB (address and image below), or use your own, and place at your office. You can also print the flyer available in this toolkit and attach it to your boxes.
2. Once you finish collecting food donations, drop the food off at NTFB. The deadline for food donations is Saturday, **May 2** (business hours below).
3. Once you deliver your donations, our door clerk will help you submit an intake receipt form, which will include the pounds donated. On this form, include your law firm or organization name, then in the comment box, type “Food from the Bar”. *Every pound donated is equal 1 point.*
4. Printable resources are available at [ntfb.org/foodfromthebar](http://ntfb.org/foodfromthebar) and in the toolkit on page 14.



North Texas Food Bank  
3677 Mapleshade Lane  
Plano, TX 75075

M-F: 9 a.m. – 4:30 p.m.  
Sat: 9 a.m. – 3:30 p.m.



## Volunteer at NTFB

Finally, points may be earned by volunteering at NTFB.

1. Each person who volunteers at NTFB between **April 1 – April 30** will receive 50 points per shift, and if they volunteer on Food from the Bar shifts (April 10 & 25), points earned will be doubled. *Please note, the volunteer calendar for April will open on March 1, including these shifts and the link to sign up will be sent to registered teams.*
2. First, register as a volunteer at [ntfb.org/volunteer](https://ntfb.org/volunteer). Instructions on how to register and find available shifts can be found in our [Volunteer Portal](#) Guide and are also available at [ntfb.org/volunteer](https://ntfb.org/volunteer).
3. Once registered, pick the open shift you would like to attend. You can also sign up as a team to volunteer together.
4. Finally, don't forget to take photos, let us know you're volunteering so you get points, and send us any questions at [FFTB@ntfb.org](mailto:FFTB@ntfb.org). See volunteering FAQs on the following page.



## Common Volunteering FAQs

### **What if I cannot find available volunteer shifts?**

NTFB's volunteer calendar fills fast, especially Saturdays. If there is no availability in April for your team, remember that you can search for shifts in May when that month's calendar opens on April 1. If you still need help, feel free to reach out to us at [FFTB@ntfb.org](mailto:FFTB@ntfb.org).

### **How many people can I bring to volunteer?**

You can form teams of up to 25 volunteers, if the spots are available. Once you have formed your team, you will be provided with a unique URL that you can send to your colleagues so they can sign up as well. Remember, everyone needs to register before signing up with your link, also mentioned below.

### **My sign-up link is not working for my team members.**

For the unique URL to work properly, each person who would like to join must first register as a volunteer at [ntfb.org/volunteer](https://ntfb.org/volunteer). They need to complete the qualifications during the registration. Then, they must be logged into their account before clicking on the unique link.

### **How will you know to add points to our law firm if we volunteer?**

We can access all the teams that volunteer, so name your team after your organization. Then forward your shift time and details to [FFTB@ntfb.org](mailto:FFTB@ntfb.org) and we'll make sure to add your points.



# Campaign Timeline

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<b>February 12</b>	Registration opens – Register at <a href="https://ntfb.org/foodfromthebar">ntfb.org/foodfromthebar</a>
<b>March 2</b>	Volunteer calendar opens for April shifts.
<b>March 15</b>	Achievement points for early registration closes
<b>April 1</b>	First day of the campaign, volunteer calendar opens for May
<b>April 10</b>	Food from the Bar Volunteer shift
<b>April 25</b>	Food from the Bar <b>Family</b> Volunteer shift
<b>April 30</b>	Final day of fundraising campaign
<b>May 2</b>	Final day to deliver food donations to NTFB to earn points
<b>May 20</b>	Final reveal ceremony at Belo Mansion
<b>Post celebration</b>	Final results and top firms recognized externally

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# FAQs

## **Is it required for me to pick up boxes, or can I use any box?**

You can use any boxes or bags to help you collect canned food. NTFB can provide boxes for your canned food drive if they are needed.

## **Where can we pick up canned food drive boxes?**

Canned food drive boxes are available at our Plano location. Please visit the H-E-B Donation Door, mentioned on page 9.

## **Does our team need to select only one method to participate?**

We encourage your organization to participate in Food from the Bar in as many ways as you'd like, whether one, two, or all three options: fundraising, canned food drive, and/or volunteering.

## **What additional support can NTFB provide for our fundraiser?**

NTFB can provide flyers, social media graphics, and best practices to ensure your organization has a successful campaign. All of these are available in the toolkit below. NTFB can also assist your team in setting up a volunteer shift, subject to availability.

## **Do I need to communicate with NTFB before delivering canned food?**

No, simply deliver your canned food to our H-E-B Canned Food Drop-Off Door during its regular hours and submit the donation form as requested on page 9. Your donation will show up in our report at the end of the campaign.



# FAQs

## Can I request that NTFB deliver boxes to me?

Unfortunately, we are unable to drop off boxes or pick up donations of canned food.

## If we decide to host a physical canned food drive, what are your most needed items?

NTFB keeps an updated list of our most needed items at [ntfb.org/most-needed-food-items](https://ntfb.org/most-needed-food-items).

## How do you know if I refer a new law firm to participate so I receive points?

First, fill out [this form](#) (also available on the Food from the Bar website) so we have the record on file. Once the campaign is complete, we'll confirm with the new participant and award points to the appropriate teams.

## What is a Partner Level?

Partner Levels aim to recognize all organizations that participate in Food from the Bar by awarding various levels based on points earned and sharing that online while linking to the organization's main website.

## How do I sign up for the two Food from the Bar volunteer shifts?

More information and links to the two shifts will be provided upon registration and closer to the campaign start date, April 1.

## Other questions?

Please reach out to Johnny Jenkins at [john.jenkins@ntfb.org](mailto:john.jenkins@ntfb.org).



# Food from the Bar Toolkit



Other material and information can be  
found at [ntfb.org/foodfromthebar](https://ntfb.org/foodfromthebar)



# Social Media

Also available to download at [ntfb.org/foodfromthebar](http://ntfb.org/foodfromthebar)



**Food from the Bar**

North Texas Food Bank™

We're feeding children during the summer.

April 1-30

**HELP US BY:**

- Volunteering
- Collecting Food
- Donating Funds


**MORE INFO**

[ntfb.org/foodfromthebar](http://ntfb.org/foodfromthebar)

The graphic features a large circular logo on the right with the text 'FOOD FROM THE BAR' around the top edge. Inside the circle is a scale of justice with two oranges on the pans and a wheat stalk in the center. The background is dark blue with a white curved shape on the left containing the text and list. The bottom right corner has an orange background with wheat stalk icons.



# Social Media Toolkit

Platforms	Graphic options (Find downloadable files at <a href="http://ntfb.org/foodfromthebar">ntfb.org/foodfromthebar</a> )	Suggested Messaging (Feel free to personalize these messages)	Who to tag?
<p>Facebook, LinkedIn &amp; Instagram</p>	 <p>The graphic is a square poster for the 'Food from the Bar' campaign. It features the North Texas Food Bank logo in the top right corner. The main text reads 'Food from the Bar' in large, bold letters, followed by 'We're feeding children during the summer.' and the dates 'April 1-30'. Below this, it says 'HELP US BY:' followed by a list: 'Volunteering', 'Collecting Food', and 'Donating Funds'. At the bottom, there is a 'MORE INFO' button and the URL 'ntfb.org/foodfromthebar'. A central circular logo contains a scale of justice with wheat stalks, surrounded by the text 'FOOD FROM THE BAR'.</p>	<p>Message 1:</p> <p>Join us in the Food from the Bar campaign as we partner with @North Texas Food Bank to fight hunger in our community. Your contribution, big or small, can make a profound impact.</p> <p>Show your support by donating today. Together, we can take a stand against childhood hunger. Discover more at <a href="http://ntfb.org/foodfromthebar">ntfb.org/foodfromthebar</a> and let's nourish hope together!</p> <p>Message 2:</p> <p>We are excited to partner with @North Texas Food Bank for their annual Food from the Bar campaign. Learn how you can get involved to help children facing hunger at <a href="http://ntfb.org/foodfromthebar">ntfb.org/foodfromthebar</a>.</p> <p>Find our fundraiser in the <a href="#">link below</a>.</p>	<p>Facebook &amp; LinkedIn</p> <p>@North Texas Food Bank</p> <p>Instagram</p> <p>@NorthTexasFoodBank</p> <p>Event Hashtag:</p> <p>#Cannedfooddrive</p> <p>#FoodFromTheBar</p> <p>#RaisingTheBar</p>



# Available Logos

## Food from the Bar & NTFB

Feel free to save the images below and use them to promote your campaign. Before using logos, please review NTFB's Branding Guidelines, [here](#).

