



Champion Resources – 2017 Georgia Accounting Food Fight | Aug. 7 - 18

Thank you for serving as your firm's champion for the competition! Everything you raise will benefit **Georgia Mountain Food Bank**, which serves those in need in your local community.

YOUR ROLE AS A CHAMPION: You have the important role of promoting the competition to your colleagues – making sure they know the rules, how to donate, and why it's important!

- Get the buy-in of management. See if they'll match donations!
- Be inspired! Have your colleagues volunteer at or visit your Food Bank – invite clients too!
- **Fill out the [End of the Campaign Form](#) by August 18 to plan donation pick-up/delivery with your Food Bank. Filling this out will help to ensure you get all of your bonuses.**

FOOD BANK CONTACT: **Steve Mueller // steve@gamountainfoodbank.org** will be your contact at the Georgia Mountain Food Bank! He can provide additional resources and answer any questions you may have.

THE BASICS

Rules (full rules on pages 3 and 4): Only food and funds raised between August 7 and 18 will count towards the competition! **\$1 = 4 Points / 1 Pound of Food = 1 Point** in competition totals. aka money is gold. There are multiple bonus point opportunities (see rules). Whichever companies raises the most points per employee and most total points will come out on top.

Donating Online: Online donations at donatenow.networkforgood.org/gamountainfoodbank. In order to receive credit for the donation, make sure to indicate which organization it is on behalf and that it is for the Georgia Accounting Food Fight.

Donating by Check: Checks should be made payable to Georgia Mountain Food Bank. Make sure to write on the for line "Georgia Accounting Food Fight" and which firm/company you are contributing for!

Donating Food: Non-perishable food is welcome! See page 4 for most needed food.

Volunteering: Contact **Phil Dennis // phil@gamountainfoodbank.org** to volunteer between June 1 and August 18 for 100 bonus points! Make sure to let them know it is for GAFF and which firm/company you are with.

Delivering Donations: You will receive a 25 percent BONUS for delivering the donations to Georgia Mountain Food Bank at 1642 Calvary Industrial Drive, Gainesville, GA 30507. Online donations count as delivered. In some cases, your Food Bank may be able to pick-up donations. Fill out the [END OF CAMPAIGN FORM](#) for your firm/company by **August 18** to work out logistics. All donations must be at the Food Bank by **August 25** to count towards your competition totals.



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The following pages contain a timeline of important dates, the full rules, and key resources for your success! Good luck and thank you for your support

WHAT'S IN THIS PACKET?

- **PAGE 2: Competition Timeline and Background**
- **PAGE 3 and 4: Rules and Guidelines**
- **PAGE 5: Email Templates (to colleagues, friends, and clients)**
- **PAGE 6: Talking Points**
- **PAGE 7: Ideas for your Drive**
- **PAGE 8: Awards and 2016 Winners**
- **Additional resources will be added at GaFoodFight.gscpa.org**

2017 Georgia Accounting Food Fight Competition

- **June 1:** Registration is OPEN! Register by **July 24** to receive 100 Bonus Points
- **August 7-18: Accounting Food Fight COMPETITION!** Only food and funds raised during this time count towards the competition.
- **August 18:** Submit your End of Campaign Form by this day (link on page 1)
- **August 25:** Last Day to get food and fund donations to your Food Bank!
- **TBD:** Winners Announced and Recognized

The 4th Annual Georgia Accounting Food Fight Competition

The Georgia Society of CPAs and Georgia's Accounting community are using their one voice to create a friendly food and fund drive competition among Georgia accounting professionals to support the Georgia Food Bank Association and the Food Banks across the state. For two weeks only (**August 7 – August 18**), Accounting Firms and Industry Accounting Departments in all parts of Georgia will compete to raise the most food and funds for their regional Food Bank. Everything you raise will stay local, but the glory will be statewide! Who will be the fiercest food fighter this year?

The **Georgia Food Bank Association** is composed of regional Food Banks across the state. Collectively, they distributed over 130 million pounds of food to a network of nearly 2,400 agencies/pantries annually. Everything you raise will benefit **Georgia Mountain Food Bank**, who serves your community. Learn more at their website: <https://www.gamountainfoodbank.org/>

Georgia Accounting Food Fight comes at a critical time for the Food Banks. Nearly 60 percent of Georgia's public school children are eligible for free and reduced lunch. GAFF provides a much needed supply of food and funds to Georgia's regional Food Banks to help the families of those kids during summer months when schools are closed. **The 2017 goal is to raise the \$120,000 and 15,000 pounds of food for the Food Banks. The equivalent of nearly 500,000 meals for the families they serve!**



ACCOUNTING FOOD FIGHT RULES and GUIDELINES

REGISTRATION

- Accounting firms and industry accounting departments can sign-up at GaFoodFight.gscpa.org
- If you sign up by July 24 you get 100 bonus points!
- The “champion” listed should be the designated contact person at your firm/company. They will receive all competition related communications and it is up to them to share the information with their colleagues.
- List your firm/company name as you would like it on materials.
- When you sign up, include the total number of employees in your firm/company. If you are a participating industry accounting department, you should only count the number of employees in the department, not the entire firm/company.
- Firms/companies with multiple office locations in Georgia should sign up individually so that we can connect them with the correct Food Bank. They should only list the number of employees in their specific office. At the end of the competition, the totals from all of the offices will be aggregated and the firm/company will compete as a single entity for the awards.
- If you need to change your registration, contact Alyssa.Green@georgiafoodbankassociation.org

SCORING

- **\$1=4 points. 1 pound of food = 1 point. AKA money is gold in this competition!**
- There are multiple **BONUS POINT** opportunities:
 - **VOLUNTEER BONUS:** Companies that volunteer at their regional Food Bank between June 1 and August 18 will receive 100 bonus points added to their total score. *See page 1 about who to contact to volunteer.*
 - **EARLY BIRD BONUS:** Register by July 24 for 100 bonus points!
 - **SOCIAL MEDIA BONUS:** Post about the competition at least once on one or more of your firm/company’s social media platforms using the hashtag #GaFoodFight and tagging the Georgia Food Bank Association between August 7-18 for a one-time bonus of 100 Points! You will need to provide a link to the post/tweet/etc. on your end of competition campaign form in order to receive credit.
 - **DELIVERY BONUS:** Deliver your donations the week following the competition (August 19-25) directly to your regional food bank for a 25percent bonus to your total competition points. You need to do this to stay competitive! Online donations count as delivered.
- The Food Fight Hero Award goes to the firm/company with the most points per employee and the Hunger Champion Award is for the firm/company that raises the most total points! *See page 9 for all awards.*



COLLECTING FOOD and FUNDS

The competition is August 7-18. ALL fundraising and food collection must take place during this period. Any money or food collected before or after these dates will not count toward your total, unless it is a specially sanctioned event.

- **Monetary Donations:**
 - Contributions of money are tax-deductible and are very welcome.
 - **Online donations** can be made at the donation link listed on page 1. Again, make sure you indicate which firm/company it is on behalf and that it is for GAFF.
 - **Checks** should be made payable to your regional Food Bank, as listed on page 1. Make sure to indicate on the for line that the check is for the Georgia Accounting Food Fight competition and which firm/company you are contributing for.
 - Capital Campaign gifts will NOT be counted towards your competition totals.
- **Collecting Non-Perishable Food**
 - Food items will be weighed by your regional Food Bank at the end of the campaign.
 - **Most needed food items** are peanut butter, canned tuna, canned beans, canned soups, stews, pastas, 100percent fruit juice, canned fruits, vegetables, macaroni and cheese dinners, whole grains, low sugar cereals (boxed).
 - Candy will not be counted.
 - Please do not donate food items in glass containers – they have a high risk of breaking.
 - Please do not open items that are already packed in cases, cartons, or boxes. This will make it easier for the Food Bank to pick up.

DELIVERING FOOD and FUNDS TO YOUR FOOD BANK

- On **Friday August 18**, fill out the online “End of Campaign” form for your regional Food Bank.
- All donations must be delivered to or picked by your Food Bank by **August 25** to count in your competition totals.
- If a firm/company delivers all food and monetary contributions to their regional food bank the firm/company will receive a 25 percent bonus of tabulated points! Online donations count as “delivered.”
- If you want your food donations to be picked up, you must notify the Food Bank of the approximate amount of food you have collected on the end of campaign form in order for the transportation department to prepare properly. Your Food Bank may not pick it up if it is under a certain amount.
- If your firm/company only has a monetary contribution and wants it to be picked up, this must be communicated at the time your pick-up date is assigned so the Food Bank can send the appropriate vehicle to your firm/company.



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GEORGIA ACCOUNTING FOOD FIGHT EMAIL TEMPLATES

SAMPLE EMAIL TO COLLEAGUES

Dear Colleagues,

Our **firm/company, Name**, is competing in the Georgia Accounting Food Fight from August 7-18. We are going head-to-head with accountants across the state to see if we can raise the most food and funds for our food bank (overall and per employee). **We want to come out on top this year, and to do this we need EVERYONE in the office to be on board!**

More importantly, we want to provide vital food assistance to our neighbors in need. **IT'S SHOCKING: 1 in 4 children in Georgia live in households that can't regularly put food on the table.** Yet donations to our Food Bank typically slow in the summer months precisely when the need among their clients is greatest. Everything we raise will stay local and benefit Georgia Mountain Food Bank, who directly serves our community.

This is an excellent investment – with every \$1 donated to the Food Bank, they can distribute 4 meals worth of food into our community. Let's rise to the challenge and do our part to reduce hunger in Georgia! Share with everyone - friends, family, clients! This is everyone's fight!

Between August 7 and 18 you can donate at donatenow.networkforgood.org/gamountainfoodbank - make sure you say it is on behalf of **company's name!**

Thank you for joining me in the fight against hunger!

Sincerely,

Name

SAMPLE EMAIL TO CLIENTS

Dear **Clients Name**,

Our firm/company, **Name**, is partnering with The Georgia Society of CPAs to participate in the annual Georgia Accounting Food Fight, a competition to see which accounting firm across the state can raise the most food and funds for their food bank. We would love for you to join us in the fight against hunger by donating to our campaign!

We want to win the competition, but most importantly we want to provide vital assistance to our neighbors in need:

IT'S SHOCKING: 1 in 4 children in Georgia live in households that can't regularly put food on the table. Here's how you can partner with us to do something about it:

- Have your company pledge to match monetary donations – you will be recognized on the Georgia Accounting Food Fight website and publications.
- Between **August 7-18** share the donation link donatenow.networkforgood.org/gamountainfoodbank with your employees and contacts!
- Have your company hold a food drive of non-perishable items, delivering the items to us by August 18.

Everything we raise will benefit Georgia Mountain Food Bank, the regional Food Bank that serves our community. We have a chance to make a REAL impact. **For every \$1 donated, the Food Bank can distribute 4 meals worth of food into the community.**

Let's rise to the challenge and do our part to reduce hunger in our very own community!

Sincerely,

Name



GEORGIA ACCOUNTING FOOD FIGHT TALKING POINTS

Use this when talking to colleagues, friends, family, or clients!

- The Georgia Accounting Food Fight is August 7-18, 2017
- This is a friendly competition led jointly by The Georgia Society of CPAs and the Georgia Food Bank Association to raise food and funds for YOUR regional food bank
- Food and funds stay local and benefit YOUR community
- Last year 63 firms statewide raised \$108,434 and 16,747 pounds of food in the third annual Georgia Accounting Food Fight. This year, our goal is to raise \$120,000 and 15,000 pounds.
- The Food Fight is a fun way to engage every member of your organization in the fight against hunger
- Georgia Accounting Food Fight is timed to help the food banks restock after meeting the increase in summer demand when children who depend on free/reduced price lunch at school are home without access to that meal.
 - Over 28 percent of Georgia's children live in food insecure households, meaning they don't always know where they will find their next meal.
 - 60 percent of Georgia's children rely on free or reduced breakfast and lunch during the school year, but their families often come up short when kids are home for the summer.
- Whichever firm/company raises the most per employee will win the prestigious **Food Fight Hero Award** and the company that raises the most total will be the **Hunger Champion**, with a slew of other award categories. Now is our chance to go face-to-face with our biggest competition – *and we want to win!*
- Most importantly, our efforts are helping to solve an important issue: **HUNGER IN GEORGIA!**
- Your donations will go to good use! For every \$1 donated to the Food Bank they can put, on average, \$8 worth of groceries back into the community.
- Everything we raise will stay LOCAL and benefit the Food Bank that serves our community.
- Our firm's/company's goal is to raise \$_____ and _____ pounds of food! We need to engage all of our colleagues, clients, and friends to make this happen!
- The actual competition runs from **August 7-18**. We will be able to raise both food and fund donations, which can be made online, so it is really simple to do!
- I challenge you! Send our donation link to 5 friends/family members OR reach out to 3 clients to see if they'll contribute or even match donations.
- Help us meet our goal and help those who need it the most! If we meet our goal, to CELEBRATE, our firm/company will _____.



IDEAS FOR YOUR DRIVE!

- Leverage or showcase your commitment to the community and corporate citizenship with your clients. Engage them in the drive. Examples include matching their gift to your drive or a customer volunteer event for team building.
- Have someone from your regional food bank come speak to your office about hunger and how their support will help the community!
- Involve your friends and family members in the Georgia Accounting Food Fight! Spread it on social media, by email, and phone calls!
- Friendly Competition- conduct non-monetary wagering and/or social media wars between accounting firms and industry accounting departments.
- Dress Down Day- if you bring in a certain amount of \$ or # of food items you be casual.
- 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, for example, “Mardi Gras” or “St. Patrick’s Day Parade”. 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
- Prize- have a prize for all employees who participate if your firm/company wins their category or overall event.
- Totals- display daily totals in high-traffic areas or announce totals using emails to keep people up to date and involved.
- Rewards- have rewards for staff members who donate more than 20 cans or \$100.
- Promote both food and fund donations. \$1 goes a long way with Food Banks’ bulk purchasing leverage. \$1 = \$8 worth of food that the food bank can distribute to your community.



AWARD CATEGORIES and 2016 WINNERS

GRAND PRIZE FOOD FIGHT HERO WINNER:

Anna M Bolen, CPA, *Lawrenceville, Ga.*

17,730 Points Per Person (Record Breaking!) - Atlanta Community Food Bank

GRAND PRIZE HUNGER CHAMPION WINNER:

New 2017 Award – Most Total Points

Industry Winner Per Capita and Total Points:

MARTA - Metropolitan Atlanta Rapid Transit Authority, *Atlanta, Ga.*

303 Points Per Person and 9,079 Total Points - Atlanta Community Food Bank

Sole Proprietor Winner Per Capita and Total Points:

Laura B. Friend CPA LLC, *Marietta, Ga.*

375 Points Per Person - Atlanta Community Food Bank

Small Firm Winner Per Capita and Total Points:

Pennington and Berry, LLC, *Evans, Ga.*

7,417 Points Per Person and 22,250 Points - Golden Harvest Food Bank

Medium Firm Winner Per Capita:

The Cleveland Group, *Augusta, Ga.*

638 Points Per Person - Golden Harvest Food Bank

Medium Firm Winner Total Points

Williams Benator and Libby LLP, *Atlanta, Ga.*

23,811 Total Points - Atlanta Community Food Bank

Large Firm Winner Per Capita:

Moore Colson, *Marietta, Ga.*

546 Points Per Person - Atlanta Community Food Bank

Large Firm Winner Total Points

Habif, Arogeti, and Wynn, LLP, *Atlanta, Ga.*

89,160 Total Points* Most points in the competition! - Atlanta Community Food Bank

Big 4 Winner:

Deloitte and Touche, LLP, *Atlanta, Ga.*

2,176 Total Points - Atlanta Community Food Bank