

SCBA Participates in "Food from the Bar"



The pandemic as well as the wild fires have greatly increased food insecurity in Sonoma County. Prior to the pandemic the Redwood Empire Food Bank (REFB) was serving an estimated 82,000 people. Now that number has increased to over 100,000. One in six of our residents need food assistance. For the first time in its history, the Sonoma County Bar Association (SCBA) with the support of REFB is participating in "Food From The Bar."

Food From The Bar is a month-long competition between law firms, law schools and legal services organizations to acquire donated food, volunteer hours and monetary donations for the benefit of the hungry in our community. Many bar associations in California and other states sponsor this competition annually during the month of May. Our campaign will start May 1, 2022.

This is more fun than most fundraisers. Your firm can challenge another firm to a basketball game, a hula-hoop contest, or perhaps a filibuster fest. All staff can participate and clients are encouraged to assist. The key to success of the campaign is recruiting creative team leaders that have a strong desire to outwit their rivals. Already several firms have accepted the challenge:

Suzanne Babb, Byers, Costin and Simon
 John Dawson, Carle, Mackie, Powers & Ross
 Chad Dorr, Perry, Johnson, Anderson, Miller and Moskowitz
 Jennifer Douglas, Dickenson, Peatman & Fogarty
 Brendan Kunkle, Abbey, Weitzenberg, Warren & Emery
 Adrienne Moran, Shapiro, Galvin, Shapiro & Moran
 Brian Purtill, Empire Law School
 Carla Rodriguez, Sonoma County Attorney's Office
 Glenn Smith and Jennifer Dollard, Smith Dollar PC
 Viviann Stapp, Jackson Family Wines


SCBA President Stephanie Hess and Amy Jarvis, Executive Director of SCBA, recognize the importance of forging this relationship with the food bank. Last year REFB provided 26.8 million meals. This is an 80% increase from the year before. David Goodman, the CEO of the Redwood Empire Food Bank likes to create this visual: "To better understand the volume of food we gave away in a year since the pandemic began, I tell peo-

ple it would be enough to serve breakfast, lunch and dinner to a sellout crowd (41,915 people) at San Francisco Giants' Stadium for an entire season and through the playoff and World Series." (He was a little optimistic about the Giants being in the World Series.) It is the largest food bank in Northern California serving individuals from Sonoma County to the Oregon border.

The SCBA and the food bank hope to institutionalize this program as an annual event. The competition does not have to be between sparring law firms. The Barristers can join as a team, as well as bar committees, county legal departments, Women in Law, mediators and in-house lawyers.

The public often has an inaccurate understanding of the people served by a food bank. They are the senior citizens living on Social Security in a high cost of living community; they are families with two minimum wage earners and one parent who has lost his or her job; college students with part time jobs; the ill; and the under-employed. A recent brochure from Social Advocates for Youth reports "Young adults in Sonoma County need to hold an average of three part-time jobs just to make the cost of rent." According to Goodman, "People would rather be hungry and housed than well-fed and homeless. In deciding where they have flexibility, people realize they can't negotiate the price at the gas station, but they cut back on buying food and eat less. Then eventually they come to us."

While there are 300 monthly direct distribution sites, REFB is a major source of food for over 170 nonprofits. Up to 26 Schools in Sonoma County have School




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Pantry, a program where families can obtain food at their children’s schools. During Covid school closures this summer, the most lunches were served in the history of the food bank. Children didn’t have to be present or eat on-site; instead, foods were bundled for pickup. For the Summer of 2021, 152,299 meals were provided through school distributions.

REFB learned after the wild fires that once a new food recipient became aware of the availability of free food they became permanent users of the food bank. REFB is continuing to provide food to this pre-existing group while taking on the responsibility of those economically

impaired by the pandemic. Now there are more households with reduced incomes, unpaid rents, general high debt and no foreseeable relief. Add to that the escalating fuel costs and supply chain issues and the REFB has an unenviable task of serving this continually growing need.

Our community has been generous in their financial contributions, allowing REFB to keep pace with the need. From previous crises we have learned that those contributions are transitory. Consequently, over the last few years, REFB is feeding 40,000 more people and anticipates a significant decline in their revenues. This is (Continued on page 28)

Game On!

Teams are awarded points for financial contributions made to and volunteer hours served at the Redwood Empire Food Bank during the campaign. Each contribution is assigned a point value:

\$1 = 1 point

1 volunteer hour = 5 points

Refer another firm or organization to participate = 500 points

Your firm or organization agrees to match donations = 1000 points

Also, remember to encourage your colleagues to reach out to family members and friends to donate and participate in volunteer shifts.

Awards

The FFTB campaign offers multiple awards to engage firms of all sizes. The following bragging rights and prizes are up for grabs:

- Most Creative Award:** The team with the most creative fundraising ideas
- Kick-off Award:** The team that raises the most money on the first day of the campaign
- Small Dollar Donation Award:** The team with the most \$100 and under donations
- Top Fundraiser Award:** The team that raises the most money
- Top Volunteer Award:** The team that contributes the most volunteer hours
- Per Capita Prize:** The team that raises the most money per individual participant

Additionally, a Grand Prize, Second Prize, and Third Prize will be awarded based on total points earned per team.

Weekly Winner

The Weekly Winner prize recognizes the firm that raises the most funds in a given week during Food From The Bar.

PRIZES FOR EACH AWARD WILL BE ANNOUNCED BEFORE CAMPAIGN LAUNCH.

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*Thank you from everyone here at the Redwood Empire Food Bank.
 Your support is helping to ensure all of our neighbors have enough to eat.*

Happy Food From The Bar 2022!

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SCBA's chance to help. The Marin-San Francisco bar raised over \$645,000 in their competition this year.

The success of the food bank since its establishment in 1987 is largely credited to community volunteers. In recent years the number of volunteers has grown to 10,000 people who donate up to 150,000 hours of unpaid work. Due to concerns related to the Covid virus the volunteer force is not as robust as previously enjoyed. Food From The Bar encourages volunteerism and for the competition monetizes each hour of donated time.

This inaugural campaign gives the legal community an important role in meeting the needs of our community. Accept the challenge and add your firm to the roster. ☰

By Hon. Gayle Guynup

Hon. Gayle Guynup is an active member of SCBA, an assigned judge and the Chairperson of the Redwood Empire Food Bank.

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Host a Happy Hour



Host a happy hour at your office! Sell drinks with proceeds going towards the Redwood Empire Food Bank while you have some after-hours fun.

LET'S GET CREATIVE!

Here are some fundraising ideas to help get your creative juices flowing.

Theme Fridays



You can select days when colleagues make a donation to "dress down" in jeans. Or try the opposite. Formal Friday is a crowd favorite.

Bidding Wars



Start a bidding war for a range of opportunities – from getting the chance to pie a manager to scheduling your boss to do a task for you. Got some envelopes to stuff? Now you have help!

Match Your Gifts



Double your impact by checking if your company matches employees' charitable donations!

Bake Sale



So easy a child can do it!
And don't limit it to baked goods; your teams have all kinds of cooking skills!

Challenge Your Neighbors



Email other teams in your building that are up for a fundraising challenge!
Or, have an office in another city? Challenge them to see who can give most to their local charity!

Trivial Pursuit



Create teams of 3 or 4 with an entry fee per team; sell "get out of jail" passes that teams can use when they don't know an answer.

Raffle/Silent Auction



A simple way to donate. Raffle/auction parking spots, tickets to a sporting event, bottles of wine, a weekend at a vacation home and "Trade Offices for a Day."