



INSURANCE INDUSTRY
COMPETITION
OCTOBER 7-18, 2024



WHAT IS FOOD ACTUALLY?

A friendly, two-week fundraising competition among the metro Atlanta insurance industry; insurers, brokers, agents, TPA's, and other supporting services.

Benefits the Atlanta Community Food Bank and its network of almost 700 community-based, nonprofit partners distributing food across a 29-county service area, where 1 in 9 people and 1 in 6 children are food insecure. This event is an opportunity for team-building, positive exposure for your company in the community, engaging your colleagues, clients, and partners in your efforts, and giving them recognition—all while impacting the lives of Georgia families.

2024 GOAL

Raise \$50,000 to help the Atlanta Community Food Bank provide 150,000 meals before the holidays and spread awareness about the issue of food insecurity in our community to all sectors of the Atlanta insurance industry and beyond.

For more information, please contact **Ben Burgess**,
ben.burgess@acfb.org or **404-539-2669**





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BENEFITS OF BECOMING A FOUNDING TEAM

Register for the inaugural competition and get bragging rights for being a founding team of the Food Actually competition! Every founding team will receive a custom badge and plaque, as well as promotional and media recognition for their companies and brands.

RULES

Food Actually engages Insurance Companies, National, Regional, and Local Brokers, Agents, and all Supporting Services in the fight against hunger through a friendly two-week virtual fundraising drive competition. Each \$1 contributed will count as one point. Bonus points are awarded for volunteering at the Food Bank, sharing event information on social media, creating a short social media promotional video, registering early, and recruiting new teams. Contributions and volunteering on behalf of each team may come from friends, family members, and customers.

AWARDS

The company that raises the most funds during the two-week competition will receive the Atlanta Community Food Bank Food Actually Grand Prize. The company that raises the most funds per employee (so companies of all sizes are competitive!) will be awarded the coveted Atlanta Community Food Bank President's Award. A special Food Actually Hero Award will celebrate the individual making the most impact during the event, while additional prizes will be offered for other competition achievements.

HOW TO REGISTER

When registering, count each person working at your company, regardless of position. Identify one or two team leaders or captains who will keep your team prepared, informed, and engaged before and during the competition. Talking points, collateral and social media graphics will be shared with them – their task is to share their team's fundraising URL with supporters during the two weeks of fundraising.

BEST PRACTICES

Secure the support of your organization's leadership support to champion and promote this cause and event! Explore the possibility of a company or firm foundation donation match, or a leadership donor match to boost your team's spirit and engagement. Share food insecurity facts and impact of the Food Bank's work in the community. Sharing your fundraising URL is the key! In-office communication drives engagement and elevates team spirit – think "jeans day," ice-cream socials, happy hour for-a-cause, etc. Share results with your team daily!

1 IN 6 KIDS IN OUR SERVICE AREA IS FOOD INSECURE.

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