

# The Official “How-To” Guide

June 15th – October 21st, 2011



**The Perfect Recipe  
For Beating Hunger:  
The Atlanta Apartment  
Associations Annual Food-A-Thon.**



# **Our Target**

**The 2011 goal is 1.3 million  
pounds of food collected  
and delivered to the Atlanta  
Community Food Bank  
by October 21st, 2011.**



# Our Menu

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# Letter From The Chair

Dear Friends and Fellow AAA Members:

The Atlanta Community food Bank has provided food items and other support to our community for years. It's the Atlanta Apartment Association's honor to have been a partner in those efforts for more than 20 years. The combined contributions of the Atlanta area apartment companies and the apartment residents result in the AAA food drive's being the ACFB's largest source of meals-over 3.7 million on 2010! The ACFB is asking AAA to gather all of our "foodies" and help feed those in need.

As co-chairpersons, we are looking for AAA Food Network Stars to assist in supporting this incredible organization!

## **Christie Eash & Chad Brammer**

Co-Chairpersons,  
AAA Food-A-Thon Committee

- The Food-A-Thon is an annual food drive coordinated by the Atlanta Apartment Association and its membership.
- It is the annual community service project of the Atlanta Apartment Association.
- All food items collected are donated to the Atlanta Community Food Bank to help thousands of people who are in need.
- Each year, the Food-A-Thon is the single most significant contribution made to a charitable organization by the Atlanta Apartment Association.



# Your Food-A-Thon Chefs Guide



Running a successful food drive requires organization and hard work. To help coordinate your effort, we recommend forming your own strategy. Select your members based on their creativity, relationships and leadership skills.

- **Step 1:** Borrow barrels/containers for storing your food items by calling the Atlanta Community Food Bank at 404.892.9822. The Food Bank will also provide grocery bags for employee and resident donations. Supplies become depleted early, so please make your requests as soon as possible.
- **Step 2:** Identify central and highly visible areas, and designate them as your official display/food collection locations.
- **Step 3:** Decorate your display/food collection areas and your food barrels to draw attention to our mission and to make your food drive more fun.
- **Step 4:** Collect as many food items and as much cash as possible. See Ideas on page 5 and Tips and Information on page 6.
- **Step 5:** Attend the Can Can Ball on August 26th to celebrate our purpose, participate in the silent auction and help raise money for our food drive.
- **Step 6:** Attend and participate in the parade on October 21st. Bring your case and food donations between 10:30 a.m. and 12:30 p.m. to the block party.



# Recipes For Success

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- Post a great sign or display in the office for on-the-spot donations. You will be surprised how much you can get from residents, prospects and vendors that just drop money in when they visit the office.
- Organize a community car wash. Everyone likes their car washed! Have someone stand in front of the property with a sign. You can get people off the street for not only a wash but maybe even a great new resident.
- Collect dollars and cans at all your resident events. Pool parties, movie nights, back to school events, fall festival, etc.
- Ask a local business to donate something that can be auctioned off. Sell raffle tickets to the residents and anyone you come in contact with.
- Partner with dry cleaners, pizza places, movie rentals, groceries, etc. in your area to assist you with your food drive.
- Build a relationship with a local restaurant and ask them to hold a "Special Night" for your residents. Ask them to donate a percentage of the sales from the night's business to the Food Bank. Many restaurants will be willing to help as it gets them potential new business and they are helping a great charity. Here are some restaurants that have help restaurant night fund-raisers in the past: McDonald's, Chick-fil-a, Chili's, Applebee's and Ci Ci's Pizza.
- Ask residents to bring in money or cans when they pay their rent and enter them in a drawing for a free prize or discount off next months rent.
- Gain approval to donate the application fees that you receive for 3 months to the food drive.



# Food Network Tips

- Use your imagination to inform and collect cans and money from your residents.
- Contact your non-Apartment Association vendors and ask for their participation.
- Financial donations are accepted and even preferred.  
**Remember, every \$1.00 = 5 food items.**
- Please do not buy food from salvage dealers, as the history of the food is unknown.
- Beverages do not count as food items.
- Remember, items in glass containers will not be accepted.
- Deliveries made after 1:00 pm on October 21, 2011 will not count in the food drive totals.
- Open a separate bank account for depositing and managing financial contributions.
- Checks for donations should be made to the **Atlanta Community Food Bank**.



# Chefs Shopping List

*Ideal items that the Food Bank needs...*

- ✓ Peanut Butter... High in Protein
- ✓ Macaroni & Cheese
- ✓ Spaghetti Noodles & Other Pastas
- ✓ Beans & Rice
- ✓ Canned Meat/Tuna & Salmon
- ✓ Canned Soups & Stews
- ✓ Canned Fruits & Vegetables
- ✓ Dry Cereal

Note: Food in Glass Containers Will Not Be Accepted.

In addition to these items, collect and donate money so the Food Bank can purchase food.

**Every \$1.00 donation to the Food Bank will count as 5 food items!**

Combining a donation of food items and cash will help you reach your community's goal!



# Food-A-Thon Facts

## ***What is the Atlanta Community Food Bank?***

- The Atlanta Community Food Bank opened in 1979 with the mission of providing a long-term response to the dual problems of hunger and nationwide food waste.
- The Food Bank receives donations of good but unmarketable items from the food industry.
- The Food Bank distributes to the hungry through approved non-profit agencies with feeding programs.

### **These groups include:**

- Day-care programs
  - Community kitchens
  - Halfway houses
  - Nursing homes
  - Night shelters
  - Emergency food pantries
- **The Food Bank helps supply over 1.5 million meals monthly.**

## ***Does Atlanta really need my help?***

- Over 240,000 Atlanta residents are struggling to survive.
- **Atlanta ranks 5th in the nation with people living below the poverty level.**
- Statistics from the Comptroller General's office indicate that over 137 million tons of food, worth \$31 billion, is wasted annually across the nation. This is enough food to feed 4.9 million people!

## ***Does the food really get to the people who need it most?***

- The food collected is distributed to over 700 charitable agencies.
  - Food also is donated to senior citizens who can't make ends meet.
  - Grocery bags of food are given to families who are in need.
  - Soup kitchens also receive food from our food drive.
  - Children are the primary recipients.
- **More than 50% of those served are children.**



# 2011 Food-A-Thon Schedule

*Here's a list of important food drive dates...*

Can Can Ball Sheraton Downtown.....	August 26
Display Contest Deadline .....	October 7
Block Party.....	October 21
November Awards Dinner .....	November 17



# Can Can Ball 2011

The Can Can Ball is an annual “black tie optional” celebration that raises funds for our food drive. This year’s event will feature amazing entertainment, a silent auction and light fare munchies.



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- **How much does it cost to attend?**  
\$75 per ticket (Proceeds donated to the food drive).  
Visit the Can Can Ball Website for tickets: [www.CanCanBall.org](http://www.CanCanBall.org)
- **When and where is the Can Can Ball?** Our celebration will take place from 8:00 p.m. to midnight on Friday, August 26th at the Sheraton Atlanta Hotel.
- **Who is invited to the Can Can Ball?** You and all of your friends are asked to join the celebration. The more people who attend, the more fun we'll have and the more money we'll raise to combat hunger.
- **What is a silent auction?** Before the Can Can Ball, volunteers will collect hundreds of auction items, including tickets to professional sporting events and concerts, certificates for shopping and dining, electronics, weekend hotel stays, autographed sports memorabilia and much more! During the ball, these items will be “silently” auctioned to the highest bidder. All funds raised will be donated to our food drive.
- **For more information on the Can Can Ball:**  
Please call the following key contacts:  
Sponsorships: Virginia Love / 404.219.1039  
Silent Auction: Darla Gilman / 678.432.0087  
Tickets: Philip Klinkenberg / 404.702.9100
- **What does the “\$1 = \$5 food items” sticker mean?**  
The sticker signifies support of the Can Can Ball's commitment to raise \$100,000, one dollar at a time, for the Atlanta Community Food Bank. Each dollar donated equals \$5 food items. These powerful stickers showing your support can be purchased at all AAA events.

**Join Us on Face Book Group  
“Atlanta Apartment Association 2011 Can Can Ball”**



# 2010 F-A-T Award Winners

Management companies in Atlanta are asked each year to set company-wide goals and to make a pledge for the number of cans and/or cash they will collect during The Food-A-Thon.

*Here are your 2010 Food-A-Thon top performers...*

<b>Best Food-A-Thon Display</b> .....	<b>Broadstone Dunwoody</b>
<b>First Place Rookie</b> .....	<b>Integral Property Management</b>
<b>10th Place (tie)</b> .....	<b>Greystar / JMG Realty</b>
<b>9th Place</b> .....	<b>ECI Management</b>
<b>8th Place</b> .....	<b>Quintus Corporation</b>
<b>7th Place</b> .....	<b>Aderhold Properties</b>
<b>6th Place (tie)</b> .....	<b>HMI Property Solutions / Post Properties</b>
<b>5th Place</b> .....	<b>Perennial Properties</b>
<b>4th Place</b> .....	<b>AMLI Residential</b>
<b>3rd Place</b> .....	<b>Wilkinson Real Estate Advisors</b>
<b>2nd Place</b> .....	<b>Waterton Residential</b>
<b>1st Place / Most Cash Collected</b> .....	<b>First Communities</b>
<b>1st Place / Most Food Items Collected</b> .....	<b>Lane Company</b>

*While challenging, our Food-A-Thon goal of 1.3 million canned food items is attainable!*

To reach our goal, we must average only 14,000 food items, or \$2,800, per apartment community. Please set your goal by multiplying the number of communities in your company by 14,000 food items or \$2,800. For example, if your company has 10 properties, then your goal would be 140,000 food items, or \$28,000.



# Thanks For Your Support

*If you need additional assistance with your food drive, please feel free to contact a member of the Food-A-Thon committee listed below.*

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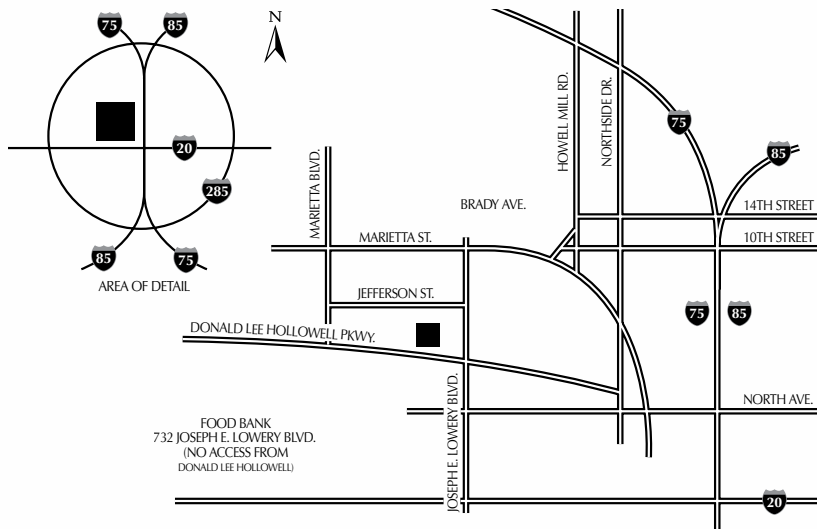


**From I-75 / I-85 Going South:** Take the 10th, 14th & 17th Streets exit. Turn right on 10th St. and follow it until it dead ends into Brady Ave. Turn left on Brady. Take the first right onto Marietta. Turn left at the first traffic light onto Joseph E. Lowery Boulevard NW (formerly Ashby St.). Follow Joseph E. Lowery until you cross the railroad tracks. The Food Bank will be on your right; follow the signs to the parking lot (about halfway up the south side of the building on the left).

**From I-75 / I-85 Going North:** Take the 10th St. exit. Turn left on 10th and follow it until it dead ends into Brady Ave. Turn left on Brady. Take the 1st right onto Marietta. Turn left at the first traffic light onto Joseph E. Lowery Boulevard (formerly Ashby St.). Follow Joseph E. Lowery until you cross the railroad tracks. The Food Bank will be on your right; follow the signs to the parking lot (about halfway up the south side of the building on the left).

**From I-20:** Take the Lowery Boulevard exit (formerly Ashby Street). Turn north. Follow Lowery Boulevard (formerly Ashby St.) for approximately 2.5 miles. Cross over Donald Lee Hollowell Parkway (formerly Bankhead Hwy.). Continue along Joseph E. Lowery. The Food Bank will be on your left. Follow the signs to the parking lot (about halfway up the south side of the building on the left).

**MARTA:** Take the East-West rail line to either the Bankhead or Ashby Street Station. From either station, take the #52 Knight Park Bus. This bus passes directly in front of the Food Bank.







A white rectangular box containing four logos. At the top is the Atlanta Apartment Association logo, a black stylized 'A' with two white diagonal lines, with the text "atlanta apartment association" below it. Below that is the Atlanta Community Food Bank logo, with the text "ATLANTA COMMUNITY FOOD BANK" and "Nourishing stronger communities." to the left, and a stylized graphic of a bunch of grapes to the right. At the bottom are the logos for "Apartment guide" (with "Apartmentguide.com" below it) and "Rentals.com" (with a house icon to its left).

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