



CFD
{CREATIVE FOOD DRIVE}





WHAT IS CFD?

C.F.D. {Creative Food Drive} is a local food drive competition and community festival to raise much needed food for Housing for New Hope, a local Durham nonprofit organization. Each competing team, comprised of Triangle companies, organizations, students and community members, has an hour and a half to build their predetermined sculpture out of non-perishable foods that they have raised or purchased. While the competition is underway, as well as after the competition, local bands, food vendors, and local breweries, and childrens' activities, are just a few among many of the event's festivities. Over the last 4 years, CFD was able to raise over 60,000 lbs of food for the people in our community!

CFD is a unique event designed to fill your Saturday afternoon with good deeds and great fun. The expected turn out for CFD 2015 is between 400 and 600 community members. It is free to compete, as well as free to attend.

CFD is hosted by MHAworks, a commercial architecture firm located in downtown Durham, North Carolina.

WHEN?

Saturday, October 10th from 2:30pm - 6:30pm

WHERE?

Durham Central Park
501 Foster St, Durham, NC 27701

WHY?

CFD has one main goal: to make Durham stronger. When you participate in CFD, you are not only providing food for the 93,000 individuals in our area who are hungry, you are also supporting an event that promotes networking, community service, team building, good will and above all, FUN!

This event will benefit your company in the following ways (see following page for testimonials):

- Team building
- Community Outreach
- Networking with the community and other businesses/organizations
- Advertising
- And of course an amazing Saturday afternoon!

HOW?

We've given you all the tools you need to get involved, whether it be as an event sponsor, a team sponsor, or a team! You can also make like-kind donations.

Find out more here: www.creativefooddrive.com

or contact us at:

cfid@mhaworks.com

919.682.2870 (ask for George or Patricia)

We look forward to hearing from you!



TEAM SIGN-UP FORM

Please consider our entry for the Creative Food Drive (CFD) competition on October 10th, 2014. We have completed the information below, and have read and understand the official rules and regulations.

COMPANY/ORGANIZATION/GROUP NAME _____

ADDRESS LINE 1 _____ STATE _____

ADDRESS LINE 2 _____ CITY/ZIP _____

PRIMARY CONTACT _____

DAY PHONE _____ EMAIL _____

By signing this document you agree to the following:

My team agrees to participate in the 2015 CFD competition according to the rules and regulations of the competition. We understand that we are committing to a minimum of 500 food items for our submission. We understand that we must send in a \$100 fully refundable sign-up deposit (\$50 if we are a non-profit, community or student team) with our sign-up sheet. This deposit is refundable unless our team drops out of the competition after September 30th of 2015, after which the deposit is forfeited. If our team drops out of the competition before September 30th of 2015, we understand that we will not be penalized, and will get our deposit back.

PRIMARY TEAM MEMBERS SIGNATURE _____

Mail this form and your sign-up deposit to Housing for New Hope at 501 Washington St. Suite G Durham, NC 27701.

In addition, please send a high resolution version of your logo in either eps, ai, jpeg or pdf format for your team banner, to cfd@mhaworks.com. Upon receipt of your entry form, deposit, and logo, you will be contacted by a member of MHAworks' CFD committee with information on how to proceed!

Contact George or Patricia at 919.682.2870 with any questions.

We look forward to hearing from you!

RULES AND REGULATIONS PAGE 1/2

EACH TEAM IS TO PROVIDE A PRELIMINARY SKETCH AND ESTIMATED FOOD ITEM COUNT BY SEPTEMBER 30TH, 2014.

AWARDS CATEGORIES:

Most Creative, Most Complex, Most Food Raised, Best Overall Corporate, Best Overall Non-Corporate, People's Choice

STRUCTURE SIZE:

6'x6'x6' Maximum

TEAM SIZE:

Any number of people can assist in the pre-design, planning and execution of your structure. Due to space restrictions on the day of the event, only up to 5 team members will be aloud to do the actual construction. If your team exceeds 5 members, participants can be switched at any time during construction.

FOOD PRODUCTS:

- All non-perishable items can be used; cans, boxes, bags etc.
- No glass containers
- No pet food
- No alcoholic beverages
- No soda or junk food (the food bank needs nutritional food)
- Food must be full and unopened, no exposed food (attracts vermin)
- Labels must be intact and legible (labels cannot be covered, ripped off or altered in any way. *If using tape it must be clear, and cannot be removed if it will damage the packaging.
- Props are strongly discouraged, but will not disqualify your team. Try to solve all design challenges with food items. All things equal, a structure with props will lose when judged against a structure with no props.

*If you choose to hold a food drive for your submission into the competition, let us know, and we will provide you with information and ideas on how to do so!

PERMISSIBLE MATERIALS:

- One-quarter inch thick foam-core, cardboard, masonite, plywood, plexi-glass (for the purpose of leveling or balancing materials and not as load bearing. However, cantilevering is allowed. A structure where 1/4" leveling materials is not visible is judged superior to a structure where it is in plain view.)
- 1/4" Threaded Rod
- Cardboard tubes used as guides must also be limited to 1/4" thick.
- Velcro
- Clear or double-faced tape
- High-tension rubber bands
- Nylon string
- Wire Tie-backs

NOT PERMISSIBLE FOR FINAL DESIGN (BUT PERMISSIBLE FOR AID IN BUILDING):

- 2x4 or other dimensional lumber
- Plywood, 1/2" thick or greater
- Tubing, 1/2" thick or greater
- Permanent adhesives

RULES AND REGULATIONS PAGE 2/2

ACQUISITION OF NON-PERISHABLE FOODS:

- Participating teams are responsible for obtaining their own supply of food
- Teams may solicit food and/or financial donations from food manufacturers, grocery stores, business consultants, contractors, vendors, and employee/student food drives.
*If you choose to hold a food drive for your submission into the competition, let us know, and we will provide you with information on how to do so!
- Food is to be delivered to the site at 2 pm.

REQUIRED SUBMISSION CONTENT:

- Your completed team entry form, signed with deposit.
- By signing the entry form you are also agreeing that each team member will sign a liability waiver prior to building on the day of the event. As many teams may not choose their competing team members until closer to the event date, we will send you the liability waivers to be sign and turned in along with your preliminary drawings, one month before the event date.
- A high resolution version of your logo in either jpeg, ai, eps, or pdf form to put on the CFD website and on your team banner (18"x45")

TO RECEIVE A TAX DEDUCTION:

- Each team is responsible for keeping track of their receipts. If any food is purchased you will need those receipts in order to get your tax deduction.
- On the day of the event you will be given a slip from the Food Bank which you will fill out and hand back to them with your receipts.

BUILD TIME:

- The build time for CFD 2015 will begin at 3pm and will end at 4:30pm. This is a 1 hour and 30minute build time.
- Because the build time is so short, you will want to do any prefabrication of any templates, foam core or other specialty materials prior to the day of the event.
- We strongly suggest that you practice building your structure before the day of the event. This will help to minimize unforeseen errors and will help minimize your total build time.
- Bring plenty of extra supplies (scissors, tape, foam-core, etc.)
- Make sure that your structure can stand on its own for the entirety of the event.

JUDGING PERIOD AND AWARD CEREMONY:

- You may want some team members to remain at your structure while judges are critiquing the structures to welcome the public and answer questions regarding the design and construction methodologies used. Communicating your design to the judges can improve your chances to win an award!
- The award ceremony will commence at 5:45pm.

PHOTOGRAPHY:

- Professional photographs will be taken of each entry
- Winning teams will have their photos taken at the awards presentation.
- After the winners are announced the winning teams are asked to go to their structures and wait for the photographer. If you do not wish to wait at your structure for a team photo please let us know in advance.

DECONSTRUCTION:

6:00pm - Each entry must be taken down and packed into boxes for pickup. Housing for New Hope will provide large boxes.

You are responsible for the removal of any non-food material in your structure.

*If clear tape will remove or damage the labels, leave it on, but cut the tape so each item is separated.



HOW TO RAISE FOOD ITEMS FOR YOUR TEAM

THE FOLLOWING ARE A FEW SUGGESTED METHODS FOR RAISING FOOD FOR YOUR TEAMS ENTRY INTO THE CFD COMPETITION:

- Have a competition between departments to raise the most food.
- Pass out grocery bags to your co-workers and have Macaroni Mondays, Tuna Tuesdays, or Peanut Butter Week to encourage donations of high protein foods
- Consider challenges such as raising your weight in food or filling the CEO's office with cans.
- Offer raffle prizes for donations such as a paid vacation day, event tickets, books or artwork.
- Host a neighborhood yard sale that benefits the Food Bank, offer discounts for donated cans
- Host a party for friends where door prizes would be given for cans of food
- Ask guests to bring cans of food to your events such as BBQs or dinner parties
- Ask a grocery store if you can collect donations outside. It makes them more money and provides you with construction material!

MARKETING MATERIALS

MHAWorks can provide you with CFD {Creative Food Drive} marketing materials for your food drive. Once we have a copy of your logo, we can create signage for you that will present you as a team for CFD! Here is an example of our signage:

FIND A SPONSOR

In some cases, MHAWorks may be able to find a team sponsor for you. This would mean that someone would supply you with the necessary food items you need, in exchange for equal representation on your team banner. Your team would still be in charge of the planning and execution of your structure as well the construction the day of the event.



HOW TO GET THE MOST OUT OF CFD

HOW TO PROMOTE INTERNALLY TO YOUR STAFF:

To get your company employees truly excited to participate in CFD, consider some of these options:

- Post your custom CFD poster in the breakroom area
- Have us pitch it at your next staff meeting
- Do you have a monthly employee newsletter? Put it in there!
- Send out Save the Dates to employees, both print they can tack to their desks and electronically so they can put it in their calendar
- Describe the benefits of competing on the team (creative outlet, team camaraderie, and a great way to spend Saturday afternoon having fun, drinking beer and listening to awesome music)
- Designate one person to lead the team, but make sure they have help!

HOW TO PROMOTE EXTERNALLY TO THE COMMUNITY:

Participating in CFD proves your company cares about the local community, so don't be afraid to show it! Use CFD as a tool to reach potential clients and build your company image:

WHEN MARKETING, DO PRE-, DURING AND POST-EVENT PROMOTIONS THROUGH AVENUES LIKE:

- Your presence on social media (Facebook, Twitter, etc.)
- Your company blog
- Press release websites
- Local newspapers and media outlets

SUGGESTIONS FOR SOCIAL MEDIA POSTS AND BLOGS (PRE-EVENT):

- Sign up (You're competing!)
- Where you are in food acquisition (Have you hit your goal? Are you holding a food drive that people can contribute to?)
- Design ideas (Maybe pull ideas from your likes and followers to see if they have suggestions!)
- Buying prep supplies (Behind the scenes look)
- Test runs

SUGGESTIONS FOR PRESS RELEASE / PROFESSIONAL BLOG WEBSITES

- Pre-CFD: How your company is going to compete in CFD, raise and donate X amount of food, with quotes from your CEO or higher ups about how you like to give back to the community and provide your employees with a creative and fun afternoon.
- Post-CFD: How your company is making a difference in your local community by raising X amount of food for the Food Bank and Housing for New Hope, and competed in CFD (and potentially is a winner!).

FAST FACTS ABOUT CFD

SOME QUICK BLURBS ABOUT CFD FOR YOUR REFERENCE:

- Our fourth annual CFD is free to compete and attend!
- All food items are donated to Housing for New Hope
- Live bands, local breweries and food trucks keep the entertainment going all day
- Kids zone with lots of fun for the little ones
- Year's past amount raised:
 - 2011: 9,000 lbs of food, totaling over 8,000 meals
 - 2012: 12,000 lbs of food, totaling over 10,000 meals!
 - 2013: 13,500 lbs of food, totaling over 12,000 meals!
 - 2014: 20,000 lbs of food, totaling in over 18,000 meals!
- Over 500 people make this event happen, including competitors, volunteers, vendors, sponsors, community members, families, local businesses, the list goes on!



TEAM TESTIMONIALS

HERE WHAT SOME OF THE CFD AWARD WINNERS HAD TO SAY ABOUT THEIR PARTICIPATION IN THE EVENT'S INAUGURAL YEAR!

"LeChase has worked with MHAworks on several projects, and we were delighted to get an invitation to participate in the 2011 and 2012 CFD event. LeChase's experience was great from the initial invitation to the day of the event. The registration details, rules of the competition and deadline for design submissions were very clear and organized. Email and facebook updates were key in keeping participants and the community informed.

The LeChase group was very impressed with the whole event for both years, especially how creative each group was with their structures, and how much donated food the event generated. The event enhanced our teamwork and creativity skills within the office and let the Durham community know how much LeChase Construction cares about it. CFD is an avenue were we can help NC and the local community."

- Denise Thompson, Contract Administration, LeChase Construction
2011 Winner of the Most Food Raised Award and Most Difficult

"As a company, we looked at the CFD not only as a way to do something very important in the community but also as a team building exercise. We launched the CFD concept in a dramatic fashion, voiced strong management support and encouraged everyone to participate to some degree - everyone pitched in.

The key is keeping everyone involved at each step - then when it comes time to collect the food, which is the hard part, every employee feels the ownership and makes the effort to contribute. Since we are a solar company, we created an animated sundial that showed the percentage of food collected toward the goal.

The whole experience was great. At the end of the program, we had employees looking to the next year and throwing out ideas to make the sculpture even better - and I am sure it will be."

- Joe Carr, CEO, Semprius
2011 Winner of the Best Overall Award
2012 People's Choice Winner

"The RDK Team's weekly strategy sessions thrived on the creative outlet and competition aspects of the Creative Food Drive. Our corporate culture is very supportive of giving back to our local communities & we are proud to support such a necessary cause. We look forward to participating in future years and appreciate the opportunity MHAworks has provided to give back while utilizing our passion for innovative design."

- Jason Lund, Engineering Director, RDK Durham
2013 Winner of Best Overall Corporate