



Frequently Asked Questions & Answers for Participating Businesses

When is March Can Madness?

March Can Madness is a competition among local businesses that was created by a business in Redmond several years ago to benefit Hopelink. Similar to the March Madness basketball tournament every spring, businesses are paired in brackets and compete each week with the winning team from each bracket moving on to the next round. The tournament begins March 9th and concludes April 6th. In order to ensure that all teams begin on a level playing-field we ask that donations not be collected until March.

How does it work?

Similar to the actual basketball tournament, Hopelink's March Can Madness is an elimination tournament with winners advancing each week to the next round. A "game" is a week-long food drive in which each competing business collects as much food as possible. During the tournament, competing businesses bring food donations to a designated Hopelink center each Friday. The collected food is then weighed, and the business in each bracket that collects the most food (in weight/employee) wins and moves on to the next round. Results of each round in the tournament will be posted at: www.hope-link.org/events/march_can_madness

How many businesses are participating?

The tournament begins with 16 businesses in eight brackets during the first week. Following the first week, eight teams advance to the second week, and compete once again in four brackets in another week-long food drive. Four teams will advance to the third week, and during the final week, March 30, through April 6; two teams will play for the "championship."

When do we find out who is in our bracket?

Brackets will be formed and posted as soon as all 16 slots are filled with participating businesses. It is important to return your registration form by the February 17th deadline. Ashley Stokes, Hopelink's Community Engagement Coordinator, will e-mail you the competition schedule.

How can large and small businesses compete fairly against each other?

Hopelink will divide the pounds of food donated by the number of employees on the company's payroll, giving a "pound per employee" number. That number will be your team's score. For example, a three-employee business that brings in 200 pounds of food will beat a 22-employee business that brings in 900 pounds of food by a score of 66 to 40.

When and where will the food be weighed?

The food will be weighed every Friday of the tournament (March 9, 16, 23, 30, April 6) Please schedule your drop off between 10:00 a.m. and 2:00 p.m. at least 2 business days in advance.

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How will we know if we advance to the next week?

By 5:00 every Friday, you will receive an e-mail with the team standings and the brackets for the next week. Results will be posted on Hopelink's website at by the end of the business day on Fridays.

What kind of food should be in our donation?

Canned foods in standard/grocery store sizes; institutional or industrial sized cans cannot be accepted. Most needed canned items include fruit and vegetables, fish, meat (i.e. chicken), milk, soup and canned meals (i.e. chili; stew).

Are cash donations acceptable?

Yes! Cash donations to Hopelink as part of March Can Madness will be valued at 1 pound /dollar, up to an average of \$100 per employee (dollars divided by number of employees). Donations above the \$100/employee average will be valued at ½ pound for every dollar donated. This rule ensures that cash donations cannot be used to "buy" a win.

Can we get a receipt for our donations?

Absolutely. Receipt forms will be provided to you after we've received your Registration Form. These will be filled in by a Hopelink representative at each Friday weigh-in. It has been coded specifically for March Can Madness so that Hopelink can accurately track your team's results. We regret that we cannot provide separate receipts for each customer or client that contributes to your drive. The receipt will be directed to the registered business participant.

Does Hopelink have any supplies that will help us with our March Can Madness food drive?

Yes. Hopelink can provide crates to hold food and cardboard sleeves that surround the crates. Also available for your use are a letter-template with suggested language about the drive and a half-sheet flyer that you can provide to your customers and clients to ask for their support.

Is there anything else we should know?

- Think about how you will publicize your March Can Madness participation to your customers, employees, etc., and motivate them to donate to you instead of another business in the tournament.
- Consider your strategy. How will you promote the drive during each week of the month? Do you plan different approaches for your drives each week you're in the tournament to ensure you advance?
- Teams eliminated during the competition are free to support another business still competing.

For supplies and further information please contact Ashley Stokes, Community Engagement Coordinator, at 425.897.3710 or astokes@hope-link.org.

Thank you!