

# FAQ



## What is Hopelink Can Madness?

Hopelink Can Madness is a food & fund drive tournament among local businesses to help end hunger during a time of year when food bank donations decline, but the need is still there!

Similar to the March Madness™ basketball tournament every spring, Hopelink Can Madness pairs businesses in one-on-one brackets, enabling them to compete each week in a single-elimination food & fund drive tournament. Winning teams move on to the next round until we reach a champion!

## When is it?

- The competition begins Friday, March 1<sup>st</sup> with 32 teams!
- March 8 — first weigh in, 16 teams move on!
- March 15 — second weigh in, 8 teams move on!
- March 22 — third weigh in, 4 teams move on!
- March 29 — fourth weigh in, 2 teams move on!
- April 5 — fifth weigh in, champion is announced!

## How are points calculated?

To make the competition as fair as possible, points will be calculated by dividing the number of pounds of food and dollars brought in each week by a denominator that is based on the size of your business. See the official rules for more information.

Number of Employees	Business Size	Lbs + Dollars Divided by
1-10	Small	4
11-49	Medium	6
50+	Large	8

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

Results will also be posted to the Hopelink website.

## What happens if my team is eliminated?

All teams to participate an additional weekly Second Chance Shoot Out! Each week, teams will be invited to compete against the rest of the eliminated teams plus any drop in teams. The Second Chance Shoot Out will not use the point denomination system. Instead, teams will be competing pound-for-pound, regardless of team size. This is considered a friendly side competition and is completely optional.

Each week, a winner will be announced from the Second Chance Shoot Out.

Teams are always welcome and encouraged to continue collecting food and raising funds after they've been knocked out of the official competition. Teams also can choose to apply their collected food and funds to another business.

## What kinds of food should we collect?

Please collect non-perishable and non-expired food items. A list of our most needed items can be found in the Hopelink Can Madness rules flyer. **Our clients can only use single-serving or family-sized items, so restaurant-sized portions can't be used by our food banks.**

### Ideal food donation size



~15oz Cans and Single Serving Rice and packaged goods

### Not Ideal size



Please do not donate larger, restaurant or oversized packages or cans

Remember: Water bottles will not count towards your total.

## How many teams are participating?

32 business will make up our full bracket!

## When do we find out who else is in our bracket?

The deadline for submitting your registration form online is Friday, February 15. We will email the full bracketed list — and identify your initial competitor — on Wednesday, February 27.

## When and where will the food be weighed?

All 32 teams initially — and then each team that advances in the tournament, must bring their donations to be weighed at a Hopelink center. The food you collect will be weighed each Friday of the tournament (March 8, 15, 22, 29 and April 5). Teams must schedule and drop off their donations between 10 a.m. and 2 p.m. on these dates. The winning team from each match-up will move on to the next round. Please contact us at [canmadness@hopelink.org](mailto:canmadness@hopelink.org) or at 425.897.3710 at the beginning of the week if you need to change your expected drop-off time that week.

## Are online donations acceptable? What about cash or checks?

You bet! Monetary donations made to Hopelink as part of Hopelink Can Madness will be valued at 1 pound per dollar. **Each team will have their own fundraising page set up by the starting date with a unique URL to share with supporters.** All monetary donations must be received by 2 p.m. on Fridays during the competition in order to be counted toward your team's weekly points. Checks or cash can be dropped off at the center during your weigh-in, and online donations can be submitted using your computer or mobile device.

## Can we get a receipt for our donations?

Absolutely. Receipt forms will be provided by a Hopelink representative when you come in each week to drop off your food donations. The in-kind donation receipt will be earmarked for the registered business. Individuals will receive emailed receipts for their online donations.

## Does Hopelink have any supplies that will help us?

Of course! Hopelink Can Madness posters will be available, along with crates to hold food and cardboard sleeves that surround the crates. Also available for your use are custom communication kits to help you spread the word and promote your team fundraising.

## Is there a hashtag for the tournament?

When posting about Can Madness, you can use our hashtag [#hopelinkcanmadness](https://twitter.com/hopelinkcanmadness).

**Questions? Call or email us!**  
[canmadness@hopelink.org](mailto:canmadness@hopelink.org) • 425.897.3710