Dear Chef:
HELP US CELEBRATE AND SUPPORT NYC RESTAURANTS

We Are For NYC

Dear Chef,
As a volunteer with Food Bank For New York City, I just wanted to reach out to personally thank you for sharing your time and talent at the New York City Wine & Food Festival this year to help raise support for Food Bank's critical work. Especially during this challenging time for the restaurant industry, we deeply appreciate all of our chefs, restaurant workers, and other culinary partners who are helping keep food on the table for all New Yorkers.

We hope you are staying safe and we look forward to a time when the New York City restaurant industry will come back stronger than ever!

Best wishes,
A Food Bank Volunteer

We're in this Together

Food is Love
Every year, the Food Network & Cooking Channel New York City Wine & Food Festival presented by Capital One (NYCWFF) has showcased the talents of the world’s most renowned chefs, mixologists, wine and spirit producers, and lifestyle personalities while raising funds to fight hunger and support the NYC hospitality community. Since its inception, NYCWFF has raised $13.5 million in support of Food Bank For New York City and the No Kid Hungry® campaign.

For the past 12 years, more than 2,000 Food Bank volunteers have helped to make NYC’s biggest wine and food festival possible. This year, NYCWFF has felt the unimaginable impact that COVID-19 has had on the restaurant and hospitality industry across the nation, and especially in our own backyard. While the Festival was not able to engage event volunteers in person this year, the Festival still returned with a reimagined and robust program of virtual and smaller, intimate events to continue supporting our mission to provide meals for New Yorkers in need.

To show our gratitude for this support, Food Bank needs YOUR help to send personal notes of thanks to our dedicated restaurant partners who shared their time and talent in the midst of this challenging time for the restaurant industry! Help us celebrate and support the diverse NYC restaurant and bar community on their road to recovery and continue the fight to end hunger by volunteering from home to contribute a thank-you letter to our “Dear Chef” campaign!
HOW DO I PARTICIPATE?

Please mail completed letters to the address below. Once you have mailed your note(s), email volunteer@foodbanknyc.org with the following information: (1) number of notes sent; (2) return address included on envelope; (3) date of postmark. Letters will be collected and distributed to our partner chefs and restaurant workers who shared their time and talent this year at NYCWFF to help raise support for Food Bank For New York City's critical work.

ATTN: Lily Moore
Dear Chef
New York City Wine and Food Festival
P.O. Box 201
Waban, MA 02468

Visit www.nycwff.org to learn more about this year’s Festival.

What is the deadline to participate?
All notes for our Dear Chef campaign must be mailed by November 15th.
HOW MANY NOTES DOES FOOD BANK NEED?

More than 200 culinary partners helped to make the New York City Wine & Food Festival a success this year, and our goal is to ensure that every chef and restaurant worker who contributed receives a personal note of thanks. Send one letter or send a group of letters mailed together!

WHO WILL RECEIVE MY NOTE?

Letters contributed to Food Bank’s Dear Chef campaign will be shared with the many culinary partners who shared their time and talent at NYCWFF to help raise support for Food Bank’s critical work. This includes chefs, restaurant workers, and other culinary personalities who hosted intimate limited-seating dinners or virtual cooking classes as part of the festival. To allow us to reach the broadest audience of our restaurant partners, we ask that all notes be addressed anonymously, beginning simply with “Dear Chef.”

HOW LONG SHOULD THE NOTE BE?

It’s your choice! Just a few lines to let our restaurant partners know you care can go a long way, but you are welcome to write a longer note if you choose.
WHAT MATERIALS SHOULD I USE?

While stationery and postage are the responsibility of the volunteer, we provide a template you can use on the last page of this toolkit. You can also use a greeting card or just plain lined paper – whatever you have on hand! It's the content that counts!

SHOULD I SIGN MY NAME?

The choice is yours. While we ask that all notes be addressed simply “Dear Chef” to allow us to reach the broadest audience of our restaurant partners, you are welcome to include your real name if you choose, or an anonymous sign-off such as “a Food Bank volunteer.”

CAN I GET MY CHILD/TEEN INVOLVED?

Children and teens are encouraged to participate! This is a great time to help them discover new and profound ways to serve others. They can write short letters of their own, or they can send in drawings with uplifting messages – what's most important is that they are encouraged to take action and BE CREATIVE! We've provided some coloring pages toward the end of this toolkit with space for your child to hand-write a note on the top and sign on the bottom.
WHAT SHOULD I SAY?

The message is up to you! Our goal is to collect notes that thank our restaurant partners for sharing their time and talent at NYCWFF – especially during this challenging period for the restaurant industry – to continue to support Food Bank’s critical work. Feel free to draw upon the example provided below, or use your own language. We know that the COVID-19 outbreak has been a difficult time for many restaurant workers in New York City, so we ask that you refrain from using language that may communicate any assumptions about a particular recipient’s situation. Your kind words can go a long way to help express our gratitude to NYC’s restaurant community!

FOOD BANK STAFF RESERVES THE RIGHT TO REVIEW ALL NOTES PRIOR TO DISTRIBUTION TO ENSURE CONTENT IS APPROPRIATE. Submitted letters become property of Food Bank For New York City and may also be used for display or stewardship purposes.

SAMPLE NOTE:

Dear Chef,

As a volunteer with Food Bank For New York City, I just wanted to reach out to personally thank you for sharing your time and talent at the New York City Wine & Food Festival this year to help raise support for Food Bank’s critical work. Especially during this challenging time for the restaurant industry, we deeply appreciate all of our chefs, restaurant workers, and other culinary partners who are helping to keep food on the table for all New Yorkers.

We hope you are staying safe and we look forward to a time when the New York City restaurant industry will come back stronger than ever!

Best wishes,
A Food Bank Volunteer
CAN I RECEIVE SERVICE HOURS FOR THIS PROJECT?

Absolutely! If you would like a letter confirming your service hours, please email us at volunteer@foodbanknyc.org. **We will credit 1 hour of service for each letter written, upon receipt.**

**QUESTIONS? EMAIL US AT VOLUNTEER@FOODBANKNYC.ORG.**

Thank you!
COLORING PAGES
For Kids & Teens
FOOD IS LOVE
MEET LIBBY
FOOD IS LOVE