



**Q: What is Operation Feed?**

A: Operation Feed is a community-wide food and funds drive coordinated by Mid-Ohio Foodbank. Each spring, hundreds community members volunteer to organize food drives and a variety of fundraising activities in their organizations to ensure that no one in central and eastern Ohio has to face hunger.

**Q: Who benefits from Operation Feed?**

A: Operation Feed helps stock the shelves of hundreds of food pantries, soup kitchens and emergency shelters in central and eastern Ohio. More than 248,000 individuals receive emergency assistance each year through this network. Partner agencies depend on Operation Feed to provide nutritious, filling food for the people they help, and 100% of every dollar raised through Operation Feed is used to provide food for those in need.

**Q: How have the current economic challenges affected hunger and food needs?**

A: As the economic crisis continues and unemployment numbers increase, need remains urgent. In any given week, more than 40,000 people receive emergency food assistance from a food pantry, soup kitchen or shelter served by Mid-Ohio Foodbank. We also know that 76% of adult clients under 65 are currently unemployed, and 20% have reported being late paying their rent or mortgage in the last month.

**Q: How do we organize an Operation Feed campaign?**

A: We recommend you start by creating a strong committee. Once you have formed a committee, Operation Feed staff will meet with that group to develop a strategy that fits the unique needs and culture of your organization. We will provide training, materials, ideas and suggestions – everything you need to make your campaign a success.

**Q: How can Operation Feed benefit our organization?**

A: Operation Feed brings associates together by involving each individual in an organization-wide effort. Campaign involvement gives organizers the chance to develop leadership skills, including project responsibility and accountability. Operation Feed provides tremendous team building opportunities for your organization, both within and across departments. Campaign Coordinators also report a great morale boost from employees knowing that they are making valuable contributions to the communities in which they live and work: associates feel part of something much bigger than themselves.

**Q: Do you prefer cash donations or food donations?**

A: Both types of donations are welcomed and greatly appreciated. Food donations are distributed to food pantries, soup kitchens and emergency shelters to meet the immediate needs of their clients. Financial donations help provide food for eligible agencies year round in response to client need.

**Q: What are the most-needed food items?**

A: Operation Feed asks organizations to focus on the following food items most requested and needed by our agencies: pasta meals in a can, canned fruit, tuna, canned vegetables, canned meat, soup and peanut butter. We are not able to accept home-canned foods, outdated foods, bulk packages weighing more than five pounds or food in glass containers.

**Q: What are campaign goals, and how will they affect our collection effort?**

A: Goal-setting will be a focus for Operation Feed in 2010. After a successful pilot in 2009 with positive feedback from campaign volunteers, we will work again with each organization to set realistic and achievable goals that consider employee per capita giving and push each campaign to exceed prior year results. This emphasis is designed to meet urgent food needs and a challenging goal for campaign growth: an increase from 4.5 million meals in 2009 to 6 million meals in 2010.

**Q: How does Operation Feed calculate the number of “meals” raised?**

A: Operation Feed uses a “meal” as the unit for measuring and tracking the amount of food and dollars raised by a campaign. One pound of food is equal to one meal, and one dollar is equal to two meals. Operation Feed leverages economies of scale, bulk buying and partnerships with grocers, food companies and others to make sure each donation has the greatest possible impact.

**Q: How can we help our associates commit to fighting hunger and meeting community food needs?**

A: Educating associates about the need is one of the best ways to get them involved. Statistics about groups like children and senior citizens that are particularly hard-hit by hunger are especially powerful. Specific messages and statistics are available on the Need and Impact Fact Sheet (included in packet). Making the issue of hunger “real” through a tour of the Foodbank, a group volunteer activity or hosting a speaker can also increase engagement. Asking each individual personally to get involved and putting the value of even a small contribution into perspective (for example, the cost of a \$4 latte can provide eight meals for a hungry child, senior citizen or recently downsized worker) are other ways to encourage active participation.

**Q: Where do we take our food donations?**

A: Please deliver all food donations to Mid-Ohio Foodbank located at 3960 Brookham Drive in Grove City (43123), between 8:30 a.m. – 6:00 p.m., Monday – Friday. Driving directions and instructions for picking up materials or dropping off food are provided on Visiting Mid-Ohio Foodbank (included in packet). Once you arrive at the Foodbank, a staff member will help you unload, weigh your food and provide you with a poundage receipt. Don’t forget to ask for a quick tour of the facility when you visit!

**Q: How do we get our food items picked up?**

A: We consider the delivery of your food donations to the Foodbank a valuable part of your contribution to Operation Feed. Delivering the food gives you a chance to tour the Foodbank (please call ahead to let us know when you’re coming), and it makes a great photo opportunity for your company newsletter. Donor drop-off of any contribution that fits inside a passenger vehicle helps Mid-Ohio Foodbank to reduce fuel and transportation costs, and it also allows our trucks to focus on picking up large-scale food industry donations and making deliveries to partner agencies. If you can’t find a vehicle large enough for your food donation, please contact Operation Feed staff at 614-274-7770.

**Q: Where do we send our financial donations?**

A: All money should be converted to check or money-order and mailed to:

*Mid-Ohio Foodbank  
Operation Feed  
Dept L-3231  
Columbus, Ohio 43260-3231*

If you are converting a group collection to a check, please indicate “group collection” in the memo line.

*For more information, contact Operation Feed at 614-274-7770 or visit [www.midohiofoodbank.org](http://www.midohiofoodbank.org).*