



Recognition and Awards

General Recognition Opportunities

- 📢 The events and activities of participating organizations will be promoted via social media channels such as Facebook and Twitter during the Operation Feed campaign timeframe. Please help us by sharing event info and activity photos!
- 📢 Mid-Ohio Foodbank actively promotes community-wide campaign events and will partner individually with participating organizations to maximize media exposure of specific activities benefitting Operation Feed.
- 📢 *Campaign Bites*, the Campaign Coordinator newsletter, features as “Recipes for Success” strategies that are successfully employed by individual organizations.
- 📢 The Campaign Finale event, held in late summer or early fall, provides public recognition and media exposure for all organizations involved and offers several awards for outstanding campaigns.

Awards for Outstanding Campaigns – Descriptions and Criteria

- 📢 **MOST MEALS RAISED PER CAPITA** For organizations with a current employee or member count on file, this award is presented to a first organization with 1 – 249 associates, a second organization with 250 – 999 associates, and a third organization with 1000+ associates.
- 📢 **LARGEST PERCENTAGE INCREASE** For returning organizations, this award also goes to three differently-sized organizations: 1 – 249 associates, 250 – 999 associates, and 1000+ associates.
- 📢 **AWARD OF EXCELLENCE** This award is presented to a company that meets two of three criteria: a 40% increase over the previous year, a 25,000 meal increase, and at least 50 meals per capita.
- 📢 **OUTSTANDING NEW CAMPAIGN** With a special focus on recruiting new organizations to participate in Operation Feed, this award recognizes a campaign showing great ingenuity, creativity, and effectiveness in implementing its first-year meal raising strategies.
- 📢 **OUTSTANDING VIRTUAL FOOD DRIVE** This award recognizes the organization that makes best use of the online Virtual Food Drive tool to involve friends and family in raising meals for Operation Feed.
- 📢 **COMMUNITY PARTNER AWARD** Community partnerships are critical to the success of Operation Feed and each year one outstanding partnership will be recognized.
- 📢 **DIRECTOR’S CHOICE AWARD** This award is selected by Operation Feed staff and is used to recognize exceptional campaign achievements.
- 📢 **BENCHMARK CAMPAIGN DESIGNATION** Benchmark level contributors are recognized for successfully reaching goals suggested by Program staff, based on average Operation Feed campaign meals raised per capita.

Campaigns Recognized in 2010

Cakes for a Cause, *Outstanding New Campaign*
CGI Technologies & Solutions, Inc., *Outstanding Virtual Food Drive*
Dinsmore & Shohl LLP, *Award of Excellence*
Hahn Loeser + Parks, LLP, *Award of Excellence*
KD Yoder & Associates, *Most Meals per Capita (1-249 employees)*
Lane Aviation, Inc., *Award of Excellence*
Lutheran Social Services, *Award of Excellence*
Macy's, *Award of Excellence / Largest Percentage Increase (1000 or more employees)*
Marion ACT, *Outstanding Community Partner*
Nationwide, *Award of Excellence / Most Meals Per Capita (1000 or more employees)*
Operation Feed Union County, *Outstanding Community Partner*
Papa John's Pizza, *Director's Choice Award*
Quick Solutions, *Award of Excellence / Largest Percentage Increase (1-249 employees)*
R.G. Barry Corporation, *Award of Excellence*
U.S. Bank, NA, Central Ohio, *Largest Percentage Increase (250 – 999 employees)*
Value City Furniture, *Award of Excellence / Most Meals Per Capita (250- 999 employees)*

Learn more about the outstanding accomplishments of these organizations and see the list of campaigns contributing at the Benchmark level in 2010 by visiting www.midohiofoodbank.org/act/operation-feed/2010.