

Welcome to Operation Feed!

On behalf of Mid-Ohio Foodbank and its network of partner agencies, we thank you for your willingness to take action in the fight against hunger. Many of our neighbors are struggling. As the economy begins to recover, unemployment numbers remain high, and the Foodbank is responding to the largest number of requests in its history.

By participating in this community-wide drive, you are joining the list of hundreds of local businesses, schools, government agencies, associations and civic groups working with a common purpose in 2011: to raise food and funds so that no one in our community has to face hunger. It's an impressive list, and we hope that you are proud to be included alongside some of central and eastern Ohio's most established and respected organizations.

This packet contains information and strategies for organizing your campaign. Guidance of staff and the wisdom of fellow coordinators are also available to help. Operation Feed truly is a collaborative effort. If everyone does a little, the Foodbank can do a lot!

We look forward to working with you this spring as we rally to tally 5 million meals for children, seniors, and others in the community who are less fortunate. If there is anything we can do or provide to assist your efforts, please do not hesitate to contact us.

Sincerely,

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Additional Materials: Brochures, Post Cards, Posters, Banners, Collection Boxes

Additional materials—including Operation Feed's informational brochure, post cards, 8 ½ x 14 posters to publicize your drive, colorful vinyl banners and food collection boxes—are available to support your campaign efforts. Place your order by visiting the "Campaign Coordinator Resources" section of Operation Feed's web site: <http://www.midohiofoodbank.org/act/operation-feed>.

Special Thanks



... to Jet Container Company, for providing boxes to support food drive collection efforts



... to ComDoc, for donating the printing of Campaign Coordinator packet materials

Because no one should go hungry.



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.

Choose from these compelling messages when crafting emails, newsletter articles, tweets, Facebook posts, or other communications to share with your associates and members:

HUNGER. It's increasing, it's evident, and it's everywhere.

- Thousands of people in central and eastern Ohio are facing hunger. They are children, elderly people, and families; they are neighbors, coworkers, and friends.
- Mid-Ohio Foodbank distributed nearly 40 million pounds of food in 2010—enabling partner agencies to provide more than 51,000 meals each day.
- Soup kitchens in Mid-Ohio Foodbank's service area serve more than 278,000 meals every month.

NEED REMAINS URGENT. Local pantries are faced with 142,000 requests for assistance each month.

- More and more people—people who have played by the rules, worked all their lives, and never thought this could happen to them—are struggling just to get by.
- When bills loom and impossible decisions must be made, food dollars are often the first to be cut. Meals are skipped. Parents go without to make sure a child is fed.
- 57% of the people served have had to choose between food and utilities—30% more than just 4 years ago.
- 43% have had to choose between paying their rent or mortgage and buying food—48% more than 4 years ago.

UNEMPLOYMENT. Many central and eastern Ohio residents report struggling with unemployment.

- 76% of adult clients under 65 are currently unemployed.
- 18% of those seeking assistance have been in managerial or professional jobs.
- 1 out of 5 clients are homeowners. Only 5% of clients are homeless.
- The average client household income during the previous month was \$1,000, and the average client household size is 2.8 members. The 2010 poverty level for a family of 3 was \$1,526/month.

SENIORS AND CHILDREN are at risk for hunger in our own neighborhoods.

- 14% of the food requests Mid-Ohio Foodbank receives are for senior citizens.
- 39% of clients who are senior citizens—eligible for Medicare—report having to choose between paying for food and paying for medicine or medical care, just to handle expenses not covered by Medicare.
- 35% of the requests for emergency food assistance at Mid-Ohio Foodbank's network of pantries are for children.

OPERATION FEED is a community-wide food and funds drive coordinated by Mid-Ohio Foodbank.

- Each year, Mid-Ohio Foodbank join forces local businesses, schools, civic groups, and individuals to raise critically needed donations in this community-wide campaign effort.
- Operation Feed stocks the shelves of hundreds of food pantries, soup kitchens and emergency shelters in central and eastern Ohio.
- Each one of these agencies depends on Operation Feed to help provide nutritious, filling food for the people they serve.
- 100% of each dollar raised through Operation Feed is used to provide food for central and eastern Ohio residents in need.
- Operation Feed raised 4.55 million meals in 2010. The goal for 2011 is **5 million meals**.

Join your neighbors, your co-workers, your faith community, your friends, and your family members to raise food and funds for those who desperately need them—***because no one should go hungry.***



Frequently Asked Questions

Q: What is Operation Feed?

A: Operation Feed is a community-wide food and funds drive coordinated by Mid-Ohio Foodbank. Each spring, hundreds of 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 economy begins to recover, unemployment numbers remain high, and the Foodbank is responding to the largest number of requests in its history. 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. **Virtual Food Drive** (included in packet) offers additional information about our online tool, which allows anyone to donate by credit card and reach out to friends and family to support their Operation Feed effort.

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 2011. 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: 5 million meals in 2011.

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), and associates can connect with the Foodbank on Facebook and Twitter or sign-up to receive Operation Feed’s new *Education & Events* email update. 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 or senior) 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.



Mid-Ohio Foodbank

OPERATION FEED

Tips for a Successful Campaign

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SET THE TONE Meet with the leadership of your organization to explain community food needs, share the benefits of Operation Feed and determine levels of support. Some questions to ask:

- Can they help **lead by example** in showing support for the mission and values of Mid-Ohio Foodbank?
- Can they think of ways to **leverage the benefits** of all-employee involvement, team-building, leadership development, and a morale boost in support of the campaign effort?
- Will they **speak with Mid-Ohio Foodbank staff** or take a Foodbank tour to get a better understanding of hunger issues and the important contribution their organization can make?
- Will they **sign a letter or send an e-mail** of support to employees or members?
- Can they **be visible and involved** in campaign activities?
- Will the company **sponsor a kick-off and/or finale event** to celebrate the success of the campaign?
- Is there a possibility for employees to make a **contribution through payroll deduction**?
- Can they provide **time at organizational meetings** for committee members/campaign staff or approve a Lunch & Learn about Operation Feed?
- Will the company make **donations for prizes or silent auctions**? (examples: days off with pay, tickets to an arts event, the company box or suite a sporting event, lunch with the CEO, time off to volunteer with a nonprofit)
- Do they know **what competitors are doing** in the community? Do they know what other organizations are involved, and would they be willing to meet peer-to-peer with leaders from another participating organization?
- Would they welcome the **public acknowledgment and awards** that are available as a result of participation?

BUILD A STRONG COMMITTEE Ask a manager or supervisor to suggest someone from each department. Select committee members based on their availability, creativity and rapport with other employees. Remember, Operation Feed is a great leadership development opportunity. Consider organizing over a group lunch. Agenda items might include:

- discussing Operation Feed and the need,
- considering special company policies,
- planning events and sharing ideas,
- brainstorming ways to encourage friendly competition between teams or departments,
- reviewing prior campaign results and current goals,
- publicizing the campaign,
- soliciting donations for auctions and prizes,
- planning campaign reporting and food delivery,
- assigning duties for each member.

HOST A KICK-OFF Let employees know the campaign is underway! Explain the goal and activities planned.

EDUCATE, ENGAGE, MOTIVATE Keep everyone informed—use the *Need and Impact Fact Sheet* (included in packet) to make hunger issues real and tangible. Bringing groups to see the work done at Mid-Ohio Foodbank through a tour or volunteer shift can also be very powerful. Providing incentives is another great way to encourage active involvement: prizes, perks, recognition and even bragging rights can be just the motivation needed to energize your campaign activities.

SHARE PROGRESS & PROMOTE EVENTS Keep employees informed of campaign progress. Publish articles in the employee newsletter or on the intranet. Send email messages about upcoming events. Post on bulletin boards and hang posters or banners in high traffic areas.

CELEBRATE YOUR SUCCESS Wrap up your campaign with flair. Consider hosting a pizza party to announce your campaign totals. Invite an Operation Feed team member to personally thank employees. Ask your CEO to say a few words. Don't forget to recognize your committee members and others who were instrumental in helping you reach your goal.

ADDITIONAL TIPS...

1. **Awareness** – Educate everyone in the organization about hunger and food needs, and make sure that associates and members are personally asked to get involved.
2. **Ownership** – Make sure employees have input in the campaign planning. Your committee should be representative of your employee base.
3. **Competition** – A little rivalry between departments, buildings or business units—or a challenge between peer organizations—can help build spirit and excitement. Make sure to report regularly on the progress of any competitions.
4. **Outreach** – Inviting satellite locations, office visitors, neighbor organizations, vendors, agents, or retirees to participate can provide a great boost. The Virtual Food Drive is a convenient way to get friends and family involved. Use of social media tools can also help to highlight your efforts in the community.
5. **FUN** – Be sure that your campaign is FUN!!! Fun is a major ingredient in all successful campaigns.



Mid-Ohio Foodbank

OPERATION FEED

Meal Raising Activity Ideas

CHALLENGES Some of the best meal-raising may come from challenges between departments, floors, or business areas. Competition fosters teamwork and gets everyone involved, while raising food and dollars for Operation Feed. The team that raises the most meals wins a prize!

FOOD Try anything food related. Have a bake sale, a dessert auction, a sub sandwich sale, a company cookout, or a potluck meal. Send a snack cart around the office in the morning with donuts & coffee, or in the afternoon with chips, cookies, and soda. Set up a salad bar or baked-potato bar where employees can make their own healthy lunch. Sell popcorn or cotton candy in the lobby. Everyone loves ice cream, so why not organize an ice cream social or a make-your-own-sundae or -float day? Other ideas include a PB&J sandwich sale or a brown bag lunch day. Ask for a suggested donation to benefit Operation Feed.

AUCTIONS Be creative with auctions. Solicit items from area businesses and sell them in a silent auction to the highest bidder. Approach organization leadership for “donations” of seats/boxes/suites for sporting events, vacation days, or paid time off to volunteer through a nonprofit organization. Other great ideas include a lunch box auction or theme basket auction.

INVOLVE LEADERSHIP Ask top management to participate in a celebrity luncheon. Have them serve a meal to employees with donations and tips to benefit Operation Feed. Or, you can sell chances to “soak the supervisor” with a squirt gun. A “pie the chief” pie-in-the-face contest is another popular way to involve executives or managers. One company used a “can your manager” theme: employees voted for their favorite manager by donating cans of food, and the winner spent time in a dunk tank.

OFF THE HOOK Sell clothes hangers to symbolize being “off the hook” for Operation Feed. Those purchasing hangers put them in their offices to indicate that they donated and are “off the hook” for the rest of this year’s campaign. This activity also works well with paper cans—a great way to raise awareness and promote friendly competition!

BUCK-A-“BOOK” SALE Invite employees to donate used books, CDs, videos or DVDs and sell them to co-workers.

Other Great Ways to Raise Meals for Operation Feed

- **Virtual Food Drive.** The perfect way to involve friends and family in your campaign, online giving has never been easier! Start an individual drive or build a team for your group. Real-time reporting tools make it easy to measure progress and motivate donors. It’s great for satellite offices and membership organizations. See **Virtual Food Drive** (included in packet) for more information.
- **Get visitors involved!** Consider holding events or contests on days when agents, satellite employees, or board members will be in the office. This is a great way to build morale and showcase community-based company values.
- **Does your company have a matching gift program?** Find out if Operation Feed donations qualify for a match, and encourage employees to use this benefit.

FOUR-LEGGED FUN Organize a bring-your-dog-to-work day. Give employees the opportunity to bring a pet in exchange for a registration fee that is donated to Operation Feed. Host a lunch-time dog show or contest allowing animals to “compete” in various categories, for which employees give monetary “votes” for their favorite contestant. A pet-treat bake sale is another great way to let employees show love for their favorite pet pals. Provide recipes, or donate ingredients for baking. Homemade pet treats make great gifts for pet-loving friends and family members!

BAG HUNGER Sell or give employees a recycled or reusable grocery bag with a list of suggested food items, and ask them to fill the bag with groceries. Or, attach an envelope that they can return to the Operation Feed coordinator with a financial donation.

ONE POT WONDERS As a fresh twist on the traditional chili cook-off, invite employees to simmer-up a favorite crock pot recipe and enter it into a taste contest. Award prizes for the favorite dish, most creative name, or judge’s choice. Ask for a suggested donation from those who want to taste the wonders and join in on the fun.

OFFICE OLYMPICS Organize a friendly competition between office teams. Create events to showcase individual talents, awarding medals and prizes for winners. An office miniature golf course is another way to engage the golfers in your organization. Offer prizes for lowest score or best hole design.

PEANUT BUTTER CHALLENGE Pit “smooth” against “chunky” in a peanut butter challenge. Teams compete to see who can raise the most of their respective peanut butter variety.

CANNED STRUCTURE COMPETITION Encourage employees to form teams and build sculptures using most-needed food items. Teams can earn prizes for the most creative or original structure. All food items are donated to the Operated Feed campaign.

DODGE OR CLIMB Building physical activity into your campaign can be a big hit! Leverage a multi-story building to raise meals by inviting participants to secure a pledge amount for each flight climbed over a specified period. Dodge Ball is another favorite. Each team pays an entry fee (cans or dollars) to participate, with awards for creative uniforms, best team name, or spirit.

BOX YOUR BOSS For the technology-savvy office, why not test employee hand-eye coordination in a video game tournament? Whether boxing, golf, tennis, bowling, racing, or other favorite game, employees can blow off steam and enjoy a little friendly competition between teams or departments.

TUNA TUESDAY, FRUIT FRIDAY Collect most-needed food items by highlighting one each day of the week.

DENIM/JEANS DAYS Employees make a donation to Operation Feed and dress down for a day. Raise even more money by selling a Denim Day Pass which allows employees the chance to dress down several times throughout the campaign.

HATS FOR HUNGER Liven up the work environment with a little hat fashion. A great spin on denim days is allowing employees to wear hats or ball caps to work in exchange for a contribution to Operation Feed. This is a great option for those who already enjoy a casual work environment or for organizations in which jeans wearing is not permitted.



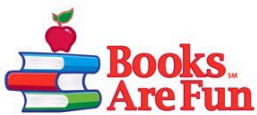
You can help the hungry and help our planet! Join the **PHONES 4 FOOD** Recycling Team. Support Operation Feed by collecting “unwanted” cell phones and receive free pick up services at your workplace or organization. All meals generated from your donations will be added automatically to your meal totals. Smart Recycle also offers free inkjet and laser toner recycling to benefit Operation Feed. For a planning guide, FAQ, and registration, visit www.SmartRecycle.com, or call 866-384-3033 for more information.



Let **Papa John's Pizza** help your organization raise meals for Operation Feed—it's easy and fun! **Discounted Pizza Pricing:** Your organization can order pizza at a discounted rate and re-sell the product to make a profit—discounts available on 14” one-topping & 14” specialty items (10-pizza minimum). **Project Pizza Cards:** A card that offers 15 Buy One Get One FREE offers and one FREE Medium cheese pizza, valid at 22 participating locations. Sell the Papa John's Project Pizza cards (valued at over \$140.00) for \$10.00 each, and earn a 60% profit! Contact Elspeth Paige-Sack at 614-451-9600, x2007 or elle@rohio.com for more information.



DFB City Street Gems can help generate meals for your Operation Feed campaign! It works with organizations through established events, private trunk shows hosted by key committee or board members, or customizing a proprietary jewelry design (US Patent Pending) for resale. DFB City Street Gems connects to and honors old stories; celebrates the value of women and ritual; and provides inspiration and playful reminders of our personal responsibility to serve through my originally designed, beautiful, well-crafted jewelry. 20% of the sales, orders and/or commissions taken through an event will benefit your Operation Feed campaign. For more information, visit www.citystreetgems.com or contact Debra Fink Bachelder (419-946-8506, debra@citystreetgems.com).



Choose a **Books Are Fun book fair** to support your Operation Feed campaign! This fun event promotes literacy while raising meals for your campaign. You secure a high-traffic location and spread the word; Books Are Fun does the rest. It provides pre-printed promotional materials designed to your specifications. There is no labor needed from your organization—representatives set-up, run and tear down the event. As the nation's largest display marketing company, it offers a large, current selection of books at savings of up to 70%. A percentage of sale proceeds go to support Operation Feed. Contact Stan & Beth Stauffer at beth_stauffer@booksarefun.com or 740-627-1034 for more information.



An **Anthony-Thomas** custom-wrapped Operation Feed candy bar sale is a great way to raise meals for your campaign! Selling price is \$1.00 per bar (cost is \$90 per case, 180 bars per case **one kind only*). Available types: Crisped Rice, Roasted Almonds, Soft Caramel and Peanut Butter. Visit <http://www.atfundraising.com> for ordering options – click on “Mail Orders (PDF)” at the left and then choose “Operation Feed Wrapper - Order Form”.

If you have a successful relationship with a vendor not listed here and are interested in sharing that experience with other organizations, please forward contact information to operationfeed@midohiofoodbank.org.



Mid-Ohio Foodbank

OPERATION FEED

Cash and Coin Processing Resources

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Huntington supports Operation Feed by accepting cash/coin donations from campaign fundraising efforts.

- ❑ Cash/coin donations can be converted into an official check made payable to “Operation Feed.” This check can then be mailed to the Operation Feed lockbox.
- ❑ The check will be issued free of charge.
- ❑ Customers or non-customers of Huntington Bank may utilize these services.
- ❑ These services are available at any Huntington banking office/branch location.
- ❑ Huntington Banking Office Associates are permitted to accept only the cash/coin portion of these donations (no checks or money orders may be included).
- ❑ For cash/coin deposits of over \$1,000, photo identification and contact information (including name, address, SSN and date of birth) must be presented.
- ❑ The maximum amount per transaction is \$2,500 (limit may be higher for customers of Huntington National Bank).

To find the banking location nearest you, visit <https://www.huntington.com/locator/advantage.jsp>.



PNC is partnering with Operation Feed to provide financial services to assist with campaign efforts.

- ❑ Cash/coin donations can be converted into a money order payable to “Operation Feed” at a select group of branch locations. This money order can then be mailed to the Operation Feed lockbox.
- ❑ The service is offered free of charge during the Operation Feed drive.
- ❑ Transactions must be under \$3,000 to be eligible.
- ❑ Coordinators are asked to call ahead to the chosen branch and to clearly state their association with Operation Feed.

❑ The following locations are participating:

- **Bexley** (614-238-7100) - 2594 E. Main Street, Columbus, Ohio, 43209;
- **Westerville** (614-895-6510) - 72 E. Schrock Road, Westerville, Ohio, 43081;
- **Morse Hamilton** (614-939-2030) - 5150 North Hamilton Road, Columbus, Ohio, 43230;
- **Main Davidson** (614-759-2660) - 7221 E. Main Street, Reynoldsburg, Ohio, 43068;
- **Powell** (614-718-3310) - 3932 W. Powell Road, Powell, Ohio, 43065;
- **Dublin** (614-766-3380) - 221 W. Bridge Street, Dublin, Ohio, 43017;
- **Olentangy Crossings** (740-657-6730) - 6274 Pullman Drive, Lewis Center, Ohio, 43035;
- **New Albany** (614-933-8900) - 5471 New Albany Road West, New Albany, Ohio, 43054;
- **Riverside** (614-261-3525) - 3555 Olentangy River Road, Columbus, Ohio, 43214.

Cooper State Bank is partnering with Operation Feed this year to offer free use of its Coin Zone service to process coin generated by your campaign activities.

- ❑ No account is necessary.
- ❑ Bring in coin—any amount, large or small—to any central Ohio branch location.
- ❑ Use the high speed coin counting machine to save the hassle of sorting, counting and rolling.
- ❑ The machine provides a voucher that can be exchanged at the banking counter for a money order payable to “Operation Feed”. This money order can then be mailed to the Operation Feed lockbox.
- ❑ CS Bank offers six area branches and convenient evening and weekend operations (Mon. – Fri., 7 a.m. – 7 p.m.; Sat., 8 a.m. – 4 p.m.; and Sun., 11 a.m. – 3 p.m.).

For more information and a list of locations, visit <https://www.csbank.com/locations.php>.

All checks and money orders should be mailed to the Operation Feed lockbox:




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

Please include a *Monetary Contribution Form* (included in packet) with each submission to ensure contributions are credited appropriately to your campaign.



The Virtual Food Drive is a quick and easy way to help fight hunger and increase the impact of your drive. This web-based tool allows anyone to support Operation Feed through an online credit card donation. It also provides a great way to extend the reach of your campaign. You and your associates can involve contacts, friends and family in the Operation Feed effort to provide additional meals for community members in need!

Setting up your drive is easy, and it doesn't take a lot to make a difference.

-  **\$10** = 20 meals for a worker just laid-off from his job
-  **\$25** = 50 meals for a hard-working single mother and her children
-  **\$50** = 100 meals for an elderly couple on a fixed income






Getting Started – As Easy As 1, 2, 3!

1. Visit fooddrive.midohiofoodbank.org.
2. **Register** (as a team or individual).
3. **Email** friends & family to help.

How It Works

The Virtual Food Drive provides a convenient way to make financial contributions through a secure online system. The tool allows for involvement on several levels – you can ...

-  Make an **individual donation**.
-  Set-up a **personal page** (use a template or customize with your own text and photos), and email friends and family an invitation to contribute on your behalf.
-  Create a **fundraising team** for your organization, which allows employees and members to participate in the virtual drive (through an individual donation or by building a page and reaching out to their own friends and family).

It's easy to track fundraising by group or department, and all donations count toward your organization's Operation Feed campaign!

Instructions and Support

Instructions for setting up a page or team are available at www.midohiofoodbank.org (click on “Operation Feed” and “Campaign Coordinator Resources”). Operation Feed can also assist with set-up – contact a team member with questions or for more information.

When everyone does a little, the Foodbank can do a lot!

Reasons to Use Social Media with Operation Feed

Social media is a fun, easy (and free!) way to convey the Operation Feed message to a broad audience. Using tools like Facebook and Twitter is a perfect way to ...

- ☑ **Showcase your organization’s community involvement** and leading role in the fight against hunger (among peer organizations, customers, media, etc.),
- ☑ **Motivate associates to participate** and get them excited about your drive,
- ☑ **Build buzz about Operation Feed** in the greater community (a huge benefit to Mid-Ohio Foodbank and the community-wide effort!).

How You Can Help

1. **Connect us with those who have access to post** on your organization’s Facebook and Twitter pages (if that’s not you), and give them this handout. We’ll partner with them to spread the word about your group’s involvement – *the Foodbank has over 2,500 Facebook fans* from companies and organizations throughout the community.
2. **Post updates about Operation Feed activities** – use your organization’s social media channels to announce upcoming events, thank those who donate, and announce results.
3. **Share your experience as a Campaign Coordinator** with friends and family on your own Facebook or Twitter – tell them what you’re doing to help fight hunger and why you’re involved.

Specific strategies for Facebook & Twitter

On Facebook

- “Like” Mid-Ohio Foodbank at www.facebook.com/midohiofoodbank.
- Comment, ‘like’, or share Foodbank posts by clicking below the message.
- Post videos, photos, links or comments about your activities to your organization’s page, and tag the Foodbank by including “@Mid-Ohio Foodbank” in the message. Use your mobile to share photos real-time!

On Twitter

- Follow Mid-Ohio Foodbank at www.twitter.com/mid_ohfoodbank.
- Tweet about your activities, and retweet posts by @Mid_OHFoodbank.
- Include the hash tag #OpFeed for all Operation Feed related tweets.

Suggestions for Posting

- ☑ **Promote upcoming activities** – provide information about food drives, fundraisers, or events that help raise meals for your campaign.
 - Example: *We’re organizing _____ to support Operation Feed!*
- ☑ **Share photos of your activities** – a picture is worth a thousand words: show how engaged your associates are in helping others ... and how much fun they have doing it (see Photo Contest Guidelines for more info.).
- ☑ **Explain why you’re involved** – tell the community why working to fight hunger is important for your organization (see the **Need and Impact Fact Sheet** for suggestions).
 - Example: *[Organization] supports Operation Feed because over 35% of the food requests at Mid-Ohio Foodbank pantries are for children.*
- ☑ **Announce Results** – tell the community about the impact of your drive by sharing the results of your efforts.
 - Example: *Thanks to everyone who came out today to support [activity]—we raised over xxx meals to benefit Operation Feed!*
- ☑ **Challenge Peers** – encourage others to join you in the community-wide effort to help neighbors in need.
 - Example: *We’re ON THE LIST to fight hunger! Can your group join Operation Feed and help the community raise 5 million meals this spring?*

Foodbank Social Media Contacts: Colin Baumgartner, Communications Director (cbaumgartner@midohiofoodbank.org)
Andrew Murphy, Campaign Manager (amurphy@midohiofoodbank.org)

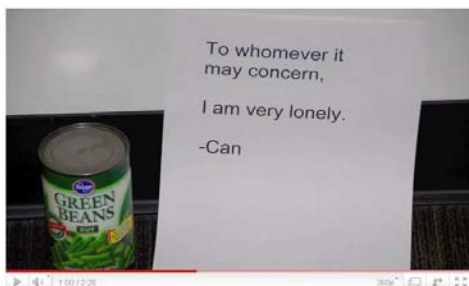
Video is a great way to engage your organization in the fight against hunger, and it can help motivate associates to participate in your campaign activities!

Operation Feed Videos



Rally To Tally – An educational video about Operation Feed, which provides statistics about hunger and explains the impact of Mid-Ohio Foodbank’s work.

(Runtime: 2 minutes, 29 seconds)



Alliance Data (2010 Contest Winner) – A snapshot of a successful Operation Feed campaign in action – featuring longtime participant, Alliance Data, and its 2010 drive to raise meals through all kinds of creative events and activities.

(Runtime: 2 minutes, 28 seconds)



Mills James (2010 Contest Winner) – This feel-good piece is brief yet powerful and endearing, offering a broad audience appeal to join Operation Feed’s community-wide effort to fight hunger—created by Mills James Productions.

(Runtime: 60 seconds)

Using Video to Support Your Campaign

- ❏ Show a video at an all-employee meeting or during lunch in the cafeteria.
- ❏ Post on your intranet site, or include a link in an email blast.
- ❏ Share one of these powerful messages with others by posting on Facebook.

How To Get an Operation Feed Video

- ❏ **Access them on YouTube** – go to www.midohiofoodbank.org (click on Operation Feed, and choose “Campaign Coordinator Resources” (or visit the Foodbank’s YouTube channel at www.youtube.com/user/MidOhioFoodbank).
- ❏ **DVDs and electronic copies** are available as well – contact a member of the Operation Feed team for details.



Photo Contest Guidelines

Contest Highlights:

- ✘ Submit a single digital photo and short caption that illustrate your engagement in Operation Feed and show how you “Rally to Tally” in the fight against hunger.
- ✘ Photos will be posted on Facebook and showcased via social media throughout the 2011 campaign.
- ✘ Encourage your employees, members and friends to visit Mid-Ohio Foodbank’s page on Facebook and “like” the photos they want to see as finalists.
- ✘ Winning photos will be recognized at this year’s Campaign Finale event and could be featured in marketing efforts for Operation Feed 2012.
- ✘ The contest will begin in March. All submissions must be received by Friday, July 1.

The Details:

We need your help to showcase the creative spirit that drives the success of Operation Feed. We are looking for a single photo with a short caption (1-2 sentences) that showcases your involvement and inspires other organizations to join the fight against hunger. To enter, all you need is a digital camera and a desire to show your *Rally To Tally!* spirit.

Take as many photos as you can to show off the creative ways your organization works to fight hunger. Post them to the Foodbank’s page on Facebook (www.facebook.com/midohiofoodbank), or better yet post them to your organization’s page and tag @midohiofoodbank in the “Say something about this photo” box. Then, pick ONE favorite to submit (see below) as your organization’s official contest entry.

As received, entries will be posted to the “2011 Rally To Tally Photo Contest” album on our Facebook page. Everyone will have the opportunity to “like” their favorite photos. Those that generate the highest number of “likes” (and best demonstrate the power of collaborative action to fight hunger in our community) will be selected as finalists.

Finalists will be recognized at the Campaign Finale event (TBA, planned for late August/September) in front of representatives from peer Operation Feed organizations. Winning photos also will be used as a part of marketing efforts for the 2012 community-wide campaign.

Entries are limited to one (1) per organization. All photos must be received by Friday, July 1, 2011. Winning photos will be announced at the Campaign Finale event.

How to Enter:

1. **Find a digital camera** (your smart phone works, too!)
2. **Take a photo** (or several and then choose one) that best exemplifies the theme, “When Everyone Does a Little, the Foodbank Can Do a Lot!” and shows how you Rally To Tally for Operation Feed.
3. **Invent a caption** (1-2 sentences, max).
4. **Email your entry** (high-resolution photo and caption) to operationfeed@midohiofoodbank.org with “Photo Contest” included in the subject line.
5. **Get connected** with Mid-Ohio Foodbank:
 - Like us on Facebook fan (<http://www.facebook.com/midohiofoodbank>),
 - Follow us on Twitter (http://twitter.com/mid_ohfoodbank),
 - Join Operation Feed’s group on LinkedIn.

When Everyone Does a Little, the Foodbank Can Do a Lot!

Anyone can join the fun by plugging in to one of these events that will benefit Operation Feed this spring!

How You Can Help

- 🚩 **Save the dates!** Build these activities into your campaign effort.
- 🚩 **Get the word out** to your members, employees and contacts.
- 🚩 **Rally your troops** – organize a group to tune-in, dine-out, cheer-on or stamp-out to support Operation Feed!

Suggestions for Promoting Operation Feed Events

- 🚩 **Distribute coupons/flyers** – make copies for upcoming events to distribute as part of your campaign.
- 🚩 **Include in newsletters**, or post on your intranet site.
- 🚩 **Use Social Media** (Facebook, Twitter, LinkedIn) to share event information.
- 🚩 **Forward Education & Events emails** to members of your organization; encourage them to add themselves to the mailing list!

For more information about events benefitting Operation Feed (including printable flyers), visit www.midohiofoodbank.org (click on Operation Feed, and choose “Ways to Get Involved”).

Events Already on the Calendar – Save the Dates!



To raise awareness about hunger in Central Ohio, WBNS-10TV will present an all-day promotion and fundraising event on Tuesday, March 15.



GOTTA SEE IT LIVE!

MID-OHIO FOODBANK FUNDRAISER

The Blue Jackets and the Mid-Ohio Foodbank have teamed up on an easy Operation Feed Fundraiser.

Your team can sell tickets to the April 9th game between the Blue Jackets and Buffalo Sabres at 7pm at Nationwide Arena. Up to \$13 per ticket sold will be donated back to Operation Feed in your team's name.

For more information or to sign up please e-mail operationfeed@midohiofoodbank.org or akrill@bluejackets.com or call 614-246-4236

Max & Erma's Presents
 Mid Ohio Foodbank's
 Operation Feed
 Fundraiser

Wed April 13th- Thurs 14th

20% of your lunch, dinner & carryout sales will benefit
 Operation Feed

Five distributors of Max & Erma's inventory is prohibited and will result in the forfeiture of your organization's order donation.

Mid Ohio Foodbank's
 Operation Feed
 Fundraiser

Present this ticket to your server and 20% of your sales will benefit
 Mid Ohio Foodbank's
 Operation Feed Campaign!

max & Erma's

COLUMBUS LOCATIONS
 Not valid at Crown Plaza.

Visit maxandermas.com
 to view our menu & learn about our
 Good Neighbor Rewards program.
Prizeval donation does not include gift certificate sales.

UNO
 CHICAGO GRILL
 EST. 1945

**THE ONE.
 A TASTY WAY TO
 RAISE DOUGH**

To Benefit
**MID-OHIO FOODBANK
 OPERATION FEED**

UNO* WILL DONATE UP TO 20%
 OF YOUR CHECK TO THIS FUND **DINE-IN or
 TAKEOUT!**

Date: 05/08/2011
 Valid only at
 6930 Britton Pkwy
 Dublin, OH 43016

Please present this certificate at the time of payment to have up to 20% of your check's sales, excluding tax and tip, donated to the organization above. Not to be used with other coupons or discounts. Funds are not to be distributed to the restaurant or used for the remainder of the parking alone. Valid only for table listed above.

www.unodoughraisers.com

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NATIONAL ASSOCIATION OF LETTER CARRIERS
Stamp Out Hunger
 FOOD DRIVE™
 SATURDAY
 MAY 14, 2011

STAMP OUT HUNGER™ 2011

**MORE THAN 50 MILLION
 AMERICANS ARE AT RISK OF
 HUNGER***

On May 14th, Campbell Soup Company and The United States Postal Service are partnering once again with the National Association of Letter Carriers to sponsor *Stamp Out Hunger*, the "nation's largest single-day food drive". Your participation in this cause is instrumental to its success.

HOW CAN YOU HELP?

- 1 Place bags filled with nonperishable food items next to your mailbox.*
- 2 Your letter carrier will pick them up and deliver them to local food banks!

It's That Easy To Make A Big Difference. For more information, visit HelpStampOutHunger.com.

* Donate items like canned meats, fish, soup, bottled juice, vegetables, pasta, cereal and rice that do not require refrigeration. Please do not include items that have expired or are in glass containers.

* Data provided by the USDA

PROUD SPONSORS:

★ ★ ★ ★ CORA ★ ★ ★ ★
 Central Ohio Restaurant Association Mid Ohio Foodbank

FIGHT HUNGER

FOOD FIGHT 2011
 EAT OUT TO FIGHT HUNGER ON
TUESDAY, JUNE 21ST

SAVE THE DATE!

- EAT OR DRINK AT A PARTICIPATING RESTAURANT ON JUNE 21
- 5% OF TOTAL SALES RECEIPT WILL BE DONATED TO MID-OHIO FOODBANK'S OPERATION FEED CAMPAIGN.
- EACH DOLLAR RAISED PROVIDES TWO MEALS FOR HUNGRY PEOPLE RIGHT HERE IN OUR COMMUNITY.

★ BECAUSE NO ONE SHOULD GO HUNGRY! ★
WWW.CENTRALOHIORESTAURANTS.ORG

DESIGNED BY ERIC PRESTON
 BRANKERS SCHOOL

Step 1: Drop off food donations at Mid-Ohio Foodbank.

Please deliver food Monday through Friday between the hours of 8:30 a.m. – 6:00 p.m.

The delivery address is:

*3960 Brookham Drive
Grove City, Ohio 43123*

For directions, see *Visiting Mid-Ohio Foodbank* (included in packet).

Food should be packed in boxes (available through Operation Feed – copy paper boxes also work very well) and should weigh no more than 40 pounds – a comfortable weight for most adults to lift. This makes it easier for the volunteers at the food pantries, soup kitchens and shelters that receive donations to manage the food.

Please be sure to specify that you are delivering an Operation Feed donation. Bring or send a *Food Drive Contribution Form* (included in packet) to clearly identify organization/department/agency names, and get a poundage receipt to help track meals raised and submit final results to Operation Feed.

Step 2: Send in any remaining financial donations.

Mail any remaining financial donations to the Operation Feed lockbox.

The mailing address is:

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

Please send only checks and money orders to the lockbox. Submit a *Monetary Contribution Form* (included in packet) with each batch to ensure the donation is credited appropriately. Cash should be converted to a check or money order. Please note that bank partnerships can help you process cash and coin – see *Cash and Coin Processing Resources* (included in packet). To ensure proper crediting of your contribution, checks should be made payable to “Operation Feed.” If using a personal check for group collections, indicate “group collection” in the memo line of the check.

Step 3: Track the meals raised by your campaign activities.

We encourage you to send food and financial contributions regularly during your campaign. Each time you submit food or funds to Operation Feed, please record the meals raised on the *Meals Tracking Log* (included in packet). This will make it easy for you to submit your final results at the end of your campaign.

Step 4: Submit your results to Operation Feed.

Once all activities have been finalized, share your results with us by completing this short online form:

<http://www.surveymonkey.com/s/ReportResults>.

Please fill in all of the information requested. If you are from a government agency or other organization that tracks results by department, it is important that you include the department name (not initials or acronyms) in your report form so that your results can be credited appropriately.

Operation Feed retains a copy of all poundage receipts for our records, so there is no need to include that information with your report.

If you have any questions, please contact Operation Feed at 614-274-7770.



Mid-Ohio Foodbank

OPERATION FEED

Visiting Mid-Ohio Foodbank

18

Food collected from Operation Feed is stored at Mid-Ohio Foodbank, whose network of partner agencies (pantries, soup kitchens and emergency shelters) distributes it to hungry people in central and eastern Ohio.

We consider pick-up of materials and delivery of donated food a valuable part of your contribution. Donor pick-up/drop-off of items that fit inside a passenger vehicle helps Mid-Ohio Foodbank reduce fuel and transportation costs, and it also allows our trucks to focus on picking up large-scale food industry donations and delivering food to partner agencies.

In October of 2009, Mid-Ohio Foodbank moved to Grove City, approximately 10 miles south of downtown Columbus via I-71. The newly-renovated, LEED certified facility – which offers nearly three times the warehousing, freezer and volunteer space – will help the Foodbank continue to provide more food to more of our community members in need. *Please consider staying for a tour when you visit!*

Mid-Ohio Foodbank
3960 Brookham Drive
Grove City, Ohio 43123
614-274-7770

Directions

From the North Take RT-315 south to I-71 south past I-270 to Stringtown Road/Exit #100; turn RIGHT on Stringtown Road; stay in right lane going a short distance on Stringtown Road to Marlane Drive and turn RIGHT (this is a sharp right turn by the “Welcome to Grove City” sign); follow Marlane Drive to just past Brookham Drive; turn LEFT into driveway of large beige building.

From the East/West Take I-270 south to I-71 south/exit #55 (Cincinnati) to Stringtown Road/Exit #100; turn RIGHT on Stringtown Road; stay in right lane going a short distance on Stringtown Road to Marlane Drive and turn RIGHT (this is a sharp right turn by the “Welcome to Grove City” sign); follow Marlane Drive to just past Brookham Drive; turn LEFT into driveway of large beige building.

From the South Take I-71 north to Stringtown Road/Exit #100; turn LEFT on Stringtown Road; get in right lane after crossing I-71 bridge to Marlane Drive and turn RIGHT (this is a sharp right turn by the “Welcome to Grove City” sign); follow Marlane Drive to just past Brookham Drive; turn LEFT into driveway of large beige building.

NOTE: If missing the Marlane Drive turn, proceed to traffic light and turn RIGHT on Gantz Road; follow Gantz Road to Brookham Drive and turn RIGHT; follow Brookham to the Foodbank facility (located on the left).

Hours for Food Drive Drop-Off and Box Pick-Up:

8:30 a.m. – 6:00 p.m., Monday – Friday

Upon entering the Foodbank parking lot from Marlane Drive (east/freeway side of the building), proceed to the right to the Agency area. Pull up to garage door #1 (look for the “food drive” banner), and enter through the door at the left. A staff member will help you unload, weigh your food and provide you with a poundage receipt. *Keep all poundage receipts to track meals raised and to help you submit your final results.*

***Please submit any financial contributions through the Operation Feed lock box rather than bringing them with you to the Foodbank. See **Monetary Contribution Form** (included in packet) for details.*



Mid-Ohio Foodbank
OPERATION FEED

2011 Monetary Contribution Form

Use this form when mailing checks and/or money orders to Operation Feed.

Organization: _____ Dept./Agency: _____

Coordinator Name/Phone: _____ Date: _____

Items Mailed: _____ Amount Submitted: \$ _____

Mail to:

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

- All items should be made payable to "Operation Feed."
- Do not send cash - please convert any cash to a check or money order.
See Cash/Coin Processing Resources (included in packet) for tools available to help.



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See Cash/Coin Processing Resources (included in packet) for tools available to help.



Mid-Ohio Foodbank
OPERATION FEED

2011 Food Drive Contribution Form

Bring or send this form with any food delivered to Mid-Ohio Foodbank

Organization: _____

Dept./Agency: _____

Coordinator Name: _____ Phone: _____

Total Pounds Received: _____ # Date: _____
(This number will be given to you by Mid-Ohio Foodbank staff upon receipt.)

Mid-Ohio Foodbank • 3960 Brookham Drive • Grove City, Ohio 43123 • (614) 274-7770



Mid-Ohio Foodbank
OPERATION FEED

2011 Food Drive Contribution Form

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Mid-Ohio Foodbank • 3960 Brookham Drive • Grove City, Ohio 43123 • (614) 274-7770



Mid-Ohio Foodbank
OPERATION FEED

2011 Operation Feed Donation Receipt

Date: _____ Amount: \$ _____

Name: _____

Coordinator Signature: _____



Mid-Ohio Foodbank
OPERATION FEED

2011 Operation Feed Donation Receipt

Date: _____ Amount: \$ _____

Name: _____

Coordinator Signature: _____



Mid-Ohio Foodbank
OPERATION FEED

2011 Operation Feed Donation Receipt

Date: _____ Amount: \$ _____

Name: _____

Coordinator Signature: _____

