



Mid-Ohio Foodbank
OPERATION FEED

Campaign Bites

... a regular update for Operation Feed coordinators

September 11, 2009

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1. Don't forget to RSVP for the Operation Feed finale!

The Operation Feed finale will be held on Thursday, September 24th, 3 - 5 p.m. at the Ohio Governor's Residence. This special event brings everyone involved with the 2009 campaign together to celebrate our collective efforts. Campaign results will be announced, outstanding organizations will be recognized, and there will be opportunities to network with community leaders, campaign representatives and Mid-Ohio Foodbank staff & board. If you plan to attend, please remember to RSVP by September 16. Security at the venue permits only those on the guest list to be admitted (please note that guests may also be asked to show photo identification when entering the residence). Thank you for your cooperation, and we look forward to celebrating with you on September 24th!

2. Virtual Food Drive will transition after Operation Feed.

Effective September 16, the Virtual Food Drive (VFD) will transition from Operation Feed to a new general format for Mid-Ohio Foodbank. The Foodbank's VFD will enjoy similar functioning with updated messaging and branding. If you are interested in raising funds for MOFB, your team information is still there – just log into your participant center using the same login information, and choose the “returning participant” option. Please note that funds raised through the MOFB VFD do not count toward your Operation Feed campaign. We will convert back to the Operation Feed VFD on February 1 in preparation for the 2010 campaign. Prior to this date, direct contributions to Operation Feed through the Operation Feed lockbox:

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

Don't forget to include your company information so that we can credit your campaign. For questions or additional information about the VFD, please contact the Operation Feed staff.

DID YOU KNOW ...



Special events are an important piece of Mid-Ohio Foodbank's revenue stream, and nearly all of them are planned and organized by third parties. The annual golf tournament, which funds the Second Servings pick-up program, is the Foodbank's only self-sponsored event. Others are made possible through the generosity of community organizations and individuals who volunteer their time and talents to benefit people in need.

3. Three unique events support Mid-Ohio Foodbank in September.

Night of 1,000 Tacos

On Friday, September 18th, Taco Trucks Columbus and Columbus Rides are holding a charity taco truck tour, visiting taco trucks on the north side of Columbus. The tour will start from Studio 35 (3055 Indianola Ave) at 7 p.m. and will be approximately 20 miles. For the tour they are requesting a \$5 donation for Mid-Ohio Foodbank. They encourage participants to bike, but people are welcome to use any means of transport. Then, full of tacos, everyone will return to Studio 35 to enjoy a tasty beverage (or two!). A screening of the film *Saved* will follow at 11:30 p.m. For more information, visit tacotruckscolumbus.com/2009/08/29/night-of-1000-tacos/ or www.studio35.com.

Columbus Alive's Independents' Day "Dance Party for a Cause"

As part of the September 19th Independents' Day festivities, *Columbus Alive* is sponsoring a Dance Party for a Cause to benefit Mid-Ohio Foodbank. The dancing starts at 11:30 p.m. and won't stop until 2:30 a.m. It's hosted by Due Amici and Tip Top. A suggested donation at the door benefits Mid-Ohio Foodbank, and both venues will be producing a small cocktail menu for the night – \$1 per drink ordered from that menu will go to The Mid-Ohio Food Bank. Visit thisisindependent.com for more information.

Indian Classical Dance Fundraiser

On Sunday September 27, 2009 at 3:30, Dhriti Sooryakumar will be performing an ancient Hindu art form that dates back to 400b.c. which encompasses theatre, dance and music to tell stories. Dhriti has traveled around the world performing her art. At her upcoming performance at the Jeanne B. McCoy Center for the Arts, she will be accompanied by a live orchestra from India. Tickets are \$15, \$25 & \$50 with proceeds going to the Mid-Ohio Foodbank. Visit www.mccoycenterforthearts.com for more information.

SHELF LIFE: H.E.L.P. House Community Outreach Center

H.E.L.P House Community Outreach Center, located in London, Ohio, has been providing assistance to families since 1999. Founded in the Columbus area as a Christian outreach for youth and their families, it later relocated to London, which experienced increased need after the closing of several local pantries. The Center exists to serve children, families and individuals in need by providing food, clothing, shelter and emergency assistance. It focuses on recognizing clients' struggles within a loving environment with dignity and respect.

What started out as a small effort providing food and clothing to just a few families in need has grown extensively. Now a large organization that offers a variety of programs from its current 56,000 sq ft warehouse facility, it supports residents of Madison and surrounding counties.

Food programs include a pantry, the Loving Kindness Soup Kitchen and a home-delivery program. Clients can visit the Center for food assistance once per week – Monday evening, Wednesday morning or Saturday morning. At the Center, they can enjoy a hot meal, often prepared and served by a local church group or organization, and receive a supply of grocery items from the pantry. Meals and groceries are delivered to senior citizens and others not able to visit the facility. On average, the soup kitchen serves 428 meals per week, while the food pantry provides food to over 1,000 households or 3,900 individuals each month.

H.E.L.P. House offers several non-food programs to support clients. A clothing pantry outfits individuals for work or school, and coats are distributed during colder months. The back-to-school program offers notebooks, pencils and other supplies. The Holiday Outreach program collects, cleans & reconditions used toys for distribution to needy children. For the Easter holiday, baskets are prepared and distributed. A household pantry matches household items and small appliance with appropriate clients, and informal coaching services and referrals to other community resources are also provided as needed. Clients in need can also benefit from emergency assistance grants to help with eviction prevention, prescription purchase or other challenging expenses.

Mid-Ohio Foodbank supplies approximately 90 percent of the food used for H.E.L.P. House programs. Donations from local retail markets and the community make up the remaining ten percent. Drives organized by local churches and community groups secure clothing, toys, school supplies and household items. Financial support for operations and programs is offered through community donations, the Federal Emergency Management Agency (FEMA) and the local United Way.

Over 60 volunteers, including former clients giving back to the Center, staff H.E.L.P. House programs. One paid part-time position – funded through a grant from United Way – handles finance & bookkeeping, grant writing and community liaison functions.

For more information about H.E.L.P. House Community Outreach Center, contact Dolores Heilman at 740-852.1980.

4. Reminder: Hunger Action Month

To raise awareness about hunger in our nation and communities, Feeding America, the national network of food banks to which Mid-Ohio Foodbank belongs, has deemed September “Hunger Action Month.” National campaigns by Macy’s department stores and The Cheesecake Factory restaurants, among others, will help mobilize the public around the issue of hunger by holding events on both the national and local levels. Macy’s “Come Together” campaign encourages individuals to host dinner parties and make donations (in lieu of a host gift) to Feeding America. Macy’s will match donations dollar for dollar. Local events include a fashion show and a wine pairing event. The Cheesecake Factory’s Drive Out Hunger Tour will take to the road collecting cans of soup. The first 500 attendees to donate two cans of soup at each event will receive a slice of cheesecake. The Polaris location will hold its event from 7 - 10 a.m. on September 15. Kids can get involved by becoming a Hunger Helper on the www.feedingamerica.org web site or by creating a kid pack—a box full of kid-friendly foodstuffs for a local family. If you’d like more information about taking action against hunger this September, visit www.midohiofoodbank.org/HAM, or contact Christina Christian at cchristian@midohiofoodbank.org or (614) 274-7770.

5. Key dates

Important dates for your calendar:

- **September –**
Hunger Action Month
- **September 24 (3 - 5 p.m.) –**
Campaign Finale;
- **October 12–**
Foodbank becomes operational in new Brookham Drive facility.

6. Next steps

- ✉ RSVP for the finale on the afternoon of September 24th.
- ✉ Check-out the list of Hunger Action Month activities at www.midohiofoodbank.org/HAM.
- ✉ Support the third party events benefiting Mid-Ohio Foodbank this September.

Please feel free to contact us if you have questions or if we can provide any additional information to help with your campaign efforts.

Joan C. Lloyd
Operation Feed Campaign Director
614-274-7770 ext. 294
jlloyd@midohiofoodbank.org

Andrew Murphy
Operation Feed Campaign Manager
614-274-7770 ext. 250
amurphy@midohiofoodbank.org



Thank you for your continued support of Operation Feed— **because no one should go hungry.**

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