



Mid-Ohio Foodbank  
OPERATION FEED

# Campaign Bites

... a regular update for Operation Feed coordinators

January 15, 2010

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## 1. We're counting on you!

As we enter 2010, the economic crisis continues to present acute challenges to households throughout central and eastern Ohio. Many families are faced with a tough choice as they struggle to make ends meet: pay for housing, transportation, utility costs ... or buy groceries and put food on the table.

The need for emergency food is continuing to increase at an alarming rate.

- 🚩 After a 14% increase in 2008, demand at food pantries continues to increase every month.
- 🚩 Member pantries are now trying to cope with nearly 140,000 requests for assistance every month.
- 🚩 Through September of 2009, pantries have seen a 7% increase over the same prior year period.

Hunger isn't something you see. But hunger is something that affects all types of people: children, grandparents, mothers, fathers, veterans and others. Though their circumstances vary, all face the same basic need: they don't have enough food. And society's most vulnerable members continue to be most at risk:

- 🚩 38% of requests at pantries are for children.
- 🚩 14% of requests come from senior citizens.

Mid-Ohio Foodbank works with grocers, food companies, Ohio farmers and community partners (like *you!*) to collect and distribute food across central and eastern Ohio to people who desperately need it. In order to get through these hard times, Mid-Ohio Foodbank must depend on neighbors helping neighbors. That's why Operation Feed – the community's response to hunger – is more important than ever.

Please join us again in 2010 by hosting an Operation Feed campaign in your organization. We're counting on you!

### DID YOU KNOW ...



*In 2009, the Foodbank received 34.8 million pounds of food, up 6.7% over 2008. As a result of the 2008 passage of the Farm Bill and federal stimulus dollars, USDA product received was up 79%. While food industry donations were down 5% (800,000 pounds less than 2008) Operation Feed was up 19%, highlighting the importance and impact of this community-wide effort. When everyone does a little, the Foodbank can do a lot!*

## 2. Is your organization on the list? Commit to fight hunger in 2010 – sign-up today.

Operation Feed helps stock the shelves at hundreds of food pantries, soup kitchens and emergency shelters. This network of partner agencies depends on the community to help provide nutritious, filling food for the people they serve.

In 2009, more than 200 groups were involved with the Campaign – organizations like Open Text Corporation, Bob Evans Farms, Inc., Nationwide, School Employees Retirement System, Porter Wright Morris and Arthur, Alliance Data, CompManagement, Inc., Dinsmore & Shohl, Columbus Bar Association, Central Ohio Restaurant Association and State of Ohio Employees. Collectively, participating organizations raised over 4,517,000 meals. The goal for 2010 is **6 million meals** ... and to get there, we need your help.



Get your name on list of organizations committed to fighting hunger in 2010 ... and get an early start on your campaign activities! Visit us at <http://www.midohiofoodbank.org/act/operation-feed> to sign-up today.

## 3. What Operation Feed can do for your organization

In addition to the critical assistance that Operation Feed provides to central and eastern Ohio residents, it also offers a variety of benefits to participating organizations. Campaign Coordinators and committee members report several significant benefits because of their involvement:

- ❏ **Every associate or member** becomes involved in some way through a organization-wide effort.
- ❏ **Team building opportunities** arise, both within and across parts of the organization.
- ❏ **Leadership development opportunities**, including project responsibility and accountability, are created for associates.
- ❏ **A great morale boost** comes from individuals knowing that they are doing good work for the communities in which they live and work— associates feel part of something much bigger than themselves.

For more information and ideas about how to realize these benefits in your organization, please contact a member of the campaign staff.



### Recipe for Success

#### • **DON'T DO IT ALONE!**

**Recruiting a strong committee** is one of the most valuable strategies for organizing an effective campaign. Ask leaders to suggest someone from each department or section of your organization. Select members based on their availability, creativity and rapport with other employees. Representatives with marketing, communications, facilities, logistics or project management experience can make valuable contributions as well. Committee participation is a great development opportunity for up-and-coming leaders in any organization. A well-formed committee can save each member time, generate creative new ideas and increase the reach and momentum of your campaign. Start assembling yours today!

## 4. Coordinator training sessions – save the date!

Campaign Coordinator training is a great way to learn about Operation Feed and gather strategies for holding a successful campaign in your organization. You'll get all of the materials needed for your meal-raising efforts, and there will be opportunities to network and share ideas with Coordinators from organizations across the community.

All sessions will be held at Mid-Ohio Foodbank in Grove City (3960 Brookham Drive, 43123). Each training will run for 90 minutes and be followed by an optional 30-minute breakout session (a variety of topics will be offered). *A tour of the new Foodbank facility will be available after each session.*

More information about sign-up will follow shortly. For now, please save one of the following dates for your calendar:

**Tuesday, March 2 –**

11:30 a.m. – 1:00 p.m. (Training/Brown Bag Lunch)

1:00 p.m. – 1:30 p.m. (Breakout Session)

**Wednesday, March 3 –**

8:00 a.m. – 9:30 a.m. (Training)

9:30 a.m. – 10:00 a.m. (Breakout Session)

**Tuesday, March 9 –**

2:30 p.m. – 4:00 p.m. (Training)

4:00 p.m. – 4:30 p.m. (Breakout Session)

**Thursday, March 11 –**

2:30 p.m. – 4:00 p.m. (Training)

4:00 p.m. – 4:30 p.m. (Breakout Session)

**Thursday, March 18 –**

8:00 a.m. – 9:30 a.m. (Training)

9:30 a.m. – 10:00 a.m. (Breakout Session)

## 5. Share your feedback, help strengthen Operation Feed.

Your partnership with Mid-Ohio Foodbank is the essential piece of Operation Feed’s ability to provide food for families in need. As we work to strengthen the program, your input is requested. We value your campaign expertise, and your feedback will help us provide tools and support to make coordination efforts as convenient and effective as possible.

If you haven’t already, please take a few minutes to tell us about your experience with Operation Feed. Just visit <http://www.surveymonkey.com/s/HG25397> to access an online evaluation. Responses are anonymous and should require approximately 10-15 minutes to submit. Thanks in advance for your comments.

## 6. Four ways to support Mid-Ohio Foodbank this winter

### Pound for Pound Challenge (currently underway)



Sign up today for the Feeding America Pound for Pound Challenge! Now in its second year, this proven fundraising program has partnered with NBC’s *The Biggest Loser* and General Mills to encourage Americans to “Lose Nationally, Feed Locally”. Simply sign-up and pledge your weight loss goals at <http://www.pfpchallenge.com/>. For every pound you pledge, General Mills and other partners will donate 14 cents to Feeding America. At the end of the Challenge, Feeding America distributes funds to local food banks. The more sign-ups and pledges a food bank has from its area, the more funds it receives. So please help us by signing-up now and encouraging others to sign-up and/or pledge! (*And don’t forget ... all you have to do is pledge. Even if you don’t lose a pound, the Foodbank can still benefit*).

Right now Mid-Ohio Foodbank is in 23<sup>rd</sup> place in the country for pounds pledged (25,968 lbs), compared to the Cincinnati Foodbank’s 9<sup>th</sup> place (33,097 lbs). Help us spread the word and up our donation!

### Iron Bartender Columbus (January 17<sup>th</sup>)

Cotters Restaurant is holding the Columbus Iron Bartender competition from 6 to 9 p.m. on January 17<sup>th</sup>. Tickets are \$25 and include hors d'oeuvres, samples of each competitor's drinks and live music. All proceeds benefit the Mid-Ohio Foodbank. For more information, visit <http://www.cottersdining.com/> or call 614.221.9060.

### Restaurant Week Columbus (January 18<sup>th</sup> – 23<sup>rd</sup>)

Restaurant Week gives provides an opportunity to enjoy some of the very best restaurants Columbus has to offer at irresistible price points. From \$15 - \$35 per person, these unique three course menus are sure to tempt taste buds. Reservations are highly recommended as many restaurants will quickly book up. This is a perfect time to experience great restaurants while supporting the local restaurant industry and the Mid-Ohio Foodbank, which will receive a \$5,000 donation on behalf of participating restaurants and (614) Magazine. For a list of participating restaurants, visit <http://www.restaurantweekcolumbus.com/>.



### Peas 'N Hominy (February 5<sup>th</sup>)

Highlands Presbyterian Church is holding a fundraiser on February 5<sup>th</sup> from 6 – 8:30 p.m. The event includes music, a potluck and a prize drawing to benefit both Mid-Ohio Foodbank and the church's upcoming mission trip. Bill Cohen of the Statehouse News Bureau and the annual 1960s Coffee House is one of the performers. Visit [http://www.highlands-presbyterian.org/index\\_files/Page541.htm/](http://www.highlands-presbyterian.org/index_files/Page541.htm/) for more info.

## 7. Key campaign dates

Important campaign dates for your calendar ...

- **March 2, 3, 9, 11, 18** –  
Campaign Coordinator Training Sessions (see details above);
- **Mid-March** –  
Campaign Kickoff Event (TBA);
- **March-June** –  
Ongoing Workplace/Organization Campaigns;
- **May 8** –  
National Association of Letter Carriers “Stamp Out Hunger” Food Drive;
- **June 30** –  
Foodfight6.30 – *Eat Out to Fight Hunger* Event  
Official End of Campaign;
- **August/September** –  
Campaign Finale (TBA).

## 8. Next steps

- 📌 Visit the Operation Feed web site to sign-up now for the 2010 Campaign!
- 📌 Consider the benefits of Operation Feed participation when selecting individuals to help with the campaign.
- 📌 Save the date for Campaign Coordinator training sessions.
- 📌 Share your feedback about the Operation Feed program.
- 📌 Help spread the words about winter events supporting Mid-Ohio Foodbank.

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

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

*NOTE: If you would prefer not to receive this email update, please ask that we remove you from our distribution list.*