



Mid-Ohio Foodbank

OPERATION FEED

Campaign Bites

... a regular update for Operation Feed coordinators

October 16, 2009

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1. Operation Feed celebrates most successful campaign in 28-year history.

Thanks to the hard work and dedication of coordinators, employees and members from over 200 local organizations, the 2009 campaign was the largest in Operation Feed's history. This year, businesses, school groups, professional associations and government agencies joined forces to raise 4,517,754 meals – a five percent increase over the prior year's campaign! The campaign finale, held on Thursday, September 24, brought together coordinators, Foodbank representatives and community leaders at the Ohio Governor's Residence to celebrate the overwhelming success of the campaign effort. Kitchen Cabinet members presented awards to eleven outstanding campaigns. Organizations contributing at the Benchmark level and groups providing special support to the campaign were also recognized. Photos from the event can be found at <http://www.flickr.com/photos/mid-ohiofoodbank/sets/72157622472349181/>. Thanks to all who attended and to everyone whose efforts have helped to ensure that no one in central and eastern Ohio has to face hunger.

2. The Foodbank has moved!

After months of planning, renovations and packing, Mid-Ohio Foodbank arrived successfully and officially in its new home on Monday, October 12. The Brookham Drive facility – which offers nearly three times the warehousing, freezer and volunteer space – will enable the Foodbank to provide more food to more hungry people in our community.

As a result of the move, contact information for Operation Feed staff has changed. Please update your records using the following phone numbers and address:

Joan Lloyd – (614) 317-9410
Andrew Murphy – (614) 317-9427
3960 Brookham Drive
Grove City, OH 43123

We are very excited by the possibilities this new space brings, and we'll be in touch soon with details about an upcoming opportunity for coordinators to visit Mid-Ohio Foodbank in its new space and actively share feedback about the 2009 campaign experience. In the mean time, moving day photos can be found at <http://www.flickr.com/photos/mid-ohiofoodbank/sets/72157622584625484/>.

DID YOU KNOW ...



According to the USDA, 35% of low-income people who qualify for food stamp benefits through SNAP, the Supplemental Nutrition Assistance Program, do not currently participate.

To increase awareness and encourage enrollment, Mid-Ohio Foodbank has dedicated three staff members to Food Stamp Outreach. Considered to be the first line of defense against hunger, food stamps provide nutrition benefits to low income families, and every food stamp dollar redeemed generates \$1.73 of spending in the local economy.

3. Seventh annual Turkey Hunt brings opportunities for holiday involvement.

The holidays are coming, and it's never too early to start planning a Thanksgiving turkey drive! There are a few different options for how a group can get involved:

- 🛒 **Collect turkeys.** Pick a specific morning and ask coworkers to bring in frozen turkeys. Then bring them right on over to the Foodbank. Please call us at (614) 274-7770 and let us know what day you'll be doing this so we're ready for the birds.
- 🛒 **Hold office fundraisers to raise money for birds.** A bake sale, auctioning off the boss's parking spot for the day, or any other fun activity can raise dollars. Donate the money to the Foodbank's Turkey Hunt, and Mid-Ohio Foodbank will use it to buy turkeys.
- 🛒 **Sell turkey dolls.** This year, both a sporty football turkey and a pretty can-can dancer turkey are available. Sign up to sell the dolls for \$25 each. At the end of your sales, just hand over all the proceeds and left over turkey dolls to the Foodbank. Every turkey sold provides two twelve pound birds for local families.
- 🛒 **Hold a paper turkey event.** Give everyone a paper turkey and sell feathers for folks to add to the birds. Prizes can be awarded to the person or team with the most feathers.
- 🛒 **Organize a food drive for the trimmings.** Collect traditional Thanksgiving foods like boxes of mashed potatoes, stuffing, canned sweet potatoes, green beans and cranberry sauce.

Please plan to deliver holiday turkeys, trimmings, and/or monetary donations by November 18th to allow plenty of time to get them to local families. Many families are going to need some extra help this season. With help, we can make sure that many families in central and eastern Ohio have a warm holiday meal to gather around and give thanks. For more information about any of these projects, contact Claire Badger at (614) 317-9403 or cbadger@midohiofoodbank.org.

SHELF LIFE: Our Lady of Guadalupe Center

Our Lady of Guadalupe Center serves the needs of the growing central Ohio Hispanic community. What began in 2001 as a small, informal operation has grown to a Mid-Ohio Foodbank partner agency that operates under the umbrella of Catholic Social Services (CSS). Its current location in the Valleyview neighborhood of west Columbus has, since 2006, offered clients emergency food assistance; health screenings; information on nutrition, housing, legal aid and finances; and guidance in acquiring basic necessities – all in both English and Spanish.

Our Lady of Guadalupe strives to offer Spanish-speaking families a comfortable, functional, non-judging environment that maintains dignity, eases fears and overcomes communication and language barriers. The families served are primarily Latino and live in neighborhoods throughout central Ohio. The pantry is open Wednesdays and Thursdays, 9:30 a.m. to 4:30 p.m., and accepts appointments through FirstLink, which also helps refer new Spanish-speaking clients to the agency.

The “choice” model food pantry offers clients a three-day supply of food, with special attention placed on counseling. Language support is offered for clients whose English may be limited, and ideas or instructions are offered for cooking with food items that may be culturally unfamiliar. The pantry also makes every effort to stock items that are staples in many Spanish-speaking households, such as tortilla flour, Goya brand products, rice, beans or special spices. The pantry runs on a “point” system. Families are given a specific number of points based on the number of people living in their household, which teaches clients how to assess needs, prioritize and budget – all necessary skills for managing a household.

On average, 36 families per week receive assistance from the pantry, which handles approximately 30,000 pounds of food during a three-month period. Mid-Ohio Foodbank supplies nearly 80 percent of the food distributed. A Columbus Foundation grant, United Way support and individual donations also allow for purchase of additional produce, milk, eggs and specialty ingredients; local churches and school groups supplement the pantry through ongoing food drive efforts.

In addition to the food program, school supplies are made available through a CSS staff collection. Holiday baskets containing ingredients for traditional holiday dinners are also distributed surrounding the Thanksgiving and Christmas holidays.

CSS supports Our Lady of Guadalupe programs, helping to subsidize facility rental and two paid part-time staff members. A core group of Spanish-speaking volunteers help support pantry operations – sorting food, stocking shelves, cleaning and providing support to clients.

For more information about Our Lady of Guadalupe Center, contact Adriana Villegas at 614-340-7061.



Recipe for Success

• OUTSTANDING CAMPAIGNS

- **Open Text Corporation, *Most Meals per Capita (1-249 employees)***. During their week-long campaign, 43 associates raised nearly \$5,000.00. A corporate match for every dollar donated helped them reach 444 meals per employee.
- **Bob Evans Farms, Inc., *Most Meals Per Capita (250- 999 employees)***. With a number of fun activities like a Dodge Ball tournament, a corporate contribution and participation in **Foodfight6.30**, Bob Evans employees raised 327 meals per employee.
- **Nationwide, *Most Meals Per Capita (1000 or more employees)***. With a unique year round campaign that involves all of the Nationwide campuses, over 11,000 employees donated 105 meals each.
- **School Employees Retirement System, *Largest Percentage Increase (1-249 employees)***. To increase the number of meals raised in 2009, SERS teams competed to collect the most macaroni and cheese and then used the boxes for a competition to build the tallest tower. This challenge, combined with Dress Down Days for charity, helped SERS raise nearly 5,500 meals – an increase of 247%.
- **Porter Wright Morris and Arthur, *Largest Percentage Increase (250 – 999 employees)***. Winners of a five-floor competition got to participate in a “jeans” Friday as well as attend a happy hour sponsored by the firm. A prize of a \$50 gift card to the person giving the most on each floor and a “pay to wear jeans” option helped Porter Wright Morris and Arthur raise over 9,000 meals – a 244% increase over 2008.
- **Alliance Data, *Largest Percentage Increase (1000 or more employees)***. Using a company-wide silent auction combined with activities designed to accommodate three different work environments – office, call center and warehouse – Alliance Data raised over 43,000 meals – a 193% increase over 2008.
- **CompManagement, Inc., *Award of Excellence***. Events like e-mail bingo and a mini-carnival helped employees raise over 30,000 meals. A company match brought their campaign total to over 60,000 meals – 130 meals per capita and an 83% increase over 2008.
- **Dinsmore & Shohl, *Outstanding New Campaign***. At the close of their 5-day campaign, this law firm had raised 9,400 meals. Realizing they were only a few hundred dollars from reaching 10,000 meals, one attorney issued a challenge. Others responded, and this 88 employee firm raised over 10,000 meals.
- **Columbus Bar Association, *Outstanding Virtual Food Drive***. By embracing this new on-line tool to reach out to members not already involved in Operation Feed, the CBA raised nearly 5,000 meals.
- **Central Ohio Restaurant Association, *Outstanding Community Partner***. The economy has affected members of this association more than many other industries. Restaurateurs, however, saw an opportunity to help feed hungry people and **Foodfight6.30** was born. In partnership with area restaurants, CORA generated over 40,000 meals to benefit Operation Feed.
- **State of Ohio Employees, *Director’s Choice Award***. In spite of tough decisions being made because of the State budget cuts, employees had their most successful campaign to date, increasing the number of meals raised by nearly 60,000. State employees raised almost 450,000 – a 15% increase over 2008.

Congratulations to the 55 organizations contributing at the Benchmark* level in 2009:

121st Air Refueling Wing, Alliance Data, American Commerce Insurance Company, American Electric Power, Anthem Blue Cross and Blue Shield, Baker Hostetler, Big Lots Stores, Inc., Bob Evans Farms, Inc., Carlile Patchen & Murphy LLP, Century Insurance Group, City of Columbus Employees, Columbus Montessori Parent Association, Commerce National Bank, Community Research Partners, CompManagement/Sedgwick CMS, COSI, The Crane Group Companies, Deloitte & Touche, Dinsmore & Shohl, Franklin County Employees, Franklin University, GC Services, Hahn Loeser + Parks LLP, JC Penney Company, Jones Day, KD Yoder & Associates, Lifeline of Ohio, Lutheran Social Services, The McGraw-Hill Companies—Blacklick, McGraw-Hill Education—Easton, Mid-Ohio Foodbank, Motorists Mutual Insurance Company, National City Bank, Nexergy, North Central Mental Health Services, Online Computer Library Center, Inc., Palmer-Donavin Manufacturing Company, Palmetto GBA, Park National Bank, Paychex, Porter Wright Morris & Arthur, Remminger Company, Resource Interactive, Ruscilli Construction Company, Inc., SC Search Consultants, School Employees Retirement System, State Auto Insurance Company, United Commercial Travelers of America, UPS—Columbus ASC, Value City Furniture, Village of New Albany, Wasserstrom Company, WesBanco Bank, Wiles, Boyle, Burkholder & Bringardner, WW Williams.

* Benchmark level contributors have successfully reached goals suggested by program staff, based on average Operation Feed campaign meals raised per capita.



4. **Reminder: Operation Feed Virtual Food Drive will resume in February.**

The Virtual Food Drive (VFD) has now transitioned from Operation Feed to a new format for general Mid-Ohio Foodbank fund raising. The Foodbank's VFD will enjoy similar functionality with updated messaging and branding. If you are interested in raising funds for MOFB, your team information is still there – just sign 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, contributions can be made to Operation Feed through the 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.

5. **Next steps**

-  Check-out photos from the Operation Feed finale and Mid-Ohio Foodbank's moving day.
-  Consider Turkey Hunt opportunities when planning upcoming holiday activities.

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

614-317-9410

jlloyd@midohiofoodbank.org

Andrew Murphy

Operation Feed Campaign Manager

614-317-9427

amurphy@midohiofoodbank.org



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.