



Mid-Ohio Foodbank  
OPERATION FEED

# Campaign Bites

... a regular update for Operation Feed coordinators

July 17, 2009

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### 1. Operation Feed relaxes end date.

Due to increased demand from partner agencies in these difficult economic times, the end date for this year's Operation Feed campaign has been relaxed. With requests for emergency assistance at an all-time high, the campaign will extend into July and August. Organizations now have additional time during the summer months to conduct activities. If you haven't yet organized your campaign, there is still time! Please contact the Operation Feed staff to learn what support and materials are available to assist with your meal-raising efforts.

### 2. Central Ohio Restaurant Association Partnership is a great success!

The Central Ohio Restaurant Association (CORA) partnered with Mid-Ohio Foodbank this summer to raise meals for central and eastern Ohioans in need. Foodfight6.30, a new community-wide event, gave local residents the opportunity to eat out to fight hunger on June 30. In the midst of a difficult economic climate for the industry, a generous group of local restaurants volunteered to donate a portion of 6/30/09 sales to Operation Feed. The initiative was a great success! In addition to a 5 percent donation by participating restaurants, CORA also donated a portion of its annual banquet ticket sales to Operation Feed. Although there's not a final tally yet, the projected donation is well over 32,000 meals. Stay tuned for the official result on this great new event. A huge thank you goes to all who helped spread the word and to everyone who ate out to fight hunger on Tuesday, June 30!

#### DID YOU KNOW ...



*During the fiscal year ending in June of 2009, Mid-Ohio Foodbank distributed over 32.2 million pounds of food, an increase of 10 percent over the previous year. Nearly half came from food industry donors—such as local distribution center Big Lots! and retail partners Kroger and Giant Eagle. Government sources contributed a sizable portion, and over 15 percent came from community initiatives and Operation Feed.*

### 3. Restaurants and (614)Magazine help fight hunger.

*(614)Magazine*, a new local publication, has been active in the community this summer, raising hunger awareness and organizing Restaurant Week Columbus in support of Mid-Ohio Foodbank. The

magazine ran a piece about community hunger and foodbanking in its July issue:

<http://614columbus.com/magazine/07-01-2009/on-a-breadline#atabc>. Area restaurants are also in the midst of Restaurant Week Columbus (July 13 – 17), which has given central Ohioians the opportunity to enjoy the very best restaurants Columbus has to offer at irresistible price points. From \$15 - \$35 per person, they have offered unique three course menus. The community has an opportunity to support the local restaurant industry, and Mid-Ohio Foodbank will receive a \$5,000 donation on behalf of participating restaurants and (614)Magazine. To learn more about Restaurant Week or view the list of restaurants involved, visit <http://www.restaurantweekcolumbus.com/>.

#### 4. *The annual Mid-Ohio Foodbank golf outing is coming soon.*

Mid-Ohio Foodbank's 19th Annual Golf Classic is set for August 24th at The Medallion Club in Westerville. The outing features golf on a beautiful course, lunch, dinner, awards, and a live auction. Registration is \$2,200 for a foursome or \$550 for an individual. Last year's event netted just over \$100,000 for programs like Second Servings, the Foodbank's prepared food recovery program. If you know anyone who might be interested in golfing or donating a prize for the event, please email Claire Badger at [cbadger@midohiofoodbank.org](mailto:cbadger@midohiofoodbank.org).

#### 5. *Don't miss your opportunity for a hard hat tour of the new Foodbank facility.*

If you haven't already, come join us for a preview of the under-construction facility at 3960 Brookham Drive in Grove City. Tours are less than an hour, and the facility is conveniently located just south of downtown Columbus off I-71. Tours will be offered at the following times:

🚧 **Thursday, July 23 – 8 a.m.**

🚧 **Thursday, July 30 – 8 a.m.**

To reserve your space or suggest a time that works for you, please contact Jen Bowden at [jbowden@midohiofoodbank.org](mailto:jbowden@midohiofoodbank.org) or (614) 274-7770, extension 289.

## **SHELF LIFE: Corinthian Missionary Baptist Church**

The Corinthian food pantry and feeding programs began in 1983. Both are housed in the Corinthian Missionary Baptist Church in east Columbus.

The pantry opens each Wednesday from 8:30 – 11:30 a.m. Currently following a “traditional” service model, where clients receive a pre-selected package of food, it plans to convert to the “choice” model over the upcoming months. While this requires additional space, it will allow clients to select the food they receive, much as they would do while shopping in a grocery store. The pantry distributes food to nearly 400 families each month.

The church also runs a feeding program. Approximately 900 meals per month are prepared at the site and taken to two local shelters – Faith on Eighth and Friends of the Homeless – both located in the vicinity of the church.

Programs are staffed entirely through volunteers. The large, loyal volunteer base hails from both Corinthian Missionary Baptist Church and the community-at-large. Food distributed by the pantry and used for the feeding program is supplied primarily by Mid-Ohio Foodbank. Financial support from the church and private donations also help to support the initiatives.

Several mentoring and tutoring programs for community youth are run from the church site as well. These provide snacks to children during the summer and meals during the winter months. Corinthian programs support many Eastgate neighborhood residents but are open to anyone living in Franklin County. No referrals are necessary.

**For more information about the Corinthian programs and volunteer opportunities, contact Nelly Johnson at 614-237-8619.**

## 6. Key campaign dates

Add these important campaign dates to your calendars!

- **July-August** – Extension for Workplace/Organization Campaigns;
- **August 31** – End of Campaign;
- **September** – Campaign Finale (TBD).

## 7. Next steps

- 📌 Share campaign results with Operation Feed staff.
- 📌 Sign up for your preferred hard hat tour date.
- 📌 Help us be green by returning unused collection boxes.
- 📌 Take advantage of Huntington Bank and National City Bank's cash/coin and money order services.
- 📌 Visit the Operation Feed web site to download 2009 campaign materials.

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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## Recipe for Success

### • CAMPAIGN FEATURE

This year, the staff of **Mid-Ohio Foodbank** organized a record-breaking internal campaign for Operation Feed. With the premise, "Now more than ever, hunger is personal," 62 employees utilized activities and a Virtual Food Drive to exceed, and nearly double, a 6,000 meal goal.

With strong leadership support, a committee representing each area of the organization led the effort. The group started by setting a campaign calendar and evaluating event options. The committee settled on a diverse array of activities, including the traditional dessert auction and all-employee cookout, a new crock pot cooking competition, baby photo identification contest, and Wii bowling tournament, which all helped to raise financial donations for the campaign.

The key to the campaign's success, however, was the incorporation of a two-team competition: the "Corn versus Green Bean Challenge." This effort tasked teams with raising as many meals as possible, using the Virtual Food Drive, contributions of the designated food item, and individual team fundraisers. Staff immediately embraced the new Virtual Food Drive tool, creating online pages and reaching out to friends, professional contacts and family to raise over \$3,300 for their teams. Media and "junk" sales, a pancake breakfast, and a spare change drive also helped raise funds for the teams.

Overall, the challenge contributed over 13,000 meals to the campaign, which in total raised more than 15,000 meals. Foodbankers are thrilled about the result and are already strategizing for another great effort in 2010!

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.*