



Mid-Ohio Foodbank  
OPERATION FEED

# Campaign Bites

... a regular update for Operation Feed coordinators

June 19, 2009

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### 1. Foodfight 6.30 is set to break out on Tuesday, June 30!

Foodfight6.30, a new community-wide event benefitting Operation Feed, is scheduled for Tuesday, June 30. The Central Ohio Restaurant Association (CORA) is partnering with Mid-Ohio Foodbank to organize this unique eat out to fight hunger opportunity. On June 30, a group of restaurants has generously volunteered to dedicate a portion of 6/30/09 sales to feeding hungry people.

Joining the fight against hunger has never been tastier! Just visit a participating restaurant to eat or drink on June 30. 5% of the sales receipt will be donated to Operation Feed. The group of participating restaurants offers a great variety of neighborhoods, cuisines, and price points. For the complete list, visit <http://www.midohiofoodbank.org/act/operation-feed#cora>.

Organize your Foodfight! Schedule a breakfast, happy hour, or dinner with friends. Gather coworkers for a lunch meeting or casual coffee break. Reach out to friends using the Facebook event invite (<http://tr.im/Foodfight> [Facebook Invite](#)), or tweet about your Foodfight6.30 plans (hash tag: #foodfight630).

Please help us promote Foodfight6.30! Spread the word inside your organization: display the Foodfight6.30 poster (<http://www.midohiofoodbank.org/img/PDFs/Operation-Feed/Foodfight6.30.pdf>), post the event on the company Intranet, or send an email blast. Ask employees or members to tell friends & family members or ask about putting-up a poster in a favorite business or other public place. Most importantly, remember to **eat out to fight hunger on Tuesday, June 30!**

### 2. Please share campaign results.

Operation Feed 2009 is heading into the home stretch. Please help us calculate meals raised and track campaign progress by sharing your results. Once all activities have concluded, complete a Final Report Form and mail, email, or fax it back to the Operation Feed

#### DID YOU KNOW ...



Mid-Ohio Foodbank's Campaign to Sustain has been in the news recently. The \$16 million capital campaign, \$13.5 million of which has already been raised, is funding the construction of a new Foodbank facility at 3960 Brookham Drive in Grove City. Both the Columbus Dispatch and Business First have highlighted the Foodbank's appeal to individuals and the community-at-large for help in raising the remaining \$2.5 million.

office. Also be sure that we have your correct employee count on file so your group can be considered for recognition opportunities. The Food Donation Form and Financial Donation Form can be used to accompany donations—all forms are available in the Coordinator Resources section of the Operation Feed web site: <http://www.midohiofoodbank.org/act/operation-feed/coordinator>. They will help ensure that all food received at Mid-Ohio Foodbank and financial donations sent to the Operation Feed lockbox are credited correctly to your organization's campaign. Thank you for your cooperation as we work to wrap up the 2009 campaign.

### 3. *Dancing With A Cause event benefits Operation Feed*

Mix & Mingle for a Cause, a newly formed Meetup group, and Strategies For You, LLC, will host a fundraiser on Friday, June 26, at the Hyatt on Capitol Square that will benefit Operation Feed. The event will include a mixer, Kids of Broadway performance, dancing, lip syncing contest, hors d'oeuvres, cash bar, door prizes and a silent auction. Cost is \$35 at the door or \$25 online. To learn more or to register, visit [www.meetup.com/mixmingleforacause](http://www.meetup.com/mixmingleforacause).

### 4. *Local young professionals mix and mingle to fight hunger.*

Young Professionals are joining together in the fight against hunger this summer. The YP "Virtual Food Drive" Challenge is underway. Columbus Young Professionals Club is also hosting one of its Member Mixer events as a finale to the challenge. Members from a variety of young professionals groups can mix and mingle at The Goat in New Albany on June 24. YPs can check out the new outdoor tiki bar while enjoying drink specials and complimentary appetizers, plus beer sampling booth, and DJ! Canned goods and non-perishable food items will be collected at the door to benefit the Operation Feed. Admission will be three canned good items or a cash donation to the Mid-Ohio Foodbank.

## **SHELF LIFE: Project OpenHand**

Founded in 1994, Project OpenHand-Columbus (POHC) is a non-profit organization dedicated to meeting the nutritional needs of men, women and children living with HIV and AIDS in central Ohio through an extensive nutrition intervention program that addresses the causes of malnutrition, hunger and wasting syndrome. Medical research has shown that nutritious food is one of the most powerful weapons available for fighting AIDS. Through the generosity of the community and partner agencies, POHC is able to provide services without passing on costs to the clients.

Project OpenHand, a program provided through Life Care Alliance, delivers nutritionally-enriched, whole-food meals to people living with HIV and AIDS to improve or maintain their nutritional status. This service is crucial to clients who are too sick to cook on their own. Meals are delivered three times a week with enough meals provided for the entire week.

Nutritional education and counseling services are also provided to empower individuals living with HIV and AIDS to take control of their own nutritional needs and to begin to understand the important role nutrition can play in fighting the disease. A home visit and comprehensive assessment are completed to determine a person's nutritional status so he/she can work on the areas of nutrition which may need to be enhanced or supplemented. In addition, education is provided on food safety, maintaining weight, and eating the proper foods.

The "Groceries To Go" food pantry—a partnership between POHC and Columbus Cancer Clinic—provides the opportunity for HIV-positive persons, and those with active cancer, to provide for their own nutritional wellness from the earliest stages of the disease regardless of financial limitations. Through the food pantry, clients have access to a wide range of nutritional food choices, including fresh fruit and vegetables, milk, juice, and canned goods, in addition to nutritional supplements and vitamins. Home delivery is also available to clients who cannot secure transportation to the pantry.

Congregate lunches are also organized on a regular basis. Once a month, clients are invited to the agency for lunch. The luncheons also include a presentation about issues such as heart-healthy eating, diabetes, cooking on a budget, and so forth. These meals have become a great source of support for clients.

Mid-Ohio Foodbank provides food to support POHC initiatives. During the first 5 months of 2009, an average of 188 families and 477 individuals received food through these programs.

**For more information about Project OpenHand programs and volunteer opportunities, contact Laurie Weltlin at 614-298-8334.**

## 5. Hard hat tours of new facility continue through July.

More hard hat tour dates have been added! Don't miss a great opportunity for an insider tour 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, June 25 – 8 a.m.**
- 🚗 **Thursday, July 9 – 8 a.m.**
- 🚗 **Thursday, July 16 – 5 p.m.**
- 🚗 **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 email Jen Bowden at [jbowden@midohiofoodbank.org](mailto:jbowden@midohiofoodbank.org) or call (614) 274-7770, extension 289.

## 6. Key campaign dates

Add these important campaign dates to your calendars!

- **March-June –**  
Ongoing  
Workplace/Organization  
Campaigns;
- **June 24**  
Young Professionals Virtual  
Food Drive Challenge wrap-  
up event;
- **June 26**  
Dancing With A Cause  
event;
- **June 30 –**  
CORA's Foodfight6.30—eat  
out to fight hunger event
- **June 30 –**  
Official End of Campaign;
- **August/September –**  
Campaign Finale (TBD).



### Recipe for Success

#### • NEW CAMPAIGN FEATURE

**Century Insurance** stood up to hunger this year with a phenomenal first-year Operation Feed campaign. The Westerville-based company added Operation Feed as a charitable initiative for the first time, with employees dedicating themselves to raising meals for hungry neighbors in need.








As a new campaign, the organization's suggested goal was 25 meals per capita. The organizing committee—charged with planning & execution of the campaign efforts and comprised of representatives from a cross-section of departments—readily accepted the challenge, setting a hefty goal of 5,000 meals.

A variety of activities helped raise food and funds for the campaign. Employees participated in a bake sale, bean bag toss, and ongoing food drive collection that led up to a big finish on June 5. The Finale event consisted of a hot dog lunch and a special prize for the associate that contributed the most meals to the campaign: a coveted pair of OSU football tickets generously donated by Century's President, Chris Timm.

Mr. Timm also led the charge to assemble a group of company leaders for one of the campaign's most successful fundraisers. These managers and executives each bravely volunteered to let three employees award them with a special present: one pie in the face. Associates purchased chances to participate in the activity, and names were drawn to select the lucky winners.

Management and employees agreed that the campaign was a great opportunity to do something beneficial for the community. It generated a great deal of excitement and was a very positive boost for morale. The activities also were a huge benefit to Operation Feed—the campaign generated over 9,600 meals, nearly doubling the original goal. Great job, Century Insurance!

## 7. Next steps

-  Spread the word about Foodfight6.30 using posters, Facebook, and Twitter.
-  Share campaign results with Operation Feed staff.
-  Sign up for your preferred hard hat tour date.
-  Check out articles about Mid-Ohio Foodbank's capital campaign in the *Columbus Dispatch* ([http://www.dispatch.com/live/content/local\\_news/stories/2009/06/11/mid\\_money.html](http://www.dispatch.com/live/content/local_news/stories/2009/06/11/mid_money.html)) and *Business First* (<http://columbus.bizjournals.com/columbus/stories/2009/06/15/story3.html?b=1245038400^1844009>).
-  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, including the Foodfight6.30 promotional poster.

Please feel free to contact us if you have any questions or if we can provide any additional information.

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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.*