



Mid-Ohio Foodbank
| OPERATION FEED

Campaign Bites

... a regular update for Operation Feed coordinators

May 22, 2009

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1. Mid-Ohio Foodbank welcomes weekend festivities.

Mid-Ohio Foodbank will be closed on Monday, May 25, in observance of Memorial Day. We wish you all a wonderful holiday. For those spending the weekend in Central Ohio, don't forget the Dignity Memorial[®] collection that runs through Monday, May 25. Anyone can support Operation Feed, as volunteers work to fill two-50 ft. semi-trailers with food. Items will be accepted from 8 a.m. – 5 p.m., at Forest Lawn Memorial Gardens, 5600 East Broad St., Columbus, or at Sunset Cemetery, 6959 West Broad St., Galloway. Have a safe and happy holiday weekend!

2. Foodfight6.30—eat out to fight hunger.

Mark your calendars! The Central Ohio Restaurant Association (CORA) is asking everyone to eat out to fight hunger on Tuesday, June 30. CORA's Foodfight6.30 is a new Operation Feed event that gives all Central Ohioans a fun, easy way to join the fight against hunger. Participating restaurants will donate five percent of the day's sales receipts to Operation Feed. To date, participating restaurants include Barcelona, Basi Italia, VinoVino, Figlio, Gallo's Tap Room, Tip Top, Ruth's Steak House, Phillip's Original Coney Island, Pattycake Bakery, DeepWood, and Surly Girl Saloon ... and the list continues to grow. A complete list of locations will be posted on the Operation Feed web page. Stay tuned for more information, and be sure to encourage friends, family, and co-workers to eat out to fight hunger on June 30!

DID YOU KNOW ...



One in six young children live at risk of hunger in 26 U.S. states, according to a new report from Feeding America, the domestic network of food banks. A state-by-state analysis of early childhood hunger, using data collected by the U.S.

Department of Agriculture, ranked Ohio fourth highest for food insecure children under 5 years of age, at 23.8%.

3. May 9 community events enjoy strong support





Two of Operation Feed's large community-wide events occurred on Saturday, May 9: the 10TV Family Fund Food Parade and the National Association of Letter Carriers "Stamp Out Hunger" drive. Both events were very successful. The 10TV Family Fund Food Parade collected food and contributions totaling over 52,000 meals. On the very same day, the National Association of Letter Carriers' "Stamp Out Hunger" drive collected food products that will provide nearly 100,000 meals, all to support neighbors in need, right here in our community. Thank you to all who contributed to the success of these great events!

4. Campaign snapshot

Operation Feed 2009 is in full swing. To date, 210 groups have signed-on board. These companies, schools, religious groups, networking organizations, government agencies, and associations are busy organizing events and activities to raise critically-needed food and funds. These resources will help provide food to soup kitchens, food banks, and emergency shelters throughout central and eastern Ohio. The Virtual Food Drive has also been a great success, raising over \$31,000 since its February debut. We appreciate all of your time and dedication as we continue to work toward raising **5 million meals in 2009!**

5. More dates added for hard hat tours of new facility.

Don't miss a great opportunity for an insider tour of the under-construction facility at 3960 Brookham Drive in Grove City—so much progress has been made! 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, May 28 – 8 a.m.**
-  **Friday, June 5 – 5 p.m.**
-  **Thursday, June 18 – 5 p.m.**
-  **Thursday, June 25 – 8 a.m.**

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

SHELF LIFE: Holy Family Soup Kitchen and Food Pantry

The Holy Family Soup Kitchen and Food Pantry has been a fixture in the Franklinton neighborhood since 1982. The pantry first started in the church basement, distributing just a small amount of food several times per week. Later, the organization decided to open a full kitchen and food pantry in its old school building, which is where the facilities are located today.

When it began, the soup kitchen fed 50 to 75 people per day. Today, that number has risen to between 900 and 1,250 per day. During the month of April, the soup kitchen served over 23,000 meals. The kitchen is open Monday – Friday, with lunch served from 10:30 a.m. to 12:30 p.m. It also serves clients morning coffee and donuts, at 7 a.m. during winter months and at 8:30 during the summer.

The Holy Family food pantry operation began by distributing just three or four bags of food per day and has grown significantly, now distributing food to over 250 households per week. In April, the food pantry provided food to over 5,100 adults, children, and senior citizens living in the 43215, 43222, and 43223 zip codes.

Both the soup kitchen and food pantry receive food from Mid-Ohio Foodbank. The agency also benefits from the Second Servings program, which distributes prepared but unserved food donated by local food service establishments. Donations from churches and individuals provide additional support. Holy Family purchases food to supplement these donations, and it assumes the cost of utilities, paper products, and cleaning supplies for use in the agency's service to the community.

Additional social services accompany Holy Family's feeding programs. Twice per week, the Veterans Administration comes to the site to offer job, clothing, and housing assistance to veterans. The Mount Carmel Hospital Outreach Program also is on-site once per week to provide medical services to clients.

Volunteers are essential to Holy Family's programs, as both operations are staffed solely through volunteer efforts. Currently, there are 150 active participants, and the agency is always looking for more. The only requirement, according to Holy Family, is having a big smile, a big heart, and great attitude.

For more information about the Holy Family Soup Kitchen and Food Pantry, contact Frances Carr at 614-461-9444.

6. Resources are available to help wrap-up your campaign.

As your campaign winds down, resources are available to help streamline campaign wrap-up. As your activities conclude, the [Food Donation Form](#) and [Financial Donation Form](#) can be used to accompany donations. This 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. Once all activities have concluded, please complete a [Final Report Form](#) and mail, email, or fax it back to the Operation Feed office. Also be sure that we have your correct employee count on file so your group can be considered for recognition opportunities. Thank you for your cooperation!

7. Reminder: connect with Mid-Ohio Foodbank via digital media.

Mid-Ohio Foodbank is now proudly maintaining a digital presence on both Facebook and Twitter. Check out the Facebook Fan page (and become a Fan!) by visiting <http://www.facebook.com/pages/Mid-Ohio-Foodbank/69757566686> (or visit Facebook and search for "Mid-Ohio Foodbank"). Visit www.twitter.com/Mid_OHFoodbank to receive our Twitter updates. We hope that these tools will help keep you up-to-date on foodbank news and events and provide opportunities to share event ideas and best practices with other Campaign Coordinators. For more information about using either of these digital tools, contact Christina Christian, the Foodbank's Digital Marketing Manager, at cchristian@midohiofoodbank.org.

8. Reminder: unused boxes

If you have Operation Feed boxes left over after your food drive efforts, please return them to Mid-Ohio Foodbank with your food donation. With so many new organizations on board, we anticipate using each and every one of the 10,000 boxes generously donated this year by Jet Container Corporation. Thanks for your cooperation in our efforts to be green as we work to stock the shelves of food pantries, soup kitchens, and shelters across central and eastern Ohio.



Recipe for Success

• NEW CAMPAIGN FEATURE

Resource Interactive enjoyed great success this spring as freshman Operation Feed participants. Their effort began with an open call for committee volunteers, who agreed to build upon the company's traditional, annual Cinco de Mayo event. This year, Resource celebrated the holiday with a tasty Mexican lunch. In exchange for a free meal and promise of "surprise entertainment," employees were invited, but not required, to make a donation to Operation Feed. The festivities were promoted via email and the agency's internal blog. Promotion of the event included a focus on raising awareness of community hunger issues. Employees were encouraged to think about the "nice-to-haves"—like gourmet coffee and off-site lunches—that they are lucky enough to enjoy, while remembering there are many in the community who are not fortunate enough to receive even the "need-to-haves"—such as nutritious meals for themselves and their families. The strategy was overwhelmingly successful. Employees were treated to a special video about responsible shared-kitchen etiquette starring fellow staff members (also available for sale during the luncheon and now posted on YouTube: www.youtube.com/watch?v=6g7gL1qKiUY&fmt=18), while enjoying burritos and a taco & salsa bar from Baja Sol. Together the activities raised nearly 6,500 meals—far exceeding the suggested per capita goal of 25 meals per employee. Way to go Resource Interactive!

9. Reminder: local banks offer processing services.

Both Huntington Bank and National City Bank have offered to support Operation Feed by accepting donations from your campaign. These institutions will accept cash and/or coins from your fundraising activities and turn them into either a check or money order than can be submitted to the Operation Feed lockbox:

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

We hope that these services will make processing of your fundraising efforts faster and more convenient. For specific information and instructions about these services, visit the [Coordinator Resources Page](#) on the Operation Feed web site or contact a member of the campaign staff.

10. Key campaign dates

Add these important campaign dates to your calendars!

- **March-June** –
Ongoing Workplace/Organization Campaigns;
- **April 17 – May 25**
Dignity Memorial Food Collection at Forest Lawn Memorial Gardens and Sunset Cemetery;
- **June 30** –
CORA's Foodfight6.30—eat out to fight hunger event
- **June 30** –
Official End of Campaign;
- **August/September** –
Campaign Finale (TBD).

11. Next steps

-  Complete a [registration form](#) if you have not already confirmed participation for 2009.
-  Mark your calendar for CORA's Foodfight6.30—eat out to fight hunger event.
-  Support Dignity Memorial's Memorial Day weekend food drive.
-  Sign up for your preferred hard hat tour date.
-  Use campaign resources to help wrap-up your campaign.
-  Stay in touch with the Foodbank via Twitter and Facebook.
-  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.
-  Continue reaching out to friends and family through the Virtual Food Drive.
-  Request an Operation Feed banner for your next event.
-  Share drafts of marketing materials with Operation Feed staff.
-  Include a Financial Donation Form with all checks and money orders submitted to the lockbox.
-  Document your events—take photos to share with Operation Feed.
-  Visit the Operation Feed [web page](#) to download 2009 campaign materials.

We look forward to working with you in 2009. 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.