



Mid-Ohio Foodbank

OPERATION FEED

# Campaign Bites

... a regular update for Operation Feed coordinators

March 27, 2009

## Contents

1. *Operation Feed kick-off centers around theme of “challenges”*
2. *2009 campaign begins with record number of organizations on-board*
3. *Operation Feed provides campaign goal-setting support*
4. *Showcase of events with a strong leadership presence*
5. *10TV Family Fund Food Parade date change*
6. *Reminder: training opportunities*
7. *Reminder: event photos*
8. *Reminder: FTE/member counts*
9. *Reminder: 2009 materials*
10. *Reminder: Virtual Food Drive*
11. *Reminder: lock box address change*
12. *Key campaign dates*
13. *Next steps*

## 1. Operation Feed kick-off centers around theme of “challenges”

Operation Feed 2009 began officially last Wednesday with a rally at The Community Kitchen, Inc. The theme of the morning was “challenges.” Mid-Ohio Foodbank President and CEO, Matt Habash started the program by discussing current economic challenges and how they have resulted in operational and food resource challenges for the Foodbank and its network of agencies. Derek Grosso, President of Columbus Young Professionals Club and member of the Kitchen Cabinet Leadership Panel, introduced his plan to challenge all young professionals groups in Columbus to join forces and engage their memberships in the fight against hunger in central and eastern Ohio. Kathleen Stafford, President of the Columbus Bar Association and member of the Kitchen Cabinet Leadership Panel, shared the challenge she issued to all Columbus-area law firms, 14 of which have signed-on to participate in the 2009 Operation Feed campaign. Finally, Michael Robinson, Director of Corporate Citizenship at Nationwide, discussed the importance—especially during times of struggle—of challenging ourselves to step-up, raising the bar and setting aggressive goals for organizational campaigns to support those in the community who are currently less fortunate than ourselves. Let the theme of “challenges” play a role in your 2009 campaign, by initiating challenges and friendly competition between internal parts of your organization, by challenging other companies in your industry or neighborhood to get involved with Operation Feed, or by challenging your own campaign to set a goal that will help the 2009 campaign provide 5 million meals for members of our community in need.

### DID YOU KNOW ...



*Operation Feed benefits not only Mid-Ohio Foodbank agencies, it can benefit your organization, too. Operation Feed activities bring people together, encourage team-building, provide leadership development opportunities, and build employee morale ... all while helping to fight hunger in central and eastern Ohio.*

## 2. 2009 campaign begins with record number of organizations on-board

170 organizations joined forces in 2008 to raise over 4.3 million meals. We are proud to announce that, as of the kick-off on March 18, 174 organizations have already committed to the community-wide Operation Feed effort! 137 of those are returning campaigns, and 37 are new to Operation Feed. As campaigns continue to reconfirm and the Kitchen Cabinet members reach out to new organizations, the number is only expected to grow. Do you have friends, neighbors, or family members whose companies or organizations may be interested in joining the fight against hunger? If so, please share that contact information with us, and a member of Operation Feed staff will contact them.

## 3. Operation Feed provides campaign goal-setting support

Operation Feed's new strategic plan calls for added focus on goal-setting and benchmarking for individual campaigns. Feedback from coordinators overwhelmingly suggested that campaigns value goal-setting as a tool to motivate employee participation and actively engage leadership in the Operation Feed effort. Goals provide tangible numbers, helping to showcase results and encourage friendly competition inside and between organizations. Organizations also requested guidance from Operation Feed staff to set goals. Goal-setting information—based on prior campaign results and meals per-capita—will be provided to all registered campaigns. Some Campaign Coordinators may have already received a goal-setting worksheet at Campaign Coordinator training. Worksheets not distributed at training are being emailed to Campaign Coordinators over the next week. For goal-setting questions or assistance, please contact a member of the Operation Feed staff at 614-274-7770.

## 4. Showcase of events with a strong leadership presence

Operation Feed is looking for examples of events that showcase the support and participation of organizational leaders. Are your managers or executives visible and engaged? Enthusiasm is contagious! Would you welcome a group from another campaign to visit your event to gather ideas? If so, we would like to share your success with other organizations by setting-up a “field trip” to see the event in-action. Please contact Operation Feed staff to open your event to visitors or to sign-up for an event visit.

### **SHELF LIFE: YWCA Family Center**

The YWCA Family Center is a temporary emergency shelter located east of downtown Columbus. It is the only front door emergency shelter in central Ohio that is designed for families, and it serves as the entry point for parents/guardians and children facing a housing crisis. Since opening in 2005, the Family Center has served 2,000 families, including 4,500 children. The mission of the Family Center is to be an innovative center of excellence that transforms lives. Its goal is to get 70% of families transitioned into a home or more permanent shelter within three weeks of arrival. Its unique “one-stop” approach to helping homeless families regain self-sufficiency already has four times won national recognition.

Services include housing placement, three nutritious meals per day, onsite licensed childcare, out-of-school programming for younger children and teens, case management, an employment resource center (including computers with internet, phones, and voicemail), and connections to key services, from substance abuse and mental health issues to basic health care. Columbus Public Schools maintains an onsite presence daily to assist with enrollment, immunizations, TB testing, English as a Second Language testing, early childhood assessments, and overall support to school-age children. Further, the Family Center offers before and after school care for children grades Kindergarten through 5th grade and a Teen Club uniquely designed for at-risk youth.

The Family Center's food services programs grew out of the inter-faith hospitality network movement of the 1980s, in which meal preparation services rotated between various church congregations. The YWCA later took over management of the program, which now receives support both from local volunteer groups and Mid-Ohio Foodbank. Since opening, over 16,000 volunteers have donated over 100,000 hours of service. Much of this service time is dedicated to serving dinner to families. Last year, the YWCA Family Center served 163,994 meals and 24,730 snacks – helping families facing difficult choices during tough economic times. Over 40% of the food it distributes comes from Mid-Ohio Foodbank.

To learn more about Family Center programs, contact Jessica Wichtman at [jwichtman@ywcacolumbus.org](mailto:jwichtman@ywcacolumbus.org) or 614.253.3916.

## 5. 10TV Family Fund Food Parade date change

The 10TV Family Fund Food Parade date has changed. It will now be held on May 9, 2009, at the Columbus Zoo & Aquarium. Planning is currently underway. Please update your calendar, and stay tuned for more information!

## 6. Reminder: training opportunities

If you would like to participate in training but were unable to attend one of the scheduled sessions, please be sure to let us know. With enough interest, additional sessions may be scheduled in the upcoming weeks. Please note that Operation Feed staff is also available to visit your campaign committee to talk about Operation Feed and share materials and best practices with your group. Contact the campaign office for more information.

## 7. Reminder: event photos

As you plan and implement your fundraising activities, please remember to take lots of photos. Whether it's your chili cook-off, "box your boss" video game tournament, bake sale, or "bring your dog to work" day, be sure to capture the fun and excitement. We would love to publish your photos in future newsletters, feature them on Operation Feed web site, or display them at the finale event. Please email photos and captions to [amurphy@midohiofoodbank.com](mailto:amurphy@midohiofoodbank.com).



### Recipes for Success

#### • EVENT FEATURE: "STAIR-A-THON"

Franklin Country employees have developed a great way to take advantage of multi-level building facilities to raise meals for Operation Feed. This will be the second year for the Stair-A-Thon. Employee volunteers sign-up to be "climbers," agreeing to climb 50 flights over a three-week period. Stair climbers solicit pledges from co-workers, friends, and family members: 25 cents, 50 cents, one dollar, or two dollars per flight climbed. The event is easy to organize, and it gives employees a great way to stay fit while providing food for central and eastern Ohio residents in need.

## 8. Reminder: FTE/member counts

Operation Feed maintains a record of FTE/member count for each individual campaign. The number of people in each organization always has been used to determine per capita meals raised and helps Operation Feed recognize outstanding campaigns. This year, FTE/member counts will also be used to aid in setting goals for individual campaigns. Please help us provide accurate goal data by ensuring that we have the most up-to-date count for your organization. Please provide any updates to Andy Murphy at [amurphy@midohiofoodbank.org](mailto:amurphy@midohiofoodbank.org).

## 9. Reminder: 2009 materials

Please note that Operation Feed has all new materials for 2009. There are informational brochures and posters to spread the word about Operation Feed to employees and members. There are pieces to help you organize and plan the campaign strategy that works best for the culture of your organization. Forms to accompany food and financial donations help ensure that all meals are properly credited to your campaign. Food collection boxes, specially sized and labeled for Operation Feed, are also available. Access materials electronically on the Operation Feed web site: [www.midohiofoodbank.org/act/operation-feed](http://www.midohiofoodbank.org/act/operation-feed). Hard-copies of materials and boxes also are available. Please place your materials request in advance by contacting Andy Murphy, and plan to stay for a tour of the facility when you come to pick-up your order. Please note that any materials from prior campaign years contain inaccurate information and should not be used.

## 10. Reminder: Virtual Food Drive

The Virtual Food Drive provides a convenient way to make financial contributions through a secure online system. This tool allows you to create a team for your organization, invite associates to donate, and track fundraising by group or department. It also allows employees or members to solicit their friends and family, giving even more individuals the opportunity to join the fight against hunger. [Instructions for setting up a team](#) for your organization are available on the Operation Feed web site (on the Coordinator Resources page, accessible via the link at the bottom of the main page). Remember to email Operation Feed staff to give you administrative access once you set-up your organization's page. Staff members are also happy to assist—please contact the Operation Feed office for more information.

## 11. Reminder: new lock box address

The lockbox address has changed for 2009. In the future, please direct all financial contributions (check and/or money orders) to this address:

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

The address will be updated on all 2009 materials, but please double-check your records to help prevent returned mail. Thank you for your cooperation.

## 12. Key campaign dates

Add these important campaign dates to your calendars!

- **March-June** –  
Ongoing Workplace/Organization Campaigns;
- **May 9** –  
10TV Family Fund Food Parade;
- **May 9** –  
National Association of Letter Carriers “Stamp Out Hunger” Food Drive;
- **June 30** –  
Official End of Campaign;
- **August/September** –  
Campaign Finale (TBD).

## 13. Next steps

- ☐ If you have not already confirmed participation for 2009, please let us know that you plan to help us in the fight against hunger by emailing a completed [registration form](#) to [amurphy@midohiofoodbank.org](mailto:amurphy@midohiofoodbank.org).
- ☐ Work with your organization's leadership and campaign committee to set a goal for your 2009 campaign. Goal-setting information is being distributed to all registered campaigns, either during a training session or via email.
- ☐ Document your events—take photos to share with Operation Feed.
- ☐ Invite others to visit your events, or sign-up for an event visit.
- ☐ Visit the Operation Feed web page to check-out and download 2009 campaign materials.
- ☐ If you weren't able to attend a Campaign Coordinator training session and would like to participate, please email [amurphy@midohiofoodbank.org](mailto:amurphy@midohiofoodbank.org).

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.*