



Mid-Ohio Foodbank
| OPERATION FEED

Campaign Bites

... a regular update for Operation Feed coordinators

August 28, 2009

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1. Hunger Action Month offers special activities this September.

To raise awareness about hunger in our nation and communities, Feeding America, the national network of food banks to which Mid-Ohio Foodbank belongs, has deemed September “Hunger Action Month.” National campaigns by Macy’s department stores and The Cheesecake Factory restaurants, among others, will help mobilize the public around the issue of hunger by holding events on both the national and local levels. Macy’s “Come Together” campaign encourages individuals to host dinner parties and make donations (in lieu of a host gift) to Feeding America. Macy’s will match donations dollar for dollar. Local events include a fashion show and a wine pairing event. The Cheesecake Factory’s Drive Out Hunger Tour will take to the road collecting cans of soup. The first 500 attendees to donate two cans of soup at each event will receive a slice of cheesecake. The Polaris location will hold its event from 7 - 10 a.m. on September 15. Kids can get involved by becoming a Hunger Helper on the www.feedingamerica.org web site or by creating a kid pack—a box full of kid-friendly foodstuffs for a local family. If you’d like more information about taking action against hunger this September, visit www.midohiofoodbank.org/HAM, or contact Christina Christian at cchristian@midohiofoodbank.org or (614) 274-7770.

2. Foodbank observes Labor Day.

Mid-Ohio Foodbank will be closed on Monday, September 7, in observance of Labor Day. Please plan any drop-offs and pick-ups accordingly. As we approach this holiday weekend, we honor the important work that you do and commend the efforts that help others in need. We wish you a safe and relaxing holiday!

3. Operation Feed 2009 concludes on August 31st.

After a fantastic effort, Operation Feed 2009 draws to a close on August 31. Any contributions outstanding can be submitted using the [Food Donation Form](#) and [Financial Donation Form](#). Completion of the [Final Report Form](#) will help confirm that our

DID YOU KNOW ...



Food banking began in the 1960s out of a desire to prevent food products from being sent to landfills. Grocery stores and food producers could donate unsellable but edible products for distribution to social service agencies. This desire to prevent waste lives on at Mid-Ohio Foodbank through the Retail Store Pick-Up and Reclamation programs, and through the organization’s commitment to sustainability in construction of the new Brookham Drive facility.

records accurately reflect your meals raised and employee count. A huge thank you to all who contributed to the success of this year's campaign. We appreciate your support and look forward to working with you again in the future!

4. *Reminder: finale will celebrate outstanding campaigns on September 24th.*

The Operation Feed finale is scheduled for the afternoon of Thursday, September 24th. This event brings everyone involved with the 2009 campaign together to celebrate our collective efforts. Campaign results will be announced, outstanding organizations will be recognized, and there will be opportunities to network with community leaders, campaign representatives and Mid-Ohio Foodbank staff & board. Campaign activity photos will also be displayed – if your group has images to share, please send them to operationfeed@midohiofoodbank.org. Invitations are en route to organizations participating in 2009, so be on the lookout for more information to be arriving soon.

5. *Reminder: use your Kroger Plus card to benefit the Foodbank!*

Kroger's Community Rewards program offers shoppers the opportunity to use their Kroger Plus cards to benefit Mid-Ohio Foodbank. It's a great way to help fight hunger, and participating is free! Kroger's Columbus division is allocating \$5 million to nonprofit organizations this year through the Community Rewards Program. Each time a participating cardholder swipes a Kroger Plus card after shopping for groceries, the organization automatically earns money, up to a maximum of \$50,000 quarterly. Please help us spread the word by sharing this opportunity with friends, family & coworkers! Register your Kroger Plus card today by visiting http://www.kroger.com/mykroger/Pages/community_rewards.aspx.

SHELF LIFE: South Side Community Ministries Food Pantry

South Side Community Ministries Food Pantry serves a historically impoverished area of Franklin County. The mission of South Side Community Ministries (SSCM) is simple: to provide nutritious food to those in need in Merion Village and surrounding south side neighborhoods. Those involved with the effort shares a common vision: all should be treated with dignity and respect.

SSCM began over 30 years ago as a few individuals with a common desire to help those in need. Floating from church to church for several years, the pantry currently resides inside St. Paul's United Church of Christ on East Gates Street. What began as a very small operation has since blossomed into a collaborative effort that unites area churches, residents, community leaders, and volunteers. SSCM is unique in that it is composed of different faith-based organizations; individuals of varied religious philosophies work side-by-side with the common purpose of helping those in need.

SSCM focuses on providing food to those residing in the 43206 and 43207 zip codes, but no one is ever turned away. A majority of clients access the service through Firstlink, a local agency that connects people in need to community resources. The pantry is open for distribution during one week late each month when many might be running low on funds: 1 – 2:30 p.m. Monday – Saturday and evening hours on Tuesday and Thursday. Clients receive a minimum 3-day supply of food, which is weighted with healthy, nutritious items such as meat, dairy and fresh produce. The pantry's recent conversion to the "choice" model – funded by a grant from Children's Hunger Alliance – allows clients to shop for desired items much as they would in a market or grocery store environment.

In conjunction with the pantry, SSCM offers non-food programs that support clients. Local churches collect school supplies that are distributed at back-to-school time; gloves and hats from clothes drives benefit clients during winter months. Credit counseling and budgeting seminars are offered at the pantry; a nurse and social worker have been available to clients as well.

Mid-Ohio Foodbank is the source of approximately 90% of the food distributed, which is supplemented by independent food drives and donations – the pantry seldom purchases food directly. Funding for operations and equipment comes primarily through neighborhood churches; the agency also benefits from volunteer matching grants, individual contributions, and agency-organized fundraisers, such as a Poker Run event coming up on October 17.

SSCM's team of dedicated volunteers includes a managing director, operations director, site & facilities director, treasurer, outreach coordinator, secretary, statistician and historical researcher. The organization is always on the lookout for new additions to its volunteer family. A Volunteer Thank You Brunch and open house is planned for Saturday, September 12, and anyone interested in learning more about the pantry is encouraged to attend.

For more information about South Side Community Ministries Food Pantry, contact Linda Langhorst at 614-486-8319.

6. Reminder: Foodbank transitions to new home this October.

As the new Foodbank facility on Brookham Drive in Grove City nears completion, Mid-Ohio Foodbank prepares for its upcoming move. The Foodbank's expected first day of operations in the new building is October 12. Please consider this timeframe when planning pick-ups, drop-offs or volunteer activities. Additional information, including updated phone numbers, will be shared as the move approaches. If you haven't already seen the new facility, we encourage you to schedule a tour by contacting Jen Bowden at jbowden@midohiofoodbank.org or (614) 274-7770.

7. Key dates

Important campaign for your calendar:

- **July-August** – Extension for Workplace/Organization Campaigns;
- **August 31** – End of Campaign;
- **September** – Hunger Action Month;
- **September 24 (3 - 5 p.m.)** – Campaign Finale;
- **Mid-October** – Foodbank move to new Brookham Drive facility.

8. Next steps

- 📅 Save the date for the campaign finale on the afternoon of September 24th.
- 📅 Check-out the list of Hunger Action Month activities at www.midohiofoodbank.org/HAM.
- 📅 Share photos, campaign results, and success stories with Operation Feed staff.
- 📅 Help Mid-Ohio Foodbank benefit from the Kroger Community Rewards program.
- 📅 Tour the new Foodbank facility before the October move.



Recipe for Success

• CAMPAIGN FEATURE

OhioHealth, a veteran Operation Feed participant, is continually building upon the successes of previous campaigns. Leadership support, effective campaign structure, creative activities, and well-planned communications all contribute to its continued success. Operation Feed at OhioHealth is truly embraced by everyone. Co-chairs from the management team, chosen based on experience and level of passion for the initiative, serve over multiple years to lead the effort. Community Relations provides the support for the leaders, a budget for activities, financial accountability, and consistency for the campaign. Co-chairs are assisted by a campaign committee comprised of approximately 25 Campaign Coordinators: leaders from each of the organization's campuses, health centers & service lines, and representatives from other key departments – such as communications & marketing, transportation, distribution center, and print shop. Members volunteer or are appointed and often serve three or more terms on the committee. Each year, a system-wide initiative is offered, i.e. change collection containers are placed at food service registers or reusable shopping bags (equipped with a shopping list of most-needed food items) are offered for a donation. In addition, each location plans its own creative activities. Examples include penny wars, Smart Recycle, a contest to build the best 3D structure using food donations, bake sales, buck-a-book sales, and a lunch at each campus that is donated by the on-site food service provider. The marketing, communications, and print & design teams developed a special graphic to promote the campaign. Organizational newsletters and the intranet communications portal keep campaign news and hunger issues fresh in associates' minds. A targeted communication to management requesting a leadership level donation also drives leadership gifts to account for nearly two-thirds of total campaign contributions. In total, associates this year raised nearly 70,000 meals. Thank you to OhioHealth for its ongoing support of Operation Feed!

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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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.