



Mid-Ohio Foodbank  
| OPERATION FEED

# Campaign Bites

... a regular update for Operation Feed coordinators

June 5, 2009

## Contents

1. *Eat out to fight hunger on June 30—spread the word!*
2. *Local young professionals rise to the challenge*
3. *Reminder: upcoming dates for hard hat tours*
4. *Reminder: campaign wrap-up*
5. *Key campaign dates*
6. *Next steps*

### 1. Eat out to fight hunger on June 30—spread the word!

Foodfight6.30 is coming! The Central Ohio Restaurant Association (CORA) has assembled a great group of restaurants for the inaugural “eat out to fight hunger” event. Supporting Operation Feed has never been tastier: just dine out at a participating restaurant on **Tuesday, June, 30**. 5% of the total sales receipt will be donated to Operation Feed. It’s that easy!

The official list of [participating restaurants](#) includes a great variety of neighborhoods, cuisines, and price points. Enjoy a before-work breakfast with family, get a group of coworkers together for lunch, take a coffee break, or organize a dinner with friends ... all while providing meals for hungry neighbors in need.

Please help us promote Foodfight6.30! Spread the word inside your organization: display the [Foodfight6.30 poster](#), 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. Local young professionals rise to the challenge

Part of Operation Feed’s strategic plan for growth includes reaching out to associations and networking groups. Young professionals are stepping-up to help in this effort, serving on the Leadership Panel of the Kitchen Cabinet and working together to organize a campaign using the Virtual Food Drive. For this year’s “Young Professionals Challenge,” Derek Grosso, president of Columbus Young Professionals Club and Kitchen Cabinet member, signed his YP group on-board with the Virtual Food Drive and has challenged leaders of all central Ohio YP groups to join the club in raising meals for Operation Feed. CYP Club will also host a “YP Challenge” wrap-up event, bringing together members from the community’s many YP organizations to celebrate their collective effort. If you have ties to any YP groups, please encourage them to participate in the challenge or put them in touch with a member of the Operation Feed staff.

#### DID YOU KNOW ...



While Operation Feed focuses on collecting non-perishable food items, Mid-Ohio Foodbank also distributes fresh produce—over 6 million pounds each year—to its network of partner agencies. A significant portion of this fresh, healthy food comes directly from Ohio farmers—resulting in reduced transit costs and minimized impact on the environment.

### 3. *Reminder: upcoming 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:

- 🚧 **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](mailto:jbowden@midohiofoodbank.org) or call (614) 274-7770, extension 289.

### 4. *Reminder: campaign wrap-up*

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!

### 5. *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 30** – CORA's Foodfight6.30—eat out to fight hunger event
- **June 30** – Official End of Campaign;
- **August/September** – Campaign Finale (TBD).

## **SHELF LIFE: Friends of the Homeless Shelter**

Founded in 1983, Friends of the Homeless was organized by a group of community activists, many of whom remain involved today at the state and local levels with issues of housing and homelessness.

The agency provides a wide range of services, including housing, to help homeless adults and families move from dependency to self-sufficiency. A program of Southeast, Inc., Friends of the Homeless maintains an emergency shelter for men that serves 130 every night during warmer weather and approximately 150 in the winter. 24 men in Southeast, Inc.'s transitional housing program also access the shelter for meals.

The shelter relies heavily on community groups to provide meals for the residents, as it does not have a full kitchen on-site. On nights without a community meal provider, the staff prepares a dinner utilizing Mid-Ohio Foodbank resources, either on the grill or in steamers. From January – May of 2009, friends of the Homeless served an average of over 13,100 meals each month.

Friends of the Homeless serves meals to the residents of its programs, not usually the community-at-large. Exceptions include special events or cases when meal providers request that they be able to provide for the community, serving in the parking lot so as not to compromise the safety and security of the shelter.

The agency also provides liaison programs for mental illness, legal consultation, chemical dependency, medical treatment and a wide variety of employment services. Volunteers are essential in agency operations. Individuals and community organizations prepare and serve hot meals daily to men at the East Main Street shelter.

**For information about Friends of the Homeless Shelter programs or volunteering, contact Erin Martin at 614-360-0251, ext. 2103.**

## 6. Next steps

- 🚩 Mark your calendar for CORA's Foodfight6.30—eat out to fight hunger event.
- 🚩 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.
- 🚩 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, including the Foodfight6.30 promotional poster.



## Recipe for Success

### • CAMPAIGN FEATURE

**Alliance Data**, a veteran Operation Feed participant, has perfected a winning campaign strategy over its years of involvement. Its operation here in Columbus consists of a diverse array of work environments: corporate office, call center, and warehouse. Campaign leadership has taken these cultural differences into account when developing unique ways to appeal to each of these employee groups. The corporate office, where employees have more mobility and scheduling freedom, organized more “traditional” fundraising activities and an outdoor cookout event. In the call center, where employees have more regimented schedules, staggered break times, and need to be physically-present at workstations, team-based strategies for a food drive competition were employed. Manufacturing employees with common lunch and break times, participated in a shift lunch or dinner event whose proceeds benefited the campaign. Employees across the organization also had the opportunity to participate in the campaign's major fundraising event: a silent auction comprised of items donated by company leadership and local businesses. Big-ticket items included hotel and golf packages; OSU football, Crew, Blue Jackets, and Clippers tickets; and an assortment of gift certificates to local restaurants. Campaign Coordinators said the auction was a great success and encourage any campaign that wishes to organize such an event to start solicitation efforts early. This year's campaign—which was spearheaded by an executive sponsor who appointed chairs to drive the effort—was a great success, surpassing the suggested per capita goal and raising nearly 27,000 meals. Great job, Alliance Data!

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

### **Joan C. Lloyd**

Operation Feed Campaign Director  
614-274-7770 ext. 294  
[jlloyd@midohiofoodbank.org](mailto:jlloyd@midohiofoodbank.org)

### **Andrew Murphy**

Operation Feed Campaign Manager  
614-274-7770 ext. 250  
[amurphy@midohiofoodbank.org](mailto:amurphy@midohiofoodbank.org)



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.*