



Campaign Bites

... a regular update for Operation Feed coordinators

May 8, 2009

Contents

1. *Support Operation Feed on Saturday!*
2. *Virtual Food Drive's Success calls for goal increase.*
3. *The Foodbank wants to connect with you on Facebook.*
4. *Please return unused boxes with your food donations.*
5. *Huntington Bank offers cash/coin, money order services at all branch locations.*
6. *Reminder: Virtual Food Drive reaches out to friends & family.*
7. *Reminder: National City Bank offers services to help your campaign efforts.*
8. *Reminder: share materials for public events with Operation Feed.*
9. *Reminder: borrow a banner for your next event.*
10. *Key campaign dates*
11. *Next steps*

1. Support Operation Feed on Saturday!

Saturday, May 9, will welcome two of Operation Feed's large community-wide events: the 10TV Family Fund Food Parade, held from 9 a.m. – 5 p.m. at the Columbus Zoo and Aquarium (bringing six food items will earn one free admission to the zoo), and the National Association of Letter Carriers "Stamp Out Hunger" drive, which allows residents to leave food donations near the mail box for pick-up and delivery to Mid-Ohio Foodbank. Spread the word about these events to your friends, family and coworkers. We hope you will be able to join us for one of these on Saturday!

2. Virtual Food Drive's success calls for goal increase.

The Virtual Food Drive, new for 2009, has been embraced by campaigns throughout central and eastern Ohio. The site debuted February 24th with a goal of raising \$25,000. By the start of May, the Virtual Food Drive had over 30 organizations on board and had already raised \$23,000. Because of your dedication to using this new tool, and its great success, the goal has been increased to \$35,000. Thank you for your efforts as we progress toward our goal of raising 5 million meals in 2009!

3. The Foodbank wants to connect with you on Facebook.

Facebook is a social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, upload photos, share links and videos, and learn more about the people they meet. Mid-Ohio Foodbank is excited to announce that it has launched a new Fan page on

DID YOU KNOW ...



Mid-Ohio Foodbank's Second Servings program collects prepared but unserved food from food service establishments and delivers it to Franklin County soup kitchens, after school programs for disadvantaged children, and emergency shelters. Donors include restaurants; delicatessens; caterers; and college, university, corporate, and hospital kitchens.

Facebook, and we want to connect with you! Visit the Fan page at <http://www.facebook.com/pages/Mid-Ohio-Foodbank/69757566686> (or visit Facebook and search for “Mid-Ohio Foodbank”). We are excited about the opportunity to use this tool to share photos, campaign information and more among participating organizations. If you would like more information about how to utilize Facebook with your Operation Feed efforts, contact the Foodbank’s Digital Marketing Manager, Christina Christian, at cchristian@midohiofoodbank.org.

4. Please return unused boxes with your food donations.

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.

5. Huntington Bank offers cash/coin, money order services at all branch locations.

Huntington Bank has offered to support Operation Feed by accepting cash/coin donations from your campaign. Customers or non-customers may come into any Huntington Banking Office requesting that their cash/coin donations be converted into an official check made payable to “Operation Feed.” This check should then be mailed, along with other check or money order donations from your campaign, to the Operation Feed lockbox:

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

Huntington Banking Office Associates are permitted to accept only the cash portion of these donations and create an official check made payable to Operation Feed at no charge. For cash/coin deposits of over \$1,000, photo identification must be presented, and the maximum amount per transaction is \$2,500. We hope that the addition of these Huntington locations will make processing of your fundraising efforts faster and more convenient. If you have any questions about the service, please contact the Operation Feed staff.

SHELF LIFE: Faith Mission

Since 1966, Faith Mission has served the homeless community by offering a secure, Christian-based environment for homeless men and women on an emergency walk-in basis. The agency provides shelter, food and clothing, while helping individuals with access to longer term solutions such as housing, employment assistance, medical, dental and vision care counseling and support groups.

Faith Mission is unwavering in its mission to serve those without food or shelter. Under the operation of Lutheran Social Services of Central Ohio, Faith Mission has services and programs offered at the following locations: the men's shelter at 151 N. Sixth Street serves 110 each night; Nancy's Place at 325 E. Long Street serves 42 women each night; Faith Mission on 8th Avenue, located at 599 E. 8th Avenue, serves up to 95 men each night; the Faith Mission Resource Center at 315 E. Long St., gives clients assistance in finding employment, learning computer skills and resume writing; and The Clinic at Faith Mission, also at 315 E. Long St., provides medical, dental and vision care to homeless individuals.

Faith Mission is one of the largest shelter organizations in central Ohio. Together, the community kitchen, Sixth Street and Eighth Street locations have served an average of over 24,000 meals each month in 2009. A significant amount of the food served comes from Mid-Ohio Foodbank, and the agency benefits both from Operation Feed and Second Servings, a program which distributes prepared but unserved food from local food service establishments.

The agency prides itself on providing a well-balanced, nutritious menu. Faith on Eighth is actively working this spring to develop its first community garden project. Fresh produce is essential for good health, and agency staff hopes that this healthy, locally-grown food will help to reduce both client reliance on the medical system and instances of health-related diseases such as diabetes.

For information about volunteering in the community garden or Faith Mission programs, contact Tony Williams at 614-299-3192.

6. Reminder: Virtual Food Drive reaches out to friends & family.

Operation Feed's new Virtual Food Drive offers a perfect opportunity to reach out to others. Creating a page on the website is quick and easy and allows you upload contacts from your email address book. Then you can send pre-scripted or customized messages to friends, family, neighbors, colleagues, or members of your club or organization telling them about the fight against hunger. Invite them to support Operation Feed through a secure online contribution. All funds generated are credited to your organization's total number of meals raised. For more information about setting up a Virtual Food Drive page, visit <http://www.midohiofoodbank.org/act/operation-feed> or contact a member of the Operation Feed staff.

7. Reminder: National City Bank offers services to help your campaign efforts.

National City Bank has generously offered to provide financial services to assist with campaign efforts. Campaign Coordinators can bring cash and/or coin donations to a select group of branch locations. National City Bank will turn those funds into a money order payable to "Operation Feed" that can be submitted—along with Monetary Donation Form—to the Operation Feed lockbox. Coordinators are asked to call ahead to the chosen branch and to clearly state their association with Operation Feed. The service is offered free of charge at the following locations:

- 🏠 **Bexley** (614-238-7100) - 2594 E. Main Street, Columbus, Ohio, 43209;
- 🏠 **Westerville** (614-895-6510) - 72 E. Schrock Road, Westerville, Ohio, 43081;
- 🏠 **Worthington** (614-431-8300) - 6900 N. High Street, Worthington, Ohio, 43085;
- 🏠 **Morse Hamilton** (614-939-2030) - 5150 North Hamilton Road, Columbus, Ohio, 43230;
- 🏠 **Main Davidson** (614-759-2660) - 7221 E. Main Street, Reynoldsburg, Ohio, 43068;
- 🏠 **Powell** (614-718-3310) - 3932 W. Powell Road, Powell, Ohio, 43065;
- 🏠 **Dublin** (614-766-3380) - 221 W. Bridge Street, Dublin, Ohio, 43017;
- 🏠 **Olentangy Crossings** (740-657-6730) - 6274 Pullman Drive, Lewis Center, Ohio, 43035;
- 🏠 **New Albany** (614-933-8900) - 5471 New Albany Road West, New Albany, Ohio, 43054;
- 🏠 **Riverside** (614-261-3525) - 3555 Olentangy River Road, Columbus, Ohio, 43214.

We hope this service will help streamline processing of monetary donations. Sending all financial contributions through the lockbox provides tremendous time and resource savings for Operation Feed.



Recipe for Success

• EVENT FEATURE

Dignity Memorial approached the Mid-Ohio Foodbank early this spring with a very unique idea for supporting Operation Feed. The Dignity Memorial® network of funeral, cremation and cemetery providers has two Columbus area locations that see heightened visitation from families over the Memorial Day holiday weekend. Employees saw a great opportunity to do something positive.

"With the current economic conditions, the need for emergency food assistance is urgent, and people struggling to make ends meet are not getting the food they need to survive," said Greg Villwock, General Manager at Forest Lawn Memorial Gardens. "We want to support our community and this is a wonderful way for us to give back."

With help from local organizations, Forest Lawn Memorial Gardens on East Broad Street and Sunset Cemetery on West Broad Street will work to fill two-50 ft. semi-trailers with food. They partnered with Swift Transportation to secure the semi-trailers and worked with *This Week News* and *The Columbus Dispatch* to generate publicity for the event. Even a local Steak Escape restaurant jumped on board, offering one free french fry for each food item donated.

The collection—which will accept both food items and monetary donations—began on April 17 and will run through May 25. Residents can drop off donations Monday – Saturday, 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. Both locations will offer discounts on property and merchandise with any contribution to the drive.

8. *Reminder: share materials for public events with Operation Feed.*

If your campaign is planning a public-facing event and intends to publicize it outside of your organization, Operation Feed staff can help! We can provide logos and graphics that are consistent with Mid-Ohio Foodbank branding and offer suggestions for effectively appealing to your target audience. We also ask for the opportunity to review your draft to ensure that any press releases, signage, or other publicity material is consistent with existing Operation Feed messaging.

9. *Reminder: borrow a banner for your next event.*

At the request of several Campaign Coordinators, Operation Feed has added another way to help promote your campaign efforts. Banners are now available and can be borrowed for use at activities and events. The 2.5 x 6 foot banners were generously donated by the Graphic Ts print shop based in Groveport, Ohio, and can be reserved by contacting the Operation Feed 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;
- **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).

11. Next steps

- ✉ Complete a [registration form](#) if you have not already confirmed participation for 2009.
- ✉ Join us Saturday for the 10TV Family Fund Food Parade and “Stamp Out Hunger” drive.
- ✉ 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.
- ✉ Reach 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.

Joan C. Lloyd

Operation Feed Campaign Director
614-274-7770 ext. 294
jlloyd@midohiofoodbank.org

Andrew Murphy

Operation Feed Campaign Manager
614-274-7770 ext. 250
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.