



Campaign Bites

... a regular update for Operation Feed coordinators

April 9, 2009

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1. Foodbank will close on April 10 for Good Friday.

Please be aware that the Foodbank will be closed on Friday, April 10, in observance of Good Friday. Please plan any drop-off and pick-ups accordingly. If you need anything, please feel free to leave a message, and a member of the Operation Feed staff will contact you on Monday. We hope you enjoy a safe and enjoyable holiday weekend!

2. Mid-Ohio Foodbank eagerly awaits move to new home

As many of you already know, the Foodbank is in the process of renovating a distribution facility at 3960 Brookham Drive in Grove City. We will relocate all of our operations there later this fall, and renovations on facility are more than half-complete!

September 18, 2008, marked the public announcement of the relocation plans. The following day, in compliance with the LEED (Leadership in Energy and Environmental Design) certification process, Ruscilli Construction started “deconstruction”, removing fixtures, hardware, and materials in the building that could potentially be reused or repurposed. Along the way, the building team has been extremely mindful of the environmental impact of the renovations, using paints with low VOCs; recycling excess and waste; and utilizing recycled or sustainable materials.

DID YOU KNOW ...



Mid-Ohio Foodbank's new facility at 3960 Brookham Drive will be over three times the size of the current facility. This project builds the capacity to collect and distribute the food desperately needed by central and eastern Ohio residents. It will also provide triple the space for volunteers, allowing volunteer programs to grow dramatically over the next few years.

Much progress has already been made: steel has been installed to frame out the new administrative and programmatic spaces; a new front entrance was created; the warehouse ceiling was painted white to brighten the space; electric and technology wiring has been installed; drywall was hung; ductwork was installed; new bumpers, awnings and dock seals were installed on the 17 dock doors; new concrete slab was laid for the 12,500 sq. ft. freezer and refrigerator; steel awnings over the primary entrances were assembled and put in place; and new windows across the front of the building are being installed. Over the next few months, carpenters, flooring technicians, and painters will help the facility reach completion.

In order to purchase and renovate 3960 Brookham Drive, we've set a goal to raise \$16 million. To date, we've already raised \$11.8 million of that amount. We look forward to sharing our progress and can't wait for you to see the space for yourself, in person!

3. Processing of financial donations

When submitting financial donations to the Operation Feed lock box, please remember to include a [Financial Donation Form](#) with each batch of checks and money orders. This will ensure that all contributions are properly credited back to your campaign. Also keep in mind that the lockbox address has changed for 2009. 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.



Recipes for Success

• EVENT FEATURE: PUTTING CONTEST

As part of the National City campaign, coordinators from various departments team up to organize an annual event that caters to the avid golfers in their organization. Each year, they turn part of their facility into a miniature golf course for a five-week single elimination putting contest. Each Friday entrants pay ten dollars to take 12 shots at a challenging putt. The player who makes the most putts wins for the week and splits the pot with Operation Feed. In the 5th week, the weekly champions play best of 12 putts. Building fliers, a common Operation Feed event calendar, and email updates publicize the contest, which is projected to generate over 600 meals. The matches get very competitive, and serious golfers know that this event puts their good reputations on the line!

4. Canstruction® photos available online

Canstruction® 2009 was a great success, with ten teams participating in the event. The structures, which were on display at COSI from March 4-29, were judged on a variety of criteria. Photos of the structures and a list of winning team are posted here: <http://www.flickr.com/photos/27202402@N06/sets/72157616426430237/>.

5. Reminder: goal-setting support

Goal-setting worksheets have been distributed to all registered campaigns. This information can be used to help when planning your campaign activities. We hope that the goal-setting process will help to motivate employee participation and actively engage leadership in the Operation Feed effort. For goal-setting questions or assistance, please contact a member of the Operation Feed staff at 614-274-7770.

6. *Reminder: 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.

7. *Reminder: 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!

8. *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. 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.

9. *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).

10. 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.
- ✉ Don't forget to include the Financial Donation Form with all checks and money orders submitted to the Operation Feed lockbox.
- ✉ Work with your organization's leadership and campaign committee to set a goal for your 2009 campaign.
- ✉ 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.

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.