



Campaign Bites

... a regular update for Operation Feed coordinators

January 16, 2009

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1. We're counting on you!

Hunger continues to be a pressing issue throughout eastern and central Ohio. Especially in these tough economic times, families throughout our communities struggle to put food on the table. In 2007, our network of pantries responded to an average of 115,000 requests for emergency assistance every month. As of October of 2008, requests were up 14% over the prior year—pantries were filling over 120,000 requests every month. The current economy presents greater challenges, and we expect even more dramatic increases, both for the latter months of 2008 and looking forward into 2009.

Because of this urgent need, Operation Feed is more important than ever. In 2008, more than 170 companies were involved with the Campaign, collectively raising more than 4,305,000 meals for our neighbors in need. The goal for the 2009 effort is 5 million meals. Operation Feed helps stock shelves at hundreds of food pantries, soup kitchens, and emergency shelters. Each one of these agencies depends on Operation Feed to help provide nutritious, filling food for the people they help.

We hope that you will join us again in 2009 by hosting an Operation Feed Campaign in your organization. We're counting on you!

2. Hunger facts

Hunger isn't something you see. But hunger is something that affects all types of people: children, grandparents, mothers, fathers, veterans, and more. Though their circumstances vary, all face the same basic need: they don't have enough food. The Mid-Ohio Foodbank works with grocers, food companies, Ohio farmers, and community partners (like *you!*) to collect and distribute food across central and eastern Ohio to people who desperately need it.

- 38 percent of the requests for emergency food assistance at Mid-Ohio Foodbank's network of food pantries are for children.
- 14 percent of the food requests at Mid-Ohio Foodbank's network are for senior citizens.
- 44 percent of the people served have had to choose between food and utilities.
- 29 percent have had to choose between food and shelter.

3. Why you are receiving this email

You are receiving this email for one of the following reasons:

- You have graciously agreed to help with the 2009 Operation Feed Campaign.
- You were a campaign coordinator in 2008 or 2007.
- You have expressed an interest in participating in the 2009 Operation Feed Campaign.

If you have agreed to help again this year – THANK YOU! This year's effort will be more critical than ever before.

If you were a campaign coordinator in the past, you may have already gotten a call about 2009. If not, we will be contacting you soon to confirm your participation.

4. What Operation Feed can do for your organization

In addition to the critical assistance that Operation Feed provides to central and eastern Ohio residents, it also offers a variety of benefits to participating organizations. Campaign Coordinators report several significant benefits because of their involvement:

- **Every associate** becomes involved in some way through a company-wide effort.
- **Tremendous team building opportunities** arise, both within and across company departments.
- **Leadership development opportunities** and skills, including project responsibility and accountability, are created for associates.
- **A great morale boost** comes from employees knowing that they are doing good work for the communities in which they live and work—associates feel part of something much bigger than themselves.

For more information and ideas about how to realize these benefits in your organization, please contact a member of the campaign staff.

5. Operation Feed Staff Update

The structure of the Operation Feed Campaign staff has undergone a few changes since the end of the 2008 campaign. Joan C. Lloyd continues to serve as the Campaign Director. With the departure of Campaign Coordinator, Pamela Grissom, we are also happy to welcome a new Campaign Manager to the team. In this role, Andrew Murphy will be working closely with many of you while serving as a resource for Campaign Coordinators. He will be helping to provide you with information and materials that will help your organization's campaign to run smoothly and effectively. We will be reaching out to coordinators as we begin 2009 planning efforts, so many of you will be hearing from Andrew. You may also contact us by calling 614-274-7770 or by email at jlloyd@midohiofoodbank.org or amurphy@midohiofoodbank.org.

6. Coordinator training sessions – save the date!

Coordinator Training Sessions are a great way for you to learn more about Operation Feed and how to hold a successful campaign in your organization. You'll get all of the materials you need for your campaign and you will have an opportunity to network and share ideas with other Campaign Coordinators.

We will be hosting Coordinator Training Sessions at the following times. More information about training locations will follow shortly, but please save one of the following dates for your calendar:

Tuesday, March 3
3:00 p.m. – 4:30 p.m.

Wednesday, March 4
8:00 a.m. – 9:30 a.m.

Thursday, March 5
8:00 a.m. – 9:30 a.m.

Wednesday, March 11
3:00 p.m. – 4:30 p.m.

Friday, March 13
8:00 a.m. – 9:30 a.m.

7. Canstruction®

Canstruction® is back for 2009. The event is sponsored by the Columbus chapters of The American Institute of Architects and The Society for Design Administration and is supported by Giant Eagle and Pepsi. Local architects display their talents and help feed hungry people by building giant sculptures entirely out of canned goods or other non-perishable foods. When the exhibition closes, all of the food used in the structures is donated to Operation Feed.

This year's event will be held at COSI in conjunction with their gallery exhibit "*Frogs: A Chorus of Colors.*" The sculptures—which will embody a theme of sustainability, "being green"—will be on display from Monday, March 4, through Saturday, March 29, and the exhibit is open to the public throughout this time.

8. Next steps

The official kick-off for Operation Feed will be held in mid-March. The date will be finalized soon, so watch for invitations that will be coming in early February.

Please let us know that you plan to help us in the fight against hunger by filling out the attached form and emailing it back to amurphy@midohiofoodbank.org. We want to make sure that we have the correct contact information for your organization so that you get updates and news to help with your campaign.

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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A special thanks to those of you who have already committed to the 2009 Operation Feed Campaign—because no one should go hungry.

Note: If you would prefer not to receive this regular email update, please let us know so that we can remove you from our distribution list.