



Campaign Bites

... a regular update for Operation Feed coordinators

February 27, 2009

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1. Coordinator training is here—sign up now!

Campaign Coordinator training starts next week, with sessions on Tuesday (March 3), Wednesday (March 4), and Thursday (March 5)—see details, below. Sign-up now by contacting Andrew Murphy at amurphy@midohiofoodbank.org or 614-274-7770.

Even if you've attended a training session in the past, you'll want to join us again this year to hear about the exciting things underway for the 2009 campaign: web-based Virtual Food Drive product roll-out, freshly-rebranded materials, campaign goal-setting, strategies for educating and engaging employees, Kitchen Cabinet and new strategic plan, tour of the Mid-Ohio Foodbank or Broad Street Food Pantry ... *and more!*

As always, you'll 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.

2. Lock box address change

The lockbox address has changed for 2009. In the future, 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.

DID YOU KNOW ...



Hunger and obesity, surprisingly, can coexist in the same household, and in the same person. Healthy fruits, vegetables and low-fat snacks are often cost prohibitive, which makes choosing less expensive and less nutritious foods an easier decision.

3. Don't forget to RSVP for the 2009 Kick-Off event

The 2009 campaign kick-off event has been finalized! This year, the campaign officially will kick-off on Wednesday, March 18, at St. John's Center (640 South Ohio Avenue). The program will begin with coffee and networking at 10:45 a.m., with the program to follow at 11 o'clock. Following the program, there will be opportunities for tours of the soup kitchen and food pantry at Community Kitchen, a Mid-Ohio Foodbank agency housed in the Center. If you plan to attend, please RSVP by calling 614-274-7770.

4. 2009 materials are now available.

The 2009 campaign will kick-off with a fresh new look. Operation Feed now sports a new logo and freshly-redesigned materials for this year's campaign. There are professionally designed brochures and posters to spread the word about Operation Feed to workplace employees and organizational members. There are also several pieces to help you organize and plan the campaign strategy that works best for the culture of your organization. We even have newly-designed food collection boxes, generously donated by Jet Container Company. These materials will all be available at the training sessions. Many of them will also be available on the Operation Feed web site. You can always request additional materials by contacting the Operation Feed staff.

5. WBNS-10TV Food Parade date change

Planning has officially begun for the annual WBNS-10TV Food Parade. The event will return to the Columbus Zoo & Aquarium for 2009. We previously advertised that the event would be held in April, but it has now been moved to Saturday, May 2. Please update your calendar, and stay tuned for more exciting details!

SHELF LIFE: The Community Kitchen, Inc.

The Community Kitchen began its operation in 1979 as the first soup kitchen in Columbus. Father Jack Fulcher spearheaded the effort through St. John Catholic Church. The feeding program focused on a community atmosphere, preserving the dignity and respect of each individual by serving all on a no-questions asked basis. All time, materials, and food came through donations until the program began to grow to the point that paid staff and fundraising efforts became necessary.

In 1985 the program incorporated, formed a board of trustees and hired the first director. Staffed by VISTA program volunteers, a Women's Resource Center offered support services and referrals for community women. In 1989, program growth necessitated the hiring of a kitchen manager, and then, in 1990 the Family Resource Center expanded support and referral services to include all persons.

The Community Kitchen continues to provide services without regard to race, religion, nationality, age or sex and a "no questions asked" policy. The organization believes that all people deserve the basic necessities of life, food, clothing, shelter, medical attention, and warmth. It assists those who are homeless, but the primary mission is to equip the marginally housed with resources and services to prevent homelessness.

The objective of the organization is to get the needed services to those at risk. The Community Kitchen promotes the attitude of good health through its nutritious meals and outreach programming with Mt. Carmel Hospital. The "no questions asked" policy helps promote dignity and a sense of self worth which in the long run leads to self-sufficiency and a need to improve the individual's life.

To learn more about The Community Kitchen, Inc., visit this Mid-Ohio Foodbank agency on the web at <http://www.thecommunitykitchen.com/>.

See this agency first-hand—a tour of the food pantry and soup kitchen will follow the Campaign Kick-Off event on March 18.

6. Operation Feed seeks new Campaign Specialist

With hunger on the rise and community food needs increasing, Operation Feed goals will continue to expand. To help keep up with these growth effort, the Operation Feed campaign will be addition an additional part-time staff person. The job description is listed below. Please feel free to share it with friends or associates, as you feel appropriate. Thank you for helping us to locate the next addition to our Foodbank family!

Operation Feed Specialist

- Mid-Ohio Foodbank is accepting applications for an Operation Feed Specialist. This part-time position requires a strong commitment to Mid-Ohio Foodbank’s mission to feed hungry people. Responsibilities include maintaining and updating all campaign related records, preparing letters, emails, faxes and general communications, and providing clerical assistance to other Operation Feed Staff.
- Applicant must have a high school diploma or GED and the ability to operate a variety of office equipment. Must demonstrate proficiency in Microsoft Office and have a high level of attention to detail and accuracy.
- To apply send cover letter & resume to:
jllloyd@midohiofoodbank.org

or

Mid-Ohio Foodbank
Operation Feed
1625 W. Mound St.
Columbus, Ohio 43223



Recipes for Success

• EVENT FEATURE: “CUT & RUN”

Deloitte & Touche shares a great example of how activities can spice up an Operation Feed campaign. As part of its campaign, Deloitte & Touche holds various activities over a 4-5 week timeframe. One of these is the “Cut & Run”. First they solicit neck tie donations. Then, they round up organization leadership members that are in the office on the day of the event. Any employee can pay \$5 to cut off an inch of a chosen Partner, Principal, or Director’s tie. This activity generates lots of excitement for the campaign, and everyone has a great time getting involved!

7. Virtual Food Drive goes live!

We are very pleased to announce that the new Virtual Food Drive is now up-and-running. Online giving has never been easier! This new web interface supports both individual donations and team structures, and it adds real-time reporting tools for measuring progress and motivating donors. It’s a great way to involve satellite offices and give employee friends and family members the opportunity to participate. Visit www.midohiofoodbank.org and click on “Virtual Food Drive” to learn more or sign-up as an individual or a team. We look forward to hearing your suggestions for implementing this powerful new tool into the Operation Feed campaign model, so please share any thoughts or ideas with an Operation Feed staff member.

8. Reminder: 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 Wednesday, March 4, through Saturday, March 29, and the exhibit is open to the public throughout this time.

9. Key campaign dates

Add these important campaign dates to your calendars!

- **March 3, 4, 5, 11, 13 –**
Campaign Coordinator Training Sessions
 - Tuesday, March 3 –**
3:00 p.m. – 4:30 p.m. (Mid-Ohio Foodbank, 1625 W. Mound St.)
A tour of the Foodbank will follow the training session.
 - Wednesday, March 4 –**
8:00 a.m. – 9:30 a.m. (Broad St. Presbyterian Church, 760 East Broad St.)
A tour of the Food Pantry will follow the training session.
 - Thursday, March 5 –**
8:00 a.m. – 9:30 a.m. (Mid-Ohio Foodbank, 1625 W. Mound St.)
A tour of the Foodbank will follow the training session.
 - Wednesday, March 11 –**
3:00 p.m. – 4:30 p.m. (Mid-Ohio Foodbank, 1625 W. Mound St.)
A tour of the Foodbank will follow the training session.
 - Friday, March 13 –**
8:00 a.m. – 9:30 a.m. (Mid-Ohio Foodbank, 1625 W. Mound St.)
A tour of the Foodbank will follow the training session.
- **March 4 –**
Construction Opening Reception (6 p.m., COSI);
- **March 4-29 –**
Construction Exhibit on Display at COSI;
- **March 18–**
Campaign Kickoff Event (10:45 a.m., St. John’s Center);
- **March-June –**
Ongoing Workplace/Organization Campaigns;
- **May 2 –**
WBNS-10TV 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

Be sure to RSVP for your preferred Campaign Coordinator Training Session ASAP.

RSVP for the kick-off event on March 18. All Campaign Coordinators are welcome!

Visit the Operation Feed web page to check-out and download 2009 campaign materials.

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 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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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.