



Mid-Ohio Foodbank  
OPERATION FEED

# Campaign Bites

... a regular update for Operation Feed coordinators

March 12, 2010

## Contents

1. *Round up your team: RSVP for Tuesday's Rally To Tally kick-off event.*
2. *150 organizations and counting!*
3. *Coordinator Training – last session is Thursday, March 18.*
4. *Materials and support for your campaign efforts.*
5. *What's behind "Door #1"? Your one stop for box pick-up and food drive drop-off!*
6. *Coordinator Tool Kits ... brought to you by ComDoc and hard-working volunteers.*
7. *Satisfy your sweet tooth with Cakes for a Cause – tickets on sale now.*
8. *Key campaign dates*
9. *Next steps*

### 1. Round up your team: RSVP for Tuesday's Rally To Tally kick-off event.

*Rally To Tally*, the official 2010 Operation Feed Campaign kick-off, is set for Tuesday, March 16. Round up a team from your organization – all are welcome!

Join fellow Campaign Coordinators, Kitchen Cabinet members, Mid-Ohio Foodbank staff & board, and special community guests 3:30 – 5:00 p.m. at Mid-Ohio Foodbank. We'll enjoy an afternoon of excitement and motivation—including cheerleaders, pom poms, megaphones, film highlights, and a pep talk from "Coach Habash"—as this year's Operation Feed campaign gets officially underway. Get energized for the fight against hunger and show your spirit by wearing your favorite sports team apparel.

Are you ready for the challenge? Let's cheer and fight our way to another record-breaking Operation Feed effort this spring, tallying 6 million meals in 2010!

[Share this invitation](#) with your colleagues and committee members ... and please don't forget to **RSVP to (614) 274-7770**.

### 2. 150 organizations and counting!

To date, 150 groups have signed on board to help Operation Feed raise 6 million meals in 2010. If you haven't yet confirmed, please register today by visiting <http://www.surveymonkey.com/s/JoinOperationFeed>.

### 3. Coordinator training – last session is Thursday, March 18.

If you haven't had a chance to sign up yet for Campaign Coordinator training, there's still time to register for one final session on March 18:

**Thursday, March 18 –**

8:00 – 9:30 a.m. (Training),

9:30 a.m. – 10:00 a.m. (Optional Breakout).

DID YOU KNOW ..



*36% of requests at pantries in Mid-Ohio Foodbank's network are for children aged 17 and younger. 13% of all pantry requests are for senior citizens. These two groups, representing some of society's most vulnerable members, and those with the least control over their situation, account for nearly half of all emergency food requests.*

Over the past two weeks, 110 representatives from a wide array of organizations have participated. Training is a great way to learn about Operation Feed, gather meal raising strategies, share ideas with organizations across the community, and pick-up boxes & materials to help your efforts. You can also choose to attend an optional breakout session on Foodbank history and programs (hosted by President & CEO, Matt Habash), social media or the Virtual Food Drive. Sessions will be held at Mid-Ohio Foodbank in Grove City (3960 Brookham Drive, 43123), and tours of the new facility will be available. Sign up by visiting <http://www.surveymonkey.com/s/OpFeedTraining>.

#### 4. *Materials and support for your campaign efforts.*

Operation Feed resources are here to help your group raise meals. Please be sure to take advantage of these tools when planning your campaign activities:

##### **Online Resources**

Access the Coordinator Tool Kit, posters to promote your drive and the 2010 information brochure online by visiting <http://www.midohiofoodbank.org/act/operation-feed/coordinator>.

##### **Print Materials, Food Collection Boxes & Banners**

Materials are also available! Request printed posters (8 ½ x 14), tri-fold brochures, Coordinator Tool Kits or food collection boxes (40 pound/item capacity, generously donated by Jet Container Company), or reserve a banner (6 x 2 ½ ft) to display at your campaign event. [Click here to place your order.](#)

##### **Campaign Staff**

Please note that staff members are also available to help. If you are unable to attend a training session, we can visit with your campaign committee to talk about Operation Feed, share materials and discuss best practices. A Foodbank representative can also visit your meeting or event to address associates or members. Contact Joan, Andy or Amber for more information.

#### 5. *What's behind "Door #1"? Your one stop for box pick-up and food drive drop-off!*

When visiting Mid-Ohio Foodbank to pick up boxes or drop off food drive items, look no farther than "Door #1"! Upon entering the Foodbank parking lot from Marlane Drive (east/freeway side of the building), proceed to the right to the Agency area. Pull up to garage door #1 (look for the "food drive" banner), and enter through the man door at the left. A Foodbank staff member will help you unload, weigh your food and

### **SHELF LIFE: The Salvation Army Food Pantry of Marion**

For over 100 years the Salvation Army food pantry in Marion, Ohio, has opened its doors to serve those in need Monday-Friday, 9 a.m.-4 p.m. at their West Church Street location. The program is a cooperative, appointment-based type, and in 2008 began operating as a "choice" model pantry, distributing 11,000-14,000 pounds of food per month. The majority of that food is obtained through Mid-Ohio Foodbank, while the rest is supplied through generous donations from within the local community.

When co-founders William and Catherine Booth started their mission in 1865, they had no idea how exponentially the Salvation Army would grow. Their daughter, a fourth general in The Salvation Army, coined their motto in a statement made about "doing the most good," and this is a promise still upheld by the organization today. While serving others they work diligently to cultivate relationships and focus on standing in the gap for those in need.

With an average of five volunteers per shift and one full-time employee, the Salvation Army Food Pantry in Marion serves nearly 700 individuals and 250 families per month. In addition, it offers several other valuable resources including a soup kitchen, Ohio Benefit Bank, re-housing, tax preparation and utility assistance. All this is made possible with the help of donations, grants and assistance from the United Way.

Due to a continual surge in requests for assistance, the pantry also relies heavily on its network of committed volunteers to keep up with demand. As a result of their efforts, the organization has been able to serve each and every Marion County resident who has contacted the agency during recent times. Of course, the pantry always welcomes new volunteers to join in this vital community initiative.

For more information about programs and volunteer opportunities, contact Family Services Director, Leslie Shaw, at 740-382-2156.

provide you with a poundage receipt for your records. Please submit any financial contributions through the Operation Feed lock box rather than bringing them with you to the Foodbank. And plan to stay for a quick tour of the new “green” facility—offering nearly three times the warehousing, freezer and volunteer space—when you visit!

## 6. Coordinator Tool Kits ... brought to you by ComDoc and hard-working volunteers.

This year’s Coordinator Tool Kits were made possible through generous support from ComDoc, who generously donated the printing of 500 full-color packets. In addition, student volunteers from Bishop Ready and Westerville Central high schools rolled up their sleeves and made light work of collating and assembling the packets in less than an hour’s time! A big thank you goes to ComDoc, and to Anjelica Hynes, Connor Winton, Michael Baumann, Hayley Stroud, Lauren Randall and Katie Ratliff, for helping to support the 2010 Operation Feed Campaign.

## 7. Satisfy your sweet tooth with Cakes for a Cause – tickets on sale now.

Calling all sweet teeth! On March 23<sup>rd</sup>, central Ohio caterers, wedding planners and event professionals are joining forces to bring us Cakes for a Cause, an event to benefit Operation Feed. This evening of mixing and mingling will be highlighted by a cake auction featuring the best and brightest cake designers and bakers, along with other fantastically generous companies in the Columbus area. The 6 – 9 p.m. gathering takes place at Mid-Ohio Foodbank’s new location in Grove City. Tickets, on sale now, are expected to go fast. Visit <http://www.columbuscakesforacause.com/> to learn more.

## 8. Key campaign dates

Important campaign dates ...

- **March 16** – Rally To Tally (3:30 – 5 p.m.);
- **March 18** – Coordinator Training Session;
- **March 23** – Cakes for a Cause (6- 9 p.m.);
- **March-June** – Ongoing Organization Campaigns;
- **May 1** – 10TV Family Fund Food Parade (Columbus Zoo and Aquarium);
- **May 8** – National Association of Letter Carriers “Stamp Out Hunger” Drive;
- **June 30** – Foodfight6.30 – *Eat Out to Fight Hunger* Event, Official End of Campaign;
- **August/September** – Campaign Finale (TBA).



### Recipe for Success

#### • EVENT FEATURE: NOODLES & CO.

“Make someone’s day, bring PB&J!” That’s how Noodles & Company decided to fight hunger in central and eastern Ohio this year. The restaurant chain partnered with Mid-Ohio Foodbank, offering a community-wide promotion to begin the 2010 Operation Feed Campaign. Anyone bringing a container of peanut butter or jelly to a restaurant location on February 28 or March 1 received a free sandwich duo, with all PB&J benefitting Operation Feed. The company placed advertisements through local media to help spread the word ... and build community awareness for the start of Operation Feed. Organizers worked with CD101 to promote the drive, which also resulted in news coverage from NBC4. Central Ohio locations raised 5,318 meals during the two-day drive. Field Marketing Manager, Lyndsey Dudley, describes the partnership in this YouTube video: <http://www.youtube.com/watch?v=frnFvPcLoj0>. Congratulations, Noodles & Company, on a fantastic campaign event!

## 9. Next steps

- 📅 RSVP for *Rally To Tally* on March 16 by calling (614) 274-7770.
- 📅 If you haven't already registered, visit the Operation Feed web site to confirm for 2010.
- 📅 Sign-up for the last Coordinator Training session on March 18.
- 📅 Request materials to support your campaign efforts.
- 📅 Visit Door #1 when delivering food or picking up boxes at Mid-Ohio Foodbank.

Please contact us if you have questions or if we can provide any additional information to help with your campaign efforts.

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*When everyone does a little, the Foodbank can do a lot!*

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.*