



Mid-Ohio Foodbank

Campaign Bites

... a regular update for Operation Feed coordinators

July 16, 2010

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1. *Wanted: Operation Feed banners, unused collection boxes*

With the 2010 campaign winding down, we're asking for your help in getting reusable materials back to the Foodbank. If you borrowed an Operation Feed banner for your event and haven't gotten around to returning it yet, please let us know. Several community events are coming up this summer, and we'll need to have all banners on-hand. Help us be green, too! If you have boxes left over, please return them to Mid-Ohio Foodbank or store them for your 2011 drive. Boxes are generously donated by Jet Container Corporation, and we'll take inventory in order to determine needs for next year's program. Print materials need *not* be returned – posters can be saved for next year if desired, but please recycle any remaining tri-fold brochures and Coordinator Tool Kits, as updated versions will be produced for 2011. Thanks for your cooperation!

2. *Video contest deadline is July 31st. Will the winning entry be yours?*

You don't need to be a technology expert to create a winning video for the *Rally To Tally* contest! It can be as easy as making a quick photo slide show using Animoto (<http://animoto.com/>), or you can go the flip cam route – ask associates to talk a bit about the organization's involvement with Operation Feed and use Windows Movie Maker or iMovie to put the pieces together.

Don't miss the chance to showcase your organization's commitment to fighting hunger. Winning videos will be featured at the campaign finale and used in 2011 campaign marketing, and they'll earn a \$125 grant to Operation Feed on their behalf, courtesy of Nationwide. Start documenting your efforts and planning your story now! The **deadline is July 31st**. Read our [Contest Guidelines](#) for details.

3. *We need your feedback!*

Please tell us about your experience with Operation Feed. Just visit <http://www.surveymonkey.com/s/EvaluateOpFeed> to access an online evaluation. We value your campaign expertise, and your feedback will help us provide tools and support to make coordination efforts as convenient and effective as possible. Responses are anonymous and require approximately 10 minutes to submit. Thanks in advance for your comments.

DID YOU KNOW ...



Summertime is fresh produce time at Mid-Ohio Foodbank! This week alone, thousands of pounds of Ohio-grown sweet corn, cucumbers, zucchini, squash, greens, beets, turnips, lettuce, cabbage and peppers will be distributed to partner agencies, going from field to pantry in just 2 days' time. State budget funds allow food banks across the state to harvest, pack, and transport tons of surplus crops from local farms, preventing waste while providing nutritious commodities for Ohioans in need.

4. Take a minute to share campaign results.

Once your campaign has concluded, please take a minute to tell us about your drive. Share your results here: <http://www.surveymonkey.com/s/ReportResults>. The [Operation Feed Coordinator Resources web page](#) offers additional resources to help. See “Wrapping Up - 4 Easy Steps” or contact a member of the Operation Feed team with any questions. If you have photos of your activities, please share those as well. We’d love to post them on the Foodbank’s Facebook page to show the public all the great ways organizations are working to fight hunger in our community. Thanks for your support!

5. Upcoming events benefitting Mid-Ohio Foodbank

Franklin County Fair Promotion – July 20



Blending a good time in the summer sun and a good cause, Mid-Ohio Foodbank and the Franklin County Fair have announced a one-time offer. On Tuesday, July 20th, from 11 a.m. – 2 p.m. anyone who brings five cans of food to the fairgrounds entrances will earn free admission to the fair. The offer is limited to the first 500 fairgoers and limited to four tickets per person. [Click here for more information.](#)

Bobby Layman Dealerships Community BBQ and Food Drive – August 7



Join Bobby Layman Dealerships in the fight against hunger this summer. On August 7th, locations at 3900 W. Broad St. in Columbus and 3733 Claypool St. NW in Carroll (near Lancaster) will host Community BBQ and Food Drive events, offering a tasty lunch to those bringing peanut butter, tuna, pasta meals in a can, or a cash donation for Mid-Ohio Foodbank. With games and prizes, there will be fun for the entire family... stay tuned for details!

Summer Flea – August 8



Check out Summer Flea! This charitable open air market features Short North neighborhood locals selling a wide variety of handmade jewelry and artwork, antiques, vintage clothing, records, crafts, and much more. Join us August 8th, 12 – 5 p.m. at 1024 N. High Street (Fireproof Storage parking lot on the corner of E. 2nd Avenue and High Street in the Short North). Proceeds from booth fees benefit Mid-Ohio Foodbank. [Visit the event page](#) to view the full list of vendors participating or sign up for a booth.

SHELF LIFE: YWCA Family Center

Situated one block west of Sunbury Road and just east of downtown Columbus, The YWCA Family Center serves as a 24-hour facility providing temporary shelter to families experiencing housing crises. This emergency shelter, designed for families with children under 18, offers family advocacy, an employment resource center and on-site childcare center with the goal of helping families gain permanent housing within 21 days.

Since opening in 2005, the Family Center has collaborated with Children’s Hunger Alliance to provide classes about the importance of nutrition, with Mid-Ohio Foodbank to obtain over 1/3 of the food they serve, and with the Community Shelter Board for funding and the community at-large for support of their mission—to transform lives. The agency is staffed around the clock with security and family support. Its unique “one-stop” approach to helping homeless families regain self-sufficiency already has won national recognition, four times over.

The Family Center’s food services programs grew out of the inter-faith hospitality network movement of the 1980s, with meal preparation services rotating between various church congregations. The YWCA later took over management of the program, which now has the capacity to provide shelter for 50 families each night and serve three full meals a day, plus a snack.

A large portion of the meal preparation, meal service, family engagements and various other donations are achieved through the invaluable volunteer groups that partner with the Family Center. Since opening, well over 16,000 volunteers have donated more than 100,000 hours of service.

To learn more about Family Center programs, contact Jessica Wichtman at jwichtman@ywacolumbus.org or 614.253.3916.

6. Key campaign dates

Important campaign dates ...

- **July 31** –
Rally To Tally Video Contest
Submission Deadline;
- **August/September** –
Campaign Finale (TBA).

7. Next steps

- 📌 Share results once campaign activities have concluded.
- 📌 Complete the 2010 evaluation.
- 📌 Create your *Rally To Tally* video contest submission.
- 📌 Stay tuned for information about the campaign finale & Victory Party event.
- 📌 Help spread the word about events benefitting the Foodbank.

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

Joan C. Lloyd

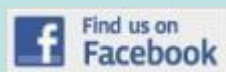
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Recipe for Success

• Campaign Feature

Levy and Associates, LLC, demonstrated in the sophomore campaign year just how motivated employees can be when it comes to community involvement. As an organization that has grown from 5 to nearly 45, Levy recognizes both the importance of numbers and the strength that comes in numbers. With a 50% meal increase over the inaugural campaign, team members have proven their capacity to achieve great things when working toward a common goal. Success was based on many factors—including complete engagement of the owners and managers who offered a “jeans month” and time off to Operation Feed supporters. The Virtual Food Drive was also well-received and served as an essential component of the drive. A link to Levy’s page was sent out both internally and externally to provide a convenient way for staff to donate by credit card and encourage friends and family members outside the organization to give as well.

Departments quickly embraced the idea of giving back, incorporating it into their daily routine. For example, to build momentum for Operation Feed and keep staff excited about making a difference in the community, a fall turkey contest was conceptualized. Departments received bare “mock-turkeys” and had to purchase feathers to trim the birds. Each also held a food drive to accumulate the “side dishes” found at a Thanksgiving feast. The team with the most-decorated bird and largest number of “side dishes” won a prize!

Congrats to Levy and Associates for implementing a variety of elements into their campaign and achieving a very impressive goal!

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.