



Mid-Ohio Foodbank  
| OPERATION FEED

# Campaign Bites

... a regular update for Operation Feed coordinators

May 21, 2010

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### 1. Share results online when campaign activities have concluded.

An online results reporting form is now up and running: <http://www.surveymonkey.com/s/ReportResults>. Please take a minute to tell us about your drive once all campaign activities have concluded. Remember that the [Meals Tracking Log](#) can help you record food or funds raised and that each donation of should be accompanied by a [Food Drive Contribution Form](#) or [Monetary Contribution Form](#) (please mail checks and money orders directly to the Operation Feed bank lockbox for processing rather than bringing them to the Foodbank). The [Operation Feed Coordinator Resources web page](#) offers additional resources to help you finish your drive. See [Wrapping Up - 4 Easy Steps](#) or contact a member of the Operation Feed team with any questions. Thank you for your support!

### 2. Act now: raise extra meals for your campaign with Catco!

Join Marion ACT as they host Catco's dress rehearsal of "The Mystery of Irma Vep: A Penny Dreadful" on June 1<sup>st</sup> in the Verne Riffe Center (77 S. High St.). Seating begins at 6:30 p.m. This unique fundraising opportunity includes a silent auction prior to the rehearsal. Tickets are available for a minimum donation of \$20, and all ticket sales and auction proceeds benefit Operation Feed!

Your organization's campaign can also benefit from this great event by selling tickets to the June 1<sup>st</sup> performance. Tickets are available in bundles of 10, and any tickets your organization sells will add meals to your campaign.

If your organization is interested in selling the tickets to benefit your campaign, or if you would like to purchase tickets to attend the performance, contact Joan Lloyd at [jlloyd@midohiofoodbank.org](mailto:jlloyd@midohiofoodbank.org) or Julie Newland at [jnew6990@msn.com](mailto:jnew6990@msn.com).

#### DID YOU KNOW ...



The new community garden at Mid-Ohio Foodbank offers almost 2,000 square feet of raised beds for planting. The project, organized by AmeriCorps volunteer Katie Lewis, also features a seed-starting greenhouse & pergola for relaxing in the shade. It will promote sustainability by using a rain barrel irrigation system powered by solar energy. All vegetables grown will benefit partner agencies in an effort to increase availability of nutritious foods to clients and educate them about growing food at home.

### 3. Don't miss out on the Rally To Tally video contest.

Don't miss the chance to showcase your organization's commitment to fighting hunger. The *Rally To Tally* video contest, currently underway, offers winning video creators the opportunity to be an integral part of Operation Feed marketing and promotions efforts for the 2011 campaign. We are inviting groups to create a video response to the *Rally To Tally* video (if you haven't seen this great piece, created by our Kitchen Cabinet Marketing Committee, go online to check it out: [www.youtube.com/watch?v=sDlt9tlQIFU](http://www.youtube.com/watch?v=sDlt9tlQIFU)). We're asking for submissions that emphasize the theme "When everyone does a little, the Foodbank can do a lot!" and that encourage other organizations to get involved with Operation Feed. The deadline is July 16. Winning videos will be featured at the campaign finale, used in 2011 campaign marketing and receive a \$125 grant to Operation Feed on their behalf, courtesy of Nationwide. Start documenting your efforts and planning your story now! Read the [Contest Guidelines](#) for all of the details.

### 4. Share photos to help us promote your Foodbank involvement.

We want to see your campaign in action! As you conduct activities, please capture the fun ... and share photos or video clips with Operation Feed. We would love to feature your efforts at kick-off and finale events, in newsletter articles, or via social media channels such as Facebook or Twitter. You can email material to [operationfeed@midohiofoodbank.com](mailto:operationfeed@midohiofoodbank.com) or, even better, you can become a fan of Mid-Ohio Foodbank at [www.facebook.com/midohiofoodbank](http://www.facebook.com/midohiofoodbank) and post videos, photos, links or comments about your events and activities directly to the Foodbank's Wall. Then everyone in the community will be able to learn about the great things your organization is doing in support of Operation Feed!

### 5. 3 great events = tons of food for people in need.

#### **Papa John's Pizza & Family Days Promotion**

Papa John's set out with a goal to collect 100,000 cans of food for Operation Feed and give away 10,000 pizzas during the month of April. Customers were invited to exchange 10 non-perishable food items for a free pizza and tickets to the Columbus Parent Magazine Family Days at the Columbus Zoo and Aquarium. In just two weeks, central Ohio Papa John's restaurants crushed their goal and collected 130,000 cans of food, providing over 120,000 meals for Operation Feed.

#### **10TV Family Fund Food Parade**

Operation Feed joined forces with WBNS 10TV on Saturday, May 1st, for the 10TV Family Fund Food Parade. During this one-day event, held at the Zoo in conjunction with Family Days, visitors donating 10 non-perishable food items received a free ticket to the Zoo. In spite of the rainy weather, the Food Parade generated nearly 30,000 meals for central and eastern Ohioans in need.

#### **National Association of Letter Carriers "Stamp Out Hunger" Drive**

May 8<sup>th</sup> marked another big day for Operation Feed. The National Association of Letter Carriers and the U.S. Post Office partnered for the 18<sup>th</sup> annual "Stamp Out Hunger" drive – the largest one day food drive in the nation. Postal customers could easily donate to Operation Feed by leaving a bag of food by their mailbox for letter carriers to collect. In just one day, carriers not only delivered the mail but also delivered over 95,500 pounds of food and helped brighten the day for many folks who are struggling to get by.

## 6. Upcoming events and promotions benefitting Operation Feed

### Segway Tours Benefit – May & June



Did you know that you can take a guided tour of Columbus on Segway? If you haven't yet had one of these informative and entertaining excursions through our city, you are missing out! What better time to book your tour than during the months of May and June, when \$5 of each ticket goes to Mid-Ohio Foodbank. Just mention Operation Feed when calling 614-222-3005 to schedule. To learn more, visit <http://www.segwaytoursofcolumbus.com/>.

### Harmony Project Benefit Performance – May 26 & 27



[The Harmony Project](#) will raise their voices in the fight against hunger. Join the distinctive 100-voice choir for a special performance at the Lincoln Theatre to benefit Operation Feed. This compelling show will feature performances by African dancers and drummers, local musicians and guest artist Grammy-nominated Beth Nielsen Chapman .

### ZombieWalk Columbus: Raising the Dead to Feed the Living! – May 29



On Saturday, May 29 at 5:00 p.m., a horde of zombies will gather at Goodale Park and lurch for two miles for a good cause. The mass street theater performance is open to all, and participants are asked to bring donations of nonperishable food items. Download the [2010 ZombieWalk flyer](#). For more information, visit <http://www.myspace.com/zombiewalkcolumbus>.

### Carole King and James Taylor Reunion Tour–May 30



[Tickets-for-Charity](#) offers a great way to see your favorite artists and support Operation Feed. Don't miss this amazing offer, brought to you by Tickets-for-Charity, to see the legendary Carole King and James Taylor – together, live at the Schottenstein Center on May 30, 2010. Just log onto [www.ticketsforcharity.com](http://www.ticketsforcharity.com) to purchase your tickets at face value and a pre-determined amount will be donated to Operation Feed.

## SHELF LIFE: The Foundation Dinners

Seven days a week, 365 days a year – that's how often The Foundation Dinners in Lancaster, Ohio, operates. For over seventeen years, this has been the agency's schedule, serving dinner to hungry people in Fairfield and surrounding counties. Foundation Dinners is open daily from 8-5:30 and is located at 1000 W. Fifth Avenue in Lancaster. Along with take-home meals and the recently added Lunch Service from noon-1 p.m., the Foundation serves nearly 2,300 meals a month.

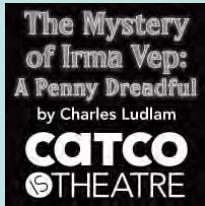
Additionally, every Wednesday morning the Foundation obtains around 10,000 pounds of food from Mid-Ohio Foodbank to be distributed by box or bag to those in need. There are no eligibility requirements for this program, though the food arrives and is typically claimed within the hour. Most of those being served reside in Fairfield County; however, the reach of the Foundation exists into nearby communities and towns as well. Director Gerald Clum, his staff and volunteer team maintain that "poverty need not exist in the presence of plenty," so their approach is not to add too many provisions to what they are offering.

For all of this to come together 365 days of the year, the Foundation actively functions with more than 200 monthly volunteers and three part-time paid employees. In order to provide the considerable amount of meals they do, support is gained from local restaurants, grocers, churches, Fairfield County Medical Center and the United Way. Collecting, preparing and serving the food takes a whole host of people, and the community has very generously stepped in to fill that gap. In fact, as plans unfold for a new addition to the kitchen/dining area, the outpouring of support from local contractors and businesses has surged as well. This expansion will allow the Foundation to further realize its mission: to provide merciful relief to the suffering part of our community, and to provide opportunity for the community to serve the suffering.

Another related initiative, known as the Foundation Shelter—for men, women and children—is offered in conjunction with the Foundation Dinners program. Of course, this program exists with the help of compassionate volunteers as well.

For program info and volunteer opportunities Visit [www.hungryhomeless.org](http://www.hungryhomeless.org) or contact Director Gerald Clum at 740-407-6102.

### CATCO Theatre Benefit Performance – June 1



Join host organization Marion ACT for the dress rehearsal of CATCO's latest production, *The Mystery of Irma Vep: A Penny Dreadful*. Tickets are available at a minimum suggested donation of \$20. Seating begins at 6:30 p.m. and a silent auction rounds out the night. All proceeds from ticket sales and the silent auction benefit Operation Feed. If you'd like to purchase a ticket or sell tickets to benefit your campaign, email [operationfeed@midohiofoodbank.org](mailto:operationfeed@midohiofoodbank.org) or contact Julie Newland at [jnew6990@msn.com](mailto:jnew6990@msn.com).

### Shadowbox Cabaret Performances – June 10 & 18



Shadowbox Cabaret offers a special Operation Feed promotion for its upcoming "Best of Shadowbox" show. Anyone who reserves tickets for the June 10<sup>th</sup> or 18<sup>th</sup> show will receive a special discounted ticket price of \$20 ... and \$15 of each ticket will be donated to Operation Feed! Just call the box office at 614-416-7625 and mention Operation Feed or Mid-Ohio

Foodbank when reserving tickets. Plan to come early – doors open at 6:15 p.m. for dinner & cocktails; show begins at 7:30. Visit [www.shadowboxcabaret.com](http://www.shadowboxcabaret.com) for show info and fun cast happenings. Invite friends, coworkers and family (please note: show may contain adult comedy & language).

### Max & Erma's Dublin Location Food Drive & Promotions – June 19



Help Max & Erma's Dublin location support Operation Feed! The Washington Township fire truck will be on hand Saturday, June 19, between 11 a.m. – 3 p.m. Bring in your canned goods or a donation and receive a \$5 off of \$20 coupon! Or, now through June 30<sup>th</sup>, bring in 2 canned goods and receive a \$2 off coupon. Bring in 5 canned goods and get an order of cookies FREE! Dublin location only: 411 Metro Place North, 614-889-8111 (not valid with any other offer; limit one per customer).

### Central Ohio Restaurant Association's Foodfight6.30 – June 30



Supporting Operation Feed has never been tastier! Mark your calendar and spread the word: Foodfight6.30–eat out to fight hunger will benefit Operation Feed again this summer. The Central Ohio Restaurant Association is organizing a group of restaurants that generously dedicate a portion of Wednesday, 6/30/2010, sales to feeding hungry people. Your job is simple: just choose a restaurant from the list and go for breakfast, lunch or dinner on June 30 (coffee breaks and happy hours count, too!) – 5% of your check will be donated to Operation Feed. A list of participating restaurants is coming soon to [www.midohiofoodbank.org/foodfight](http://www.midohiofoodbank.org/foodfight).

## 7. Key campaign dates

Important campaign dates ...

- **June 1** –  
Catco Benefit Performance (Last Day to Sell Tickets);
- **June 30** –  
Foodfight6.30 – *Eat Out to Fight Hunger* Event,  
Official End of Campaign;
- **July 16** –  
*Rally To Tally* Video Contest Submission Deadline;
- **August/September** –  
Campaign Finale (TBA).

## 8. Next steps

- 🚩 Share results once campaign activities have concluded.
- 🚩 Sell Catco tickets to raise extra meals for your campaign.
- 🚩 Start planning your *Rally To Tally* video contest submission.
- 🚩 Share photos & video of your campaign activities.
- 🚩 Leverage the Virtual Food Drive tool to expand the reach of your campaign.
- 🚩 Join the LinkedIn group to share ideas with Coordinators from other organizations.
- 🚩 Spread the word about community events and promotions benefiting Operation Feed.
- 🚩 If you haven't already registered, visit the Operation Feed web site to confirm for 2010.

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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## Recipe for Success

### • Operation YP's "Dinner on a Dime"

Outreach to young professionals blossomed this year when several Kitchen Cabinet members set their sites on getting those in the earlier stages of their careers involved with Operation Feed. They reached out to their contacts, and soon the "Operation YP" initiative was born. Group members – representing a wide array of local businesses and organizations – agreed that the best way to raise hunger awareness among peers would be organizing a fun event at the Brookham Drive facility. They put their heads together and came up with the idea of using the Foodbank's professional kitchen to host a cooking demonstration ... with a creative, educational twist: the chef would use items a pantry might distribute to a family in need. The "Dinner on a Dime" event soon began to take shape: Chef Brian Murphy from Bob Evans jumped at the chance to organize the demo; *(614) Magazine* offered print sponsorship; DJ Moxy volunteered to provide music; vendors donated prize items; and Best Light Video provided equipment and services to help members create a video pitching Operation Feed participation to YPs across the city. On June 6, the event was a great success—over 50 people attended ([check out the photos!](#)), enjoying networking, music, tasty samples, microbrews, and a demo full of cooking tips and great recipes. The event raised meals for Operation Feed, and a majority of guests stayed on for Foodbank tours or expressed interest in getting more involved with the organization. Best of all, the group has decided to establish itself as an ongoing part of the Operation Feed program. Congratulations, Operation YP, on a fantastic event and the promise of many great projects to come!

*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.*