



Mid-Ohio Foodbank
OPERATION FEED

Campaign Bites

... a regular update for Operation Feed coordinators

April 23, 2010

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190 Organizations Confirmed
Join the fight against hunger.
Sign-up now for 2010.
Help us reach 300 campaigns!

1. "Dinner on a Dime" on May 6: add your "ten cents"!



Young professionals are uniting to fight hunger through a new event called "Dinner on a Dime". This fun, educational evening at Mid-Ohio Foodbank will feature a cooking demo from Bob Evans Sr. Culinary Manager with exclusive tips on how to prepare a unique meal using items a family might receive from a food pantry. Please help us make this event a success by inviting young professionals in your organization to attend. We also encourage you to ask a leader from your group to participate by networking with young professionals at the event.

Festivities will run from 6-7:30 p.m. and include prize drawings, music by DJ Moxy, complimentary appetizers, cash bar, and tours of the Foodbank's new facility. The group is seeking a suggested donation of \$5 or 5 canned goods at the door. Share the [Facebook event invitation](#) with your friends and colleagues, and mark your calendar for Thursday, May 6! Questions? Contact Andrew Murphy at (614) 317-9427 or amurphy@midohiofoodbank.org.

2. Papa John's crushes 100,000 can goal.

When Papa John's teamed up with Columbus Parent Magazine and Operation Feed, their goal was to collect 100,000 canned goods during the month of April for community members in need. Customers bringing 10 cans of food to any Papa John's location received a free large pizza and two tickets to Columbus Parent Magazine Family Days. In just two weeks of their promotion Papa John's gave away 13,000 pizzas and exceeded their goal by over 30,000 cans. The food collected fills an entire row in the Mid-Ohio Foodbank warehouse! Visit the [Foodbank's Facebook Fan page](#) to check out photos and hear Papa John's talk about the drive.

DID YOU KNOW ...



Now in its 9th year, the Weekend Take Home Groceries/Backpack program has grown from a service to 4 Columbus afterschool programs to include 24 sites. At-risk children living in low-income neighborhoods receive a supply of simple to prepare, nutritious foods – not only for the child attending but for the entire family. Each bag of groceries helps a family get through the weekend and helps children return to school on Monday ready to learn.

“We were amazed at the overwhelming response from the community,” said Charles Burris, operating partner for the Johnco, Inc. franchise. “We are thrilled that in just two weeks we were able to crush our goal and donate over 117,000 meals for Operation Feed.”

The Operation Feed team extends our thanks to all of the store managers who added to their already busy jobs the task of collecting, boxing and delivering thousands of pounds of food to Mid-Ohio Foodbank. Their efforts will provide meals for the many children, families and senior citizens in central and eastern Ohio struggling to make ends meet.

3. Foodbank Capital Campaign reaches \$16 million goal, meets challenge deadline.

The Campaign to Sustain came to a fruitful conclusion last month, securing \$1.1 million dollars in the final 10 weeks of the campaign and reaching the target goal on March 17. By the Challenge Deadline of March 31, the campaign had surpassed its goal by more than \$320,000! Total funds raised stand at \$16,322,036. In total, more than 3,300 donors contributed. These gifts came from local businesses, family foundations, individuals, families, community and religious groups. Even Mid-Ohio Foodbank partner agencies contributed to the effort. Thank you to everyone who made this amazing effort possible. The newly-renovated facility – which offers nearly three times the warehousing, freezer and volunteer space – will enable the Foodbank to provide more food to more hungry people in our community. If you haven’t already visited the new space, consider scheduling a tour for your group.

4. LinkedIn Group offers opportunities to dialogue with other Coordinators.



Need a good meal-raising activity idea? Curious about how an event might play out in your organization? Interested in learning about how other companies structure their campaigns? Look no further than the new “Operation Feed” group on LinkedIn! Starting a group discussion topic is the perfect way to find those great ideas that will help take your campaign to the next level. A logo added to your profile will show your support and raise visibility of Operation Feed among others in your network ... and you’ll have the wisdom and experience of other coordinators at your fingertips. Just visit http://www.linkedin.com/groups?about=&gid=2942932&trk=anet_ug_grppro to join.

SHELF LIFE: Dublin Food Pantry

What started as a “food closet” in the Dublin Community Church has expanded to a thriving Food Pantry operation that now serves 228 households and an average of 80 individuals per month. The tremendously efficient pantry is fully managed by volunteers but operates on a tiered level of involvement. They have everything from an Operations Manager to a Volunteer Coordinator to help streamline the processes, and their efforts are carried out by team captains and community volunteers. Collectively, volunteers contribute around 600 hours per month. The Dublin Food Pantry has a simple mission statement that drives them: “if you’re hungry, we’ve got food”. They like to think that if they have only one purpose in the community it’s to do food, and do it well!

Four years ago the Dublin Food Pantry became a “choice pantry” and relocated to a much bigger area in the same church that has housed the agency for nearly 30 years. Visiting clients are given a generous five-day supply of food; they must fall within the DJFS guidelines and live in the Dublin school district or within a Dublin zip code. The agency believes in making its services as accessible as possible, so it offers a variety of hours – such as Monday evenings from 6-7:30, Tuesday from 10-1 and Thursday from 4:30-6:30.

Dublin Food Pantry credits much of its efficiency and effectiveness to the community-at-large. Pantry leaders network as much as possible and rely greatly on the city, local businesses, schools and churches. Through the continuous support from these neighboring organizations, the pantry is able to generate food and funds to supplement its weekly supply of food from Mid-Ohio Foodbank.

Volunteers, whether for one-time special events or recurring positions, are always welcome. Visit the website at www.dublinfoodpantry.org to connect with coordinators or to discover pantry needs.

For more information about programs and opportunities, contact Linda Fisher, Operations Manager at 614-889-6590.

5. Upcoming events and promotions benefitting Operation Feed

10TV Family Fund Food Parade – May 1



The 10TV Family Fund Food Parade joins forces this year with Columbus Parent Magazine Family Days. For over 25 years, the event has given Central Ohio residents a fun, convenient opportunity to contribute much-needed food items right from the comfort of their automobiles. The event returns to Columbus Zoo & Aquarium on Saturday, May 1, 9 a.m.-5 p.m.

With every ten (10) cans/non-perishable food items presented, donors will receive one (1) free admission to the Zoo for Saturday, May 1, 2010 only. Parking is free for those who show their canned donations to the parking attendant. The 2009 event generated 52,000 pounds of food, and we expect another stellar drive in 2010!

Kids Company Performing Group Benefit Performance – May 7



Sit-in to protest hunger on Friday, May 7, at 7 p.m. with some of Columbus' own young performers. Let them take you back to the 70s with hit songs and a protest to help fight hunger in our community. Kids Company Performing Group will host a night of music and entertainment for the whole family at the Hilliard Bradley High School Auditorium in Hilliard. A suggested minimum donation of \$2 will get you in the door to enjoy this fantastic show. All proceeds benefit Operation Feed. For more information visit www.kidscompanyperforminggroup.com.

NALC “Stamp Out Hunger” Drive – May 8



You don't even have to leave your house to support the largest one-day food drive in the Nation. On May 8, 2010, The National Association of Letter Carriers will deliver your mail and pick up any non-perishable food items left by the mailbox to help “Stamp Out Hunger.” All items collected locally will be sorted and delivered to Mid-Ohio Foodbank by a generous network of Letter Carriers and volunteers. More than 1,000 branches in all 50 states will be involved in this year's drive to help feed the hungry. Now in its 18th year, the NALC hopes to break through to the 1-billion pound level of donated food this May.

To help “Stamp out Hunger” in our community, simply place your canned or boxed items near the mailbox on May 8. And be sure to thank your local letter carrier for their commitment and extraordinary effort to feeding those in need!

Max & Erma's Dine Out Promotion – May 12 & 13



Visit hometown favorite Max & Erma's for a great meal and a great cause! Columbus area locations (not valid at Crowne Plaza location) are helping to feed the hungry in our community when you dine with them Wed., May 12, or Thur., May 13. Just present [this special ticket](#) (or mention Operation Feed) and 20% of your lunch, happy hour, dinner or carryout sales will be donated back to Operation Feed. Visit www.maxandermas.com for locations and menus.

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 .

6. Key campaign dates

Important campaign dates ...

- **April 24** – Ringling Brothers and Barnum & Bailey’s “Taking the Zing Out of Hunger” Drive (Nationwide Arena box office);
- **May 1** – 10TV Family Fund Food Parade (Columbus Zoo and Aquarium);
- **May 6** – Young Professionals “Dinner on a Dime” event (Mid-Ohio Foodbank);
- **May 7** – Kids Company Performing Group Benefit Performance (Hilliard Bradley HS);
- **May 8** – National Association of Letter Carriers “Stamp Out Hunger” Drive;
- **May 12 & 13** – Max & Erma’s Dine Out Fundraiser (All Columbus Locations)
- **May 26 & 27** – The Harmony Project Benefit Performance (Lincoln Theatre)
- **June 30** – Foodfight6.30 – *Eat Out to Fight Hunger* Event, Official End of Campaign;
- **August/September** – Campaign Finale (TBA).



Recipe for Success

• **EVENT FEATURE: “SLIDER” EATING CONTEST**

Lane Aviation employees were able to slip into the hangar for some slider fun this year in support of Operation Feed. This spring, Lane Aviation decided to switch up its strategy a bit by inviting a little friendly competition into the campaign with a White Castle “slider” eating contest. Once the word got out, excitement took over and several departments, ranging from mechanics to ramp operations, were building strategies and teaming up to get involved. President, Tom Duber, not only endorsed the fundraising challenge but helped other leaders and coordinator, Bob Wing, fuel the spirit of competition. Contestants were asked to solicit pledges for each slider eaten. Although the competition was fierce, with a crowd of nearly 100 co-workers cheering them on, one employee ultimately won by consuming 20 of the infamous burgers—each carrying a \$100 pledge! The successful contest has assisted in raising over 8,000 meals for the Lane Aviation campaign and ironically has taken on a life of its own. Plans are already in the works to expand next year’s competition to include other building tenants, and even more employees, in the slider eating action. Congrats to Lane Aviation on an incredible start to your Operation Feed campaign and this unique spin to unite people in the fight against hunger!

7. Next steps

- 📌 Invite a leader from your organization to network with young professionals on May 6.
- 📌 Join the LinkedIn group to share ideas with Coordinators from other organizations.
- 📌 Spread the word about community events and promotions benefiting Operation Feed.
- 📌 Use the new *Rally To Tally* video to support your campaign efforts.
- 📌 Capture photos and video of Operation Feed activities for the video contest.
- 📌 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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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.**

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