



Mid-Ohio Foodbank  
OPERATION FEED

# Campaign Bites

... a regular update for Operation Feed coordinators

February 26, 2010

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### 1. 98 organizations and counting! Help us reach 200 by kick-off!

**98 Organizations Confirmed**  
Join the fight against hunger.  
Sign-up now for 2010.  
Help us reach 200 by Kick-Off!

In 2009, more than 200 groups joined forces through Operation Feed to raise meals for community members in need. Help us announce that this year's effort is already 200 organizations strong when the campaign kicks off on March 16. If you haven't yet confirmed, please register today.

It's quick and easy to sign up: just visit <http://www.surveymonkey.com/s/JoinOperationFeed>.

### 2. Training makes campaign organization a breeze—sessions begin March 2.

If you haven't had a chance to sign up yet for Campaign Coordinator training, there's still time to register. Two sessions are coming up next week:

#### **Tuesday, March 2 –**

11:30 a.m. – 1:00 p.m. (Training/Brown Bag Lunch);

1:00 p.m. – 1:30 p.m. (Optional Breakout),

#### **Wednesday, March 3 –**

8:00 a.m. – 9:30 a.m. (Training);

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

Learn about Operation Feed, gather meal raising strategies, share ideas with organizations across the community, and pick-up boxes & materials to help your efforts. Also choose from optional breakout sessions on campaign fundamentals, social media and 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. Visit <http://www.surveymonkey.com/s/OpFeedTraining> to sign up.

#### **DID YOU KNOW ...**



*Last year, the Foodbank's Produce Express program delivered nearly 3.5 million pounds of fresh produce, enabling even the neediest families to enjoy the health benefits of fresh foods in meals they prepare. Apples, berries, potatoes, tomatoes, onions, peppers, lettuce and more come primarily through a state-funded partnership with Ohio growers, and also from the USDA, local retailers, farmers' markets, produce distributors, and hobby gardeners.*

### 3. You're invited: Rally to Tally on March 16

Be on the lookout for your invitation to *Rally to Tally*—the 2010 campaign kick-off event—and don't forget to RSVP! Join fellow Campaign Coordinators, Kitchen Cabinet members, Mid-Ohio Foodbank staff & board, *and* special community guests on Tuesday, March 16, 3:30 – 5:00 p.m., at Mid-Ohio Foodbank. We'll enjoy an afternoon of excitement and motivation as this year's Operation Feed campaign gets officially underway. Energize yourself 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 up *6 million meals* in 2010!

### 4. Operation Feed welcomes new staff member.

Operation Feed staff invites you to join us as we welcome Amber Riley to our team! Amber will be serving as Operation Feed Assistant, working Tuesdays, Wednesdays and Fridays with Campaign Director, Joan Lloyd, and Campaign Manager, Andrew Murphy. Amber will be here to support all facets of Operation Feed and will be working closely with the Foodbank team and Campaign Coordinators on their 2010 efforts. Feel free to contact her at [ariley@midohiofoodbank.org](mailto:ariley@midohiofoodbank.org) or 614-317-9467 with requests for materials, information, questions or anything you might need to help ensure a smooth and successful campaign.

### 5. Virtual Food Drive returns March 1.

The Virtual Food Drive—with a new look and updated messaging for 2010—goes live on March 1. Last year, this new online giving option offered a quick, easy way to involve friends and family in raising meals for individual campaigns ... and generated nearly 94,000 meals! All team information from last year's event is still saved in the system. If you participated last year, you'll be receiving an email with your login information. To access the Virtual Food Drive, just visit [www.midohiofoodbank.org](http://www.midohiofoodbank.org) and click on "Virtual Food Drive" (link in the upper right hand corner). For specific instructions about signing up or building a page for your organization, consult the [Using the Virtual Food Drive](#) page in our Coordinator Tool Kit.

## SHELF LIFE: Corinthian Missionary Baptist Church

The Corinthian food pantry and feeding programs began in 1983. Both are housed in the Corinthian Missionary Baptist Church in east Columbus.

The pantry opens each Wednesday from 8:30 – 11:30 a.m. Now operating as a "choice" program, the pantry allows clients to select the food they receive, much as they would do while shopping in a grocery store. They distribute food to an average of 148 clients/families per week with no eligibility requirements.

Along with the pantry, the church also runs a feeding program. Approximately 900 meals per month are prepared at the site and taken to two local shelters – Faith on Eighth and Friends of the Homeless – both located in the vicinity of the church.

Both Corinthian programs are staffed entirely through volunteers. The large, loyal volunteer base hails from both Corinthian Missionary Baptist Church and the community-at-large. Ninety eight percent of food distributed by the pantry and used for the feeding program is supplied by Mid-Ohio Foodbank. Financial support from the church and private donations also rally around the initiatives.

Several mentoring and tutoring programs for community youth are run from the church site as well. These provide snacks to children during the summer and meals during the winter months. Corinthian programs support many Eastgate neighborhood residents but are open to anyone living in Franklin County. No referrals are necessary.

The Corinthian food pantry is currently seeking volunteers: Spanish-speaking individuals, or those with the ability to translate, for working with clients and individuals to help with pantry set up and operations.

For more information about the Corinthian programs and volunteer opportunities, contact Sylvia Love at 614-237-8619.

## 6. 2010 materials now available.

Materials for 2010—including Coordinator Tool Kit, tri-fold brochure with campaign basics and posters to spread the word about Operation Feed—are now available. Visit the [Operation Feed Coordinator Resources](#) web page to request print materials and food collection boxes or to access an online version of the Coordinator Tool Kit, which contains all the resources and strategies needed for organizing a drive. Operation Feed banners (2.5' x 6'), great for promoting campaign activities, can also be reserved by contacting the Operation Feed staff.

## 7. Spread the word: Noodles & Company PB&J promotion on Sunday and Monday



Bring PB&J, Get a Free Sandwich! Restaurant chain Noodles & Company has partnered with Mid-Ohio Foodbank this year, offering a community-wide promotion to benefit Operation Feed. Just bring a plastic container of peanut butter or jelly to any Columbus area location on Sunday, February 28, or Monday, March 1, and receive a free sandwich duo. Noodles & Company describes the partnership in this YouTube video:

<http://www.youtube.com/watch?v=frnFvPcLoj0>. Check out [this flyer](#) for all the details, or listen for info on CD101. Please encourage your associates and members to participate!

## 8. Key campaign dates

Important campaign dates ...

- **February 28-March 1** – Noodles & Co. PB&J Drive
- **March 2, 3, 9, 11, 18** – Campaign Coordinator Training Sessions (see details above);
- **March 16** – Rally to Tally Kickoff Event (3:30 – 5 p.m.);
- **March 23** – Cakes for a Cause (6- 9 p.m.);
- **March-June** – Ongoing Workplace / Organization Campaigns;
- **May 2** – 10TV Family Fund Food Parade (Columbus Zoo and Aquarium);
- **May 8** – National Association of Letter Carriers “Stamp Out Hunger” Food Drive;
- **June 30** – Foodfight6.30 – *Eat Out to Fight Hunger* Event, Official End of Campaign;
- **August/September** – Campaign Finale (TBA).



### Recipe for Success

#### • REACH OUT AND INVOLVE OTHERS







Inviting friends, family and others to get involved can provide a great boost for your campaign!

As you think of 2010 activities, consider strategies that welcome satellite locations, office visitors, board members, neighbor organizations, vendors, agents or retirees to participate. They'll love joining in the fun, especially if there's food involved!

The Virtual Food Drive is another convenient way to reach out to friends and family. It's easy to start an individual drive or build a team for your group. Then email your contacts for help in raising funds for your campaign.

Use of social media tools is another way to highlight your efforts in the community and inspire others to join you in the fight against hunger. Start by becoming a fan of [MidOhioFoodbank on Facebook](#) or following [Mid\\_ohFoodbank on Twitter](#).

## 9. Next steps

-  Visit the Operation Feed web site to register for the 2010 Campaign!
-  Sign-up for your preferred Campaign Coordinator training and breakout sessions.
-  Save the date – Rally to Tally scheduled for March 16 at 3:30 p.m.
-  Learn how to incorporate the Virtual Food Drive tool into your 2010 efforts.
-  Visit the Operation Feed web pages to request or download 2010 materials.
-  Consider ways to involve friends, family and others in your campaign activities.

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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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.*