



Mid-Ohio Foodbank
OPERATION FEED

Campaign Bites

... a regular update for Operation Feed coordinators

March 26, 2010

Contents

1. *Rally To Tally video and the 2010 video contest*
2. *Suggested goals, benchmarking back again for 2010*
3. *Phones 4 Food – the “green” solution for raising campaign meals*
4. *Campaign kicks off with battle cry of Rally To Tally!*
5. *Coordinator Training is great success!*
6. *Reminder: materials and support*
7. *Reminder “Door #1” for box pick-up and food drive drop-off*
8. *Key campaign dates*
9. *Next steps*

1. Rally To Tally video and the 2010 video contest

The Kitchen Cabinet Marketing Committee has leveraged its creative energies to produce a fantastic new tool for Operation Feed – the *Rally To Tally* video. This 2 ½ minute piece personalizes the issue of hunger by presenting community need, showing the impact of donations and highlighting the efforts of Operation Feed participants. View it at www.midohiofoodbank.org/act/operation-feed or via Mid-Ohio Foodbank’s YouTube channel: www.youtube.com/watch?v=sDlt9tlQlFU. Please share this video with your associates and members. Include the link in an email blast or newsletter article, or request a high resolution copy to show at a group meeting or kick-off event. Contact us for details!

To emphasize the theme, “When everyone does a little, the Foodbank can do a lot!”, Operation Feed is offering a special contest this spring. By creating a video response to *Rally To Tally!*, organizations can motivate others to join the fight against hunger. We encourage you to get involved: document your campaign activities this spring, and submit your entry by July 16. Winning videos will be featured at the campaign finale, will be used in 2011 campaign marketing and will receive a \$125 grant in their behalf to Operation Feed, courtesy of Nationwide. For details, visit www.midohiofoodbank.org/act/operation-feed/contest-guidelines.

2. Suggested goals, benchmarking back again for 2010

Last year, Operation Feed introduced a new goal setting and benchmarking process, with overwhelmingly positive feedback. Coordinators embraced goal setting as a tool for motivating employee participation, actively engaging leadership in the Operation Feed campaign effort, showcasing campaign results and encouraging friendly competition inside and between organizations.

DID YOU KNOW ...



1 of every 5 clients receiving food assistance through the Foodbank is a home owner, and only 5% of those served are homeless. Recent data from the Hunger In America study combats some common misconceptions about who in our community is hungry. Typically, clients are forced to make tough financial choices – the average household survives at under 2/3 of the federal poverty level: just \$1,000 monthly for a family of 3.

The average campaign raises 25 meals per capita – the “benchmark” level. Given the 1 pound = 1 meal / \$1 = 2 meal formula, this equates to just 25 canned items or \$12.50 per employee or member. New campaigns are being asked to come on-board at this benchmark level. Existing campaigns will be asked to reach the benchmark in 5-meal increments—for example, a campaign that raised 12 meals per employee in 2009 will be asked to raise 15 meals per employee in 2010, 20 meals in 2011, and so on. Many campaigns far exceed the benchmark and will be asked to work toward an annual increase of just 1 additional meal per person.

Benchmarking is a critical piece of the strategic plan that will allow Operation Feed to grow to 8 million meals by 2012. When everyone does a little, the Foodbank can do a lot! If each individual can contribute just a small bit more (5 meals is equal to just \$2.50: less than the price of a latte!), together we can continue to provide critical support for pantries, soup kitchens and shelters throughout our community. Goal setting worksheets with historical campaign data and suggested goals for 2010 will be emailed to Coordinators starting on March 29. For questions about your goal, contact a campaign staff member.

3. Phones 4 Food – the “green” solution for raising campaign meals



Help feed hungry people while helping our planet! Join the Phones 4 Food Recycling Team. Used cell phones = Operation Feed meals! Support Operation Feed by collecting “unwanted” cell phones and receive free pick-up services by SmartRecycle. All the meals generated from the phones collected will be submitted to Operation Feed monthly and added automatically to your meal totals. Signing up is easy! For a planning guide, FAQ and registration, visit www.smartrecycle.com, or call 866-384-3033 for more information. You can also spread the word about going “green” to fight hunger by following Phones 4 Food on Twitter: twitter.com/Phones4Food.

4. Campaign kicks off with battle cry of Rally To Tally!



Campaign Coordinators, Kitchen Cabinet members and Foodbank staff united on March 16 to help cheer Operation Feed on to victory in 1010. Kitchen Cabinet representatives Michael Robinson and Katie Robinson welcomed the crowd and presented this year’s game plan. Coach Habash was on-hand to motivate the team. Old-fashioned popcorn was furnished by Nationwide volunteers; standing by to deliver inspiring, unique cheers were the Grove City HS cheerleaders, while sports themed memorabilia added to the festive atmosphere. Thanks to all those who

participated! Check out photos by visiting Mid-Ohio Foodbank’s Facebook fan page: www.facebook.com/album.php?aid=155579&id=69757566686.

There are 160 campaigns already registered. If you have not yet signed up, please log onto our website to make it official so we can count you in! Let’s cheer and fight our way to another record-breaking Operation Feed effort this spring, tallying up *6 million meals* in 2010!



5. Coordinator training is great success!

Nearly 200 Coordinators refueled and recharged at this year’s Campaign Coordinator training sessions. New 2010 materials were distributed and valuable resources were unveiled – *including our new banners* – that can be reserved for your organization’s event! Interactive round table discussions resulted in many innovative ideas and success stories being shared. If you missed the training sessions, the Operation Feed staff is available to meet with your committee, help generate ideas or answer any questions that may arise. Tours of our new facility can be scheduled for your group as well. All printed materials are now available online by visiting our website. For questions or more information, contact Joan Lloyd, Andrew Murphy or Amber Riley at 614-274-7770.

6. *Reminder: materials and support*

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.

7. *Reminder: “Door #1” 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 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!

SHELF LIFE: Turning Point Shelter of Marion

Established in 1979, the Turning Point Shelter serves six counties and is the oldest and largest rural domestic violence shelter in Ohio. Today the agency is housed in Marion County and operates with 11 full time staff members. Each staff person is assigned one of the six counties (Wyandotte, Crawford, Morrow, Delaware, Union, Marion) to assist clients with issues outside of the agency – doctor visits, legal matters, paperwork, etc. All of these efforts are in hopes of allowing clients to remain on their own but in a safe, stable environment.

Those seeking a safe place of refuge have the option of the shelter, which has a capacity of 55 people and functions 365 days a year. The Turning Point Shelter offers each client his or her own room and restroom facilities as well as three full meals a day. Along with basic needs, the shelter also provides transportation services, support groups and an outreach program to assist clients upon their departure. Since occupying its new building in 2004, it also happens to be one of only a handful of shelters equipped to accept men or teenage boys. After moving into this converted assisted living facility, staff and clients alike feel blessed to have such a wonderful, secure and well equipped shelter for opening doors to all of those in domestic violence situations.

The need for these types of services is eminent. Statistics from 2008 through 2010 at the shelter show a dramatic increase. In 2009 it supplied meals and shelter for 8,600 days of stay, in the first few months of 2010 it has already provided 5,100 days of stay with the average length of stay expanding to 62 days. That breaks down to an average of 50 gallons of milk per week, and hundreds of meals and snacks. A significant portion of the food reserve comes from Mid-Ohio Foodbank. The operation also relies heavily on the Foodbank for paper products. Community donations, United Way and Department of Education reimbursement also contribute to the agency’s 40 essential sources of funding.

Volunteers are a vital component in helping Turning Point Shelter to operate resourcefully. Along with a volunteer board of directors, it is also supported by volunteer drivers, cleaners, baby sitters, and people to staff booths at health fairs, just to name a few.

For more information about programs and volunteer opportunities, contact Executive Director, Paula Roller, at 740-382-8988.

8. Key campaign dates

Important campaign dates ...

- **April 1 - May 1** – Papa John’s Pizza & Family Days Promotion (Central Ohio Locations)
- **April 17** – Walk With a Doc Food Drive (High Banks Metro Park);
- **April 23** – Girl Scouts “Feed the Heartland” Food Drive (Ohio 4-H Center);
- **May 1** – 10TV Family Fund Food Parade (Columbus Zoo and Aquarium);
- **May 8** – National Association of Letter Carriers “Stamp Out Hunger” Drive;
- **May 12 & 13** – Max & Erma’s Dine Out Fundraiser (All Columbus Locations)
- **June 30** – Foodfight6.30 – *Eat Out to Fight Hunger* Event, Official End of Campaign;
- **August/September** – Campaign Finale (TBA).

9. Next steps

- 📺 Check out the new *Rally To Tally!* video – share it with your employees and members.
- 📺 Watch for Goal Setting Worksheets being distributed to Coordinators via email.
- 📺 Sign-up for Phones 4 Food, a quick, easy way to raise meals.
- 📺 If you haven’t already registered, visit the Operation Feed web site to confirm for 2010.
- 📺 If you missed Coordinator Training, schedule a staff member to meet with your committee.
- 📺 Request materials to support your campaign efforts.
- 📺 Visit Door #1 when delivering food or picking up boxes at Mid-Ohio Foodbank.



Recipe for Success

• CAMPAIGN FEATURE

Marion ACT is breaking new ground, uniting people from all walks of life to form Operation Feed’s first ever county-wide food drive in 2009. Most inspiring about this nonpartisan group might be that it has no agenda other than helping a community in need. Formed just over a year ago, this passionate group of volunteers enlisted the help of neighboring banks, factories, grocery stores, businesses, civic organizations, veterans groups, churches and individuals to generate a plan to raise food and funds for the hungry.

Using community connections, organizers were able to furnish an array of collection points and drop-off locations to make access easy for anyone donating. In as little as two months, campaign preparations were finalized and the community drive was in full swing.

As the campaign plans progressed and the drive entered its second year, involvement grew too. The county commissioners jumped on board, area pantries joined in the efforts and a local warehouse donated space to house the collected items. It quickly became a community united in the fight against hunger.

In addition to numerous food drives, the group also utilized the Virtual Food Drive tool to create awareness and raise monetary donations. This spring the drive generated nearly \$6,000 and collected over 15,000 pounds food, all sorted and boxed by community volunteers for distribution to local pantries.

In a community with a 12.3% unemployment rate, where 35% of residents are working poor, and in which over 60% of emergency food requests are for children or seniors, Marion ACT detected an apparent need and took action—carving out an exemplary model for other counties to follow. Thank you to Marion ACT and all the volunteers for making such a noticeable difference in your community!

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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