



Mid-Ohio Foodbank
OPERATION FEED

Campaign Bites

... a regular update for Operation Feed coordinators

May 7, 2010

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1. Virtual Food Drive continues to grow in 2010.

Back again this spring, Operation Feed's Virtual Food Drive is enjoying another successful year. So far, over 30 organizations have signed-up and together have already raised more than \$22,500! The online tool provides a convenient way to make a secure credit card donation to Operation Feed. It's also a great way to extend the reach of your campaign and involve friends & family in your meal-raising efforts. Teams can be formed for companies, membership associations, recreational sports teams, book clubs ... even for individuals who want to tie running, biking, swimming or walking in an organized event to helping neighbors in need. Setting up a Virtual Food Drive is quick and easy. To get started, just visit fooddrive.midohiofoodbank.org/, or see [Using the Virtual Food Drive](#) for instructions.

2. Helpful hints for wrapping up your campaign

Streamline campaign wrap-up with Coordinator Tool Kit resources! As activities conclude, record food and funds raised with a [Meals Tracking Log](#). A [Food Drive Contribution Form](#) or [Monetary Contribution Form](#) should accompany each donation. This will help ensure that all donations are credited correctly to your organization's campaign. While drop-off of food items is considered a valuable part of your gift, we ask that you *not* bring financial contributions with you to the Foodbank. Instead, please mail checks and money orders directly to the Operation Feed bank lockbox for processing. [Cash and Coin Processing Resources](#) will convert bills or change and are available free of charge. Once all campaign activities have concluded, visit the [Operation Feed Coordinator Resources web page](#) to share your results (a submission form will be available after May 14). Be sure we have the correct employee/member count on file so your group can be considered for recognition opportunities. For additional information, see [Wrapping Up - 4 Easy Steps](#) or contact a member of the Operation Feed team. Thank you for your cooperation!

DID YOU KNOW ...



4 individuals are currently volunteering an entire year of service at Mid-Ohio Foodbank through the AmeriCorps program. Projects being tackled by Corps members include monitoring and recordkeeping associated with partner agencies; investigating the capacity of agencies to acquire, store and distribute food; assisting with development of the new Center for Hunger and Nutrition Education; and building a community garden initiative across the Foodbank's 20-county service area.

3. Reminder: connect with Operation Feed on LinkedIn.



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.

4. Upcoming events and promotions benefitting Operation Feed

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.

Old Navy Grand Reopening Promotion – May 15



Visit Old Navy stores at Easton and Lennox Towne Center on Saturday, May 15, 9 a.m. – 9 p.m. for a special promotion. Make a food donation and receive a coupon for \$10 off any purchase of \$50 or more! There will be prizes, games, and CD101 will be on hand to spread the word. Watch for details on the Mid-Ohio Foodbank [Upcoming Events](#) page.

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 .

SHELF LIFE: Mt. Sterling Community Center

Tucked away the southeast corner of Madison County, you will find a thriving Community Center and Food Pantry that hosts a variety of programming for area residents. The idea of serving the community conceptualized a few years ago with a group of women from the United Methodist Church in Mt. Sterling, Ohio. The initiative took on the form of a food pantry; but as need increased, the requirements for space and partnerships did too. So nearly three years ago, 13 area churches joined efforts to offer financial support as well as volunteers to staff what is now the Mt. Sterling Community Center.

With only three paid staffers, the center depends on 30-35 weekly volunteers to serve the 120+ families that access the pantry each month. Volunteers assist in a variety of areas – from helping clients “shop” at the choice pantry to tending the community garden. Although the vast majority of the center’s food comes from Mid-Ohio Foodbank, it partners with several individuals, churches and community businesses to help keep up with increasing demand.

The service area for the Mt. Sterling Community Center includes anyone with an 869 phone number, residents of Mt. Sterling and some outlying areas of neighboring counties. To access food through the pantry, income and address verification are necessary. In addition to pantry services, the Center provides many opportunities for youth, including after school programming; tutoring, gardening and sewing classes; open gym and Friday night youth activities. Adults can also participate in volleyball leagues, Senior programming or open gym, and can utilize services such as grief support, counseling, clothing pantry, Bible study, AA meetings, GED classes, etc. The center lives by its mission statement to “provide opportunities to people of Mt. Sterling and surrounding area to enrich their quality of life.”

Located at 164 E. Main Street in Mt. Sterling, the Center generally operates Monday-Friday 9 am-5 pm. Food Pantry hours are Tuesdays 4-7pm and Thursdays 9 am-1 pm. Volunteers are not only welcomed, but necessary for keeping this bustling agency going. Anyone working with the youth will complete a background check and fingerprinting.

For more information about programs or volunteering, contact Annie Tomlinson (740-869-2453) or visit www.mountsterlingcc.org.

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 Operation Feed campaign, email operationfeed@midohiofoodbank.org or contact Julie Newland at jnew6990@msn.com.

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 to purchase your tickets at face value and a pre-determined amount will be donated to Operation Feed.

5. Key campaign dates

Important campaign dates ...

- **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).

6. Next steps

- 📌 Leverage the Virtual Food Drive tool to expand the reach of your campaign.
- 📌 Use Coordinator Tool Kit resources to help wrap-up your drive.



Recipe for Success

• CAMPAIGN FEATURE

Union County Leadership Institute participants must complete a community service project as a requirement for graduation from the program. The team of Brian Clark, John Connolly, Heather Mudgett, and Nina Fairchild decided they wanted to tackle the issue of hunger in their community. After a visit to Mid-Ohio Foodbank, the group determined that they wanted to organize a Operation Feed food drive. And organize they did! By reaching out to personal and professional contacts and working through the Union County Chamber of Commerce, they recruited 48 organizations to participate in the inaugural Operation Feed Union County. They held coordinator training sessions, delivered boxes and created posters and other promotional materials. They set up a Virtual Food Drive page and a Facebook page. After the two-week drive, they collected all of the financial donations and picked up all of the donated food. Through their efforts, the Union County Leadership team delivered over 3,000 pounds of food to Union County pantries and collected over \$4,000 – providing almost 12,000 meals for Operation Feed. Way to go, Union County!

- 🍴 Mark your calendar to dine out at Max & Erma's on May 12 or 13, and round up a group for lunch, happy hour or dinner.
- 🍴 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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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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