



“Appreciation is a wonderful thing; it makes what is excellent in others belong to us as well.”

-Francois-Marie Arouet de Voltaire

General Recognition Opportunities

- Events and activities of participating organizations will be promoted via **social media** during the campaign timeframe.
- The **Operation Feed Finale** event (held in August) publicly recognizes all organizations involved and awards outstanding campaign achievements.
- All participants are listed on the **Mid-Ohio Foodbank website**, where award-winning campaigns are also featured for their remarkable accomplishments.

Awards for Outstanding Campaigns – Descriptions & Criteria

- MOST MEALS RAISED PER CAPITA:** For organizations with a current employee or member count on file, this award is presented to a small (1 – 249 associates), medium (250 – 999 associates), and large (1000+ associates) organization.
- LARGEST PERCENTAGE INCREASE:** For returning organizations, this award also goes to three differently-sized organizations: 1 – 249 associates, 250 – 999 associates, and 1000+ associates.
- AWARD OF EXCELLENCE:** This award is presented to a company that meets two of three criteria: a 40% increase over the previous year, a 50,000 meal increase, and at least 100 meals per capita.
- OUTSTANDING NEW CAMPAIGN:** Recognizes a campaign showing great ingenuity, creativity, and effectiveness in implementing its first-year meal raising strategies.
- ONLINE SUPER STAR:** Recognizes an organization that makes best use of online donations to raise meals and engage associates.
- COMMUNITY PARTNER AWARD:** Critical to Operation Feed’s success, each year an outstanding partnership will be recognized.
- DIRECTOR’S CHOICE AWARD:** Selected by Operation Feed staff to recognize exceptional achievements.
- SPIRIT AWARD:** Recognizes best practices and campaign engagement.
- BENCHMARK CAMPAIGN DESIGNATION:** Benchmark level contributors are recognized for successfully reaching goals suggested by Operation Feed staff, based on average meals raised per capita.
- LAW FIRM CHALLENGE – MOST MEALS PER CAPITA:** Presented to a small, medium and large firm.
- LAW FIRM CHALLENGE SUPER STAR:** Selected by Operation Feed staff to recognize exceptional achievements for small, medium and large firms.
- EDUCATION ASSOCIATION AWARDS** – Presented to the outstanding small, medium and large association as well as the association that raised the most meals per capita.



- All donations received by **JUNE 30th**, are recognized in Mid-Ohio Foodbank’s Annual Report.
- Donations must be received by **JULY 31st** to be considered for Operation Feed Awards.

Learn about 2016 Award Winning and Benchmark organizations at

<http://www.midohiofoodbank.org/wordpress/wp-content/uploads/2016/09/2016-Operation-Feed-Champions.pdf>