

OPERATION FEED



**MID-SOUTH
FOOD
BANK**
FEEDING THE NEED
May 31– July 31, 2019
Coordinator Handbook



In Mid-South Food Bank's 31-county service area, nearly 400,000 children, adults and seniors are food insecure, meaning they are unsure if they will have food. Every week, thousands are helped through Mid-South Food Bank's network of partner food pantries, soup kitchens, shelters, youth programs, senior programs and more.

Your Operation Feed Campaign

Operation Feed is a friendly competition among companies and organizations, grouped according to the number of employees. It is an employee-driven drive to collect food and money that will be used to purchase high nutrition value food. You can run your campaign any time during the campaign dates—a minimum 2-week campaign is recommended. There should be a designated Op Feed coordinator who works with Marcia Wells at the Food Bank, mwells@midsouthfoodbank.org, 901-405-0073 Register at www.midsouthfoodbank.org/operation-feed

The Point Value System

Mid-South Food Bank encourages donations of the items we need most, including money to purchase food. Your \$1 can equal up to six times more with our buying power.

Dollar Power! \$1 = 25 Points	Other Canned/Packaged Food
Protein Power! Peanut Butter = 18 Points	Fruit = 10 Points
Meat Protein = 16 Points	Canned Fruit Cocktail, Peaches, Pears, 100% juice, etc.
Chicken & Dumplings, Stew, Chunky-style Soup	Vegetables = 8 Points
Fish Protein = 14 Points	Canned green beans, corn, peas, mixed veg, etc.
Canned or packaged tuna, canned salmon	Dried / Packaged Food = 6 Points (1-2 lb bags only)
Other Protein = 12 Points	Dried beans, peas, lentils. Rice, pasta
Chili with beans, pork & beans, meat entrees (ravioli, etc)	Other = 4 Points
ANY food not listed = 1 Point	Mac & cheese, Spam, powdered or evaporated milk

No "jumbo" cans, except 64-oz. juice. Single-serve containers will not earn full-size points so packages should not be broken up. Among the things we do NOT need: Ramen noodles, bottled water, soft drinks. We accept coins, but don't encourage them. Corporate and matching gifts do not count toward your company's point total.



OPERATION FEED

Give Online—www.midsouthfoodbank.org/donate

In the box for “My Donation is For,” scroll down to find your company’s name to be sure it is credited to your campaign. You will receive an email receipt. Print, sign and give a copy to your Op Feed Coordinator. Remember: \$1 = 25 Points!

When Your Campaign is Complete

- Box your food. Mid-South Food Bank can not supply boxes! Copy paper boxes are good, but any sturdy box will do.
- Don’t overfill. If the box is too heavy for you to lift, it’s too heavy for us, too.
- Clearly label each box with your organization’s name and Operation Feed.
- Earn 10,000 extra points for delivering your food to 3865 South Perkins (corner of Knight Rd.) Food can be delivered Monday-Thursday, 8:30 AM—4:00 PM.
- For large collections, contact Marcia Wells , 901-405-0073 to schedule a pick-up. Please allow 5 business days.
- Report your point totals by completing the online Success Report on the Operation Feed page on the Food Bank website, or print and fax to 901-528-1172. DO NOT include Success Reports or money in with boxes of food! Success Reports must be received by Friday, August 9 to be considered for awards.



The Operation Feed Deposit Account

Use this account to deposit cash and checks. Deposit slips are in your packet or from Marcia Wells.

- Count cash and record as currency and coins
- Checks should be made out to Mid-South Food Bank or Operation Feed. Endorse checks and money orders with FOR DEPOSIT ONLY, Mid-South Food Bank, Inc., Operation Feed Account (use the account number on the deposit slip—starts with 003)
- Record all checks on the deposit slip and total, with currency and one item; coins as one item. Keep a copy for your records.
- In order for us to send individual thank-you letters, make copies of checks (several on a page) and make a list with full contact information for those who give cash donations.
- Take the deposit to any Bank of America location. You will get a deposit receipt. Mail, bring, or scan and send the receipt , along with check copies, list of cash donors and the company and coordinator’s name to Marcia Wells, 3865 S. Perkins, 38118 (new address after June 1), mwells@midsouthfoodbank.org. DO NOT PUT THIS INFORMATION IN WITH FOOD BOXES!



Locations

3378 Austin Peay Highway	1725 E. Brooks Rd.	4350 Elvis Presley Blvd.	91 N. Germantown Pkwy, Cordova
2710 S. Mendenhall Ave.	304 New Byhalia Rd., Collierville	3945 Park Ave.	5270 Poplar Ave.
6060 Poplar, Suite 100	6515 Poplar Ave.	6185 Stage Rd., Bartlett	4750 Summer Ave.
2731 Union Extended	3741 Winchester Rd.	8025 Winchester Rd.	

Matching Gifts

If your company has a matching gift program that requires a form from us, please mail or email the form to Britney McGhee, bmcghee@midsouthfoodbank.org. We will fill out the information required and return it to you or the address on the form.

Operation Feed is an employee campaign so, while matching gifts are greatly appreciated, they do not count toward your point total.



OPERATION FEED

May 13—July 31, 2019

Important Dates

Monday, May 13—Wednesday, July 31, 2019

The official Operation Feed Campaign Dates. Your campaign can happen any time between those dates. Register online: www.midsouthfoodbank.org/operation-feed. You must register before your campaign begins to receive information you need.

Friday, August 9, 2019

Final Success Reports and Creative Campaign Award applications are due to Mid-South Food Bank to be considered for awards. Both forms are on the website Op Feed page.

Friday, August 30, 2019, 5:30—7:00 PM

Operation Feed Finale! Hors d'oeuvres and beverages, winners and awards. Mid-South Food Bank's new facility, 3865 S. Perkins.

Mid-South Food Bank Contacts

Main Office 901-527-0841

Marcia Wells

901-405-0073

mwells@midsouthfoodbank.org



Thank you to our Operation Feed Sponsors

2018 Winners



Operation Feed began in 1991 and now provides more food and money to purchase food for thousands of nutritious meals for hungry people in the Mid-South. It is Mid-South Food Bank's largest food and funds drive of the year, helping to keep our shelves stocked during the summer, when school is out and the need for food assistance is greatest.

Thank you for helping us to change lives by eliminating hunger in the Mid-South through Operation Feed.

