Q: What is Operation Feed?

A: Operation Feed is an employee/community driven fund and food drive coordinated by Mid-South Food Bank. Each year, hundreds of businesses and organizations organize a variety of fundraising activities to provide food and funds to support families struggling to make ends meet. Operation Feed 2020 is an all virtual fund drive that will be used to purchase high nutrition value food. Operation Feed is a friendly competition between companies and organizations grouped according to the number of employees.

Q: Will there be awards for Operation Feed 2020?

A: Yes, first place in each group will receive an award! The winner will be determined by the dollar amount raised while also taking into consideration the number of employees at each company. Employees of each first-place winner will also receive a complimentary drink ticket to our 2021 signature event. The drink ticket will be distributed a week before the event takes place. However, unlike past years, only first place will receive an award to keep more of your donor dollars going towards feeding the need. Remember, since this year’s Operation Feed is all virtual, you can share your campaign with customers, friends, family members, and social media.

Groups based on the following number of employees within a company/organization:

Tier 1: 1-24 employees
Tier 2: 25-99 employees
Tier 3: 100-299 employees
Tier 4: 300-999 employees
Tier 5: 1,000-4,999 employees
Tier 6: 5,000+ employees

Q: Who benefits from Operation Feed?

A: Operation Feed helps stock the shelves of hundreds of food pantries, soup kitchens, and shelters across our 31-county service area in Tennessee, Mississippi, and Arkansas. These partner agencies depend on Mid-South Food Bank to provide healthy, nutritious food for people they help.
**Operation Feed FAQ’s continued**

**Q: How has hunger and food need changed, and how has Mid-South Food Bank responded?**

**A:** Before the COVID-19 shutdown in March 2020, the food-insecurity rate in the Mid-South stood at 17%. That means approximately 316,240 people living in our area aren’t sure when or where they’ll eat their next meal. While we continue our emergency response to COVID-19, the food-insecurity rate has gone up to 24.5%, or approximately 455,386 people, and 30% of those going hungry are children. Since March, Mid-South Food Bank has distributed 27 million pounds of food and counting making it more than a 250% increase over our 2019 distribution during the same time period.

**Q: How do we organize an Operation Feed campaign?**

**A:** Start by getting your leadership on board to support your plans and creating a strong committee. Then develop a plan that fits the unique needs and culture of your organization. Operation Feed will provide materials, ideas, and suggestions – everything you need to make your campaign a success. Online giving and monthly giving options make it convenient for your team to help hungry neighbors year-round. Use our print and digital materials along with our digital platforms to help tell the story of hunger in our community.

**Q: How can Operation Feed benefit our organization?**

**A:** Operation Feed brings coworkers together by involving each individual in an organization-wide effort. Involvement gives organizers the chance to develop leadership and project management skills. Operation Feed provides tremendous team building opportunities for your organization, both within and across departments. Coordinators also report a great morale boost from employees knowing they are making a valuable and direct impact on the community in which they live and work. Participating organizations are also recognized publicly by Mid-South Food Bank for their efforts.

**Q: Do you prefer financial or food donations?**

**A:** Financial donations have a greater impact on the Mid-South Food Bank overall, whether it’s providing food or covering our administrative costs to continue our mission. Due to efficiencies of bulk purchasing and economies of scale, for every $1.00 donated to the Food Bank, we’re able to distribute 3 nutritious meals. **Online and Monthly Giving** options allow anyone to donate by credit card or spread their pledge over the course of a year, further increasing the impact of your drive. Mid-South Food Bank will take food donations, but this year’s Operation Feed is a virtual competition only. This means food donations will not be counted towards your campaign totals.
Q: Where do we make our financial donation?

A: There are several ways to make financial contributions to your Operation Feed campaign. The easiest way is to share your organization’s campaign page, which is setup by Mid-South Food Bank upon registration. Associates can make their donations directly to Operation Feed under your organization’s campaign. All cash/coin should be converted to check and mailed to Mid-South Food Bank at 3865 S. Perkins Rd., Memphis, TN 38118. Your campaign coordinator should email community relations manager, Haley Scruggs, at hscruggs@midsouthfoodbank.org to notify Mid-South Food Bank the check has been mailed.

Q: Will check donations be included in the donation total seen on the campaign page?

A: Donations not made through your campaign page will not show up on the giving platform total. Mid-South Food Bank will post a total of all donations on the Operation Feed webpage and social media. Coordinators will also be notified of totals when your company/organization’s campaign has ended.

Q: What are campaign goals, and how will they affect our collection effort?

A: We will suggest a realistic and achievable goal for each organization, but that goal can be adjusted on request. Goals are different for each company and are determined by taking in consideration of per capita giving. Goals are designed to push each campaign to exceed prior year results. This emphasis is designed to help Mid-South Food Bank respond to increasing need and new opportunities to acquire more nutritious produce and other fresh foods.

Q: How does Operation Feed calculate the number of “meals” raised?

A: Virtual Operation Feed uses the amount of dollars raised by a campaign to determine the winner of the company in each group. You will also see a dollar amount converted into “meals” raised. This is a way to show your campaign’s impact on our community. One dollar equals to three meals, and 1.2 pounds of food is equal to one meal. Mid-South Food Bank leverages economies of scale, bulk purchasing and partnerships with grocers, food companies, and others to make sure each donation has the greatest possible impact.

Q: How can we help our associates commit to fighting hunger and meet community needs?

A: Educating associates about the need is one of the best ways to get them involved. Statistics about populations like children and senior citizens that are particularly hard-hit by hunger are especially powerful. Asking each individual personally to get involved and putting the value of even a small contribution into perspective (for example, a monthly donation of just $23 feeds a child for a year) are other ways to encourage active participation.
Q: How can we increase our engagement with Mid-South Food Bank?

A: Make the issue of hunger “real” through sharing information, or by inviting an Operation Feed speaker to address your group in a virtual meeting. Associates can also connect with us on Facebook, Twitter, Instagram, and LinkedIn. Flyers with stories, stats and other information are available on the Operation Feed webpage for you to share with your associates.

Q: Where do we take our food donations?

A: Due to safety concerns and organizations working from home, we highly encourage holding a funds only drive for Operation Feed 2020. Because some offices are closed, we will not calculate food raised into this year’s competition totals. If associates make food donations, please deliver the food to Mid-South Food Bank, 3865 South Perkins, Memphis, TN 38118, between 8:30 a.m. – 4:30 p.m., Monday – Friday. Once you arrive at the Food Bank, a staff member will help you unload, weigh your food and provide you with a poundage receipt. Collection barrels are available for pick-up.

Q: Can we schedule our food donations to be picked up?

A: Due to high demand, our trucks are unable to pick up food donations. If you have food donations, your coordinator will need to have them delivered to our warehouse, 3865 South Perkins, Memphis, TN 38118, between 8:30 a.m. – 4:30 p.m., Monday – Friday.