

*Choose from these compelling messages when crafting emails, newsletter articles, tweets, Facebook posts, or other communications to share with your associates and members:*

## **HUNGER. It's increasing, it's evident, and it's everywhere.**

- Thousands of people in central and eastern Ohio are facing hunger. They are children, elderly people, and families; they are neighbors, coworkers, and friends.
- Mid-Ohio Foodbank distributed nearly 40 million pounds of food in 2010—enabling partner agencies to provide more than 51,000 meals each day.
- Soup kitchens in Mid-Ohio Foodbank's service area serve more than 278,000 meals every month.

## **NEED REMAINS URGENT. Local pantries are faced with 142,000 requests for assistance each month.**

- More and more people—people who have played by the rules, worked all their lives, and never thought this could happen to them—are struggling just to get by.
- When bills loom and impossible decisions must be made, food dollars are often the first to be cut. Meals are skipped. Parents go without to make sure a child is fed.
- 57% of the people served have had to choose between food and utilities—30% more than just 4 years ago.
- 43% have had to choose between paying their rent or mortgage and buying food—48% more than 4 years ago.

## **UNEMPLOYMENT. Many central and eastern Ohio residents report struggling with unemployment.**

- 76% of adult clients under 65 are currently unemployed.
- 18% of those seeking assistance have been in managerial or professional jobs.
- 1 out of 5 clients are homeowners. Only 5% of clients are homeless.
- The average client household income during the previous month was \$1,000, and the average client household size is 2.8 members. The 2010 poverty level for a family of 3 was \$1,526/month.

## **SENIORS AND CHILDREN are at risk for hunger in our own neighborhoods.**

- 14% of the food requests Mid-Ohio Foodbank receives are for senior citizens.
- 39% of clients who are senior citizens—eligible for Medicare—report having to choose between paying for food and paying for medicine or medical care, just to handle expenses not covered by Medicare.
- 35% of the requests for emergency food assistance at Mid-Ohio Foodbank's network of pantries are for children.

## **OPERATION FEED is a community-wide food and funds drive coordinated by Mid-Ohio Foodbank.**

- Each year, Mid-Ohio Foodbank join forces local businesses, schools, civic groups, and individuals to raise critically needed donations in this community-wide campaign effort.
- Operation Feed stocks the shelves of hundreds of food pantries, soup kitchens and emergency shelters in central and eastern Ohio.
- Each one of these agencies depends on Operation Feed to help provide nutritious, filling food for the people they serve.
- 100% of each dollar raised through Operation Feed is used to provide food for central and eastern Ohio residents in need.
- Operation Feed raised 4.55 million meals in 2010. The goal for 2011 is **5 million meals**.

Join your neighbors, your co-workers, your faith community, your friends, and your family members to raise food and funds for those who desperately need them—***because no one should go hungry.***

