

ROOTED IN → YOU

The
campaign
to re-imagine
ending hunger



mid-ohio food
collective

foodbank | farm | farmacy | kitchen | market

Ruby's late husband was a jet engine mechanic in the Air Force. They were high school sweethearts and she misses him terribly. Ruby keeps those she cares about fed, including the foster children in her home. She transforms the vegetables she receives from the market into healthy meals made with love.



Imagine.

To support your family, you work two jobs. A nearby pantry offers fresh food, but it's only open in the morning, during your first shift. A visit would take too much time out of your day. You realize you can't afford to shop the food pantry.

Maybe you experience a sudden health crisis. Consumed by medical bills, you visit a pantry for the first time. The support gets you through the month. But it doesn't address your ongoing health issues.

Your child attends a school that offers free meals, but he feels uncomfortable asking for lunch in front of his friends.

Some weeks, you pick up fresh produce, but you have no time to turn these ingredients into meals.

Re-Imagine.

You know how complicated hunger can be. Food security is rooted in your health, your housing, your transportation, your income.

The solutions must also be **rooted in you.**

This is a campaign to tear down the barriers.
To meet customers where they are.

This is a campaign rooted in you.
A campaign to re-imagine ending hunger.

A Story of Growth

Our understanding of hunger has grown more nuanced. We have demonstrated that investing in customers' specific needs makes hunger-relief solutions more resilient.

For example, customers want to choose the foods that fit their unique needs—so we moved to a “customer-choice model.”

Because some customers cannot get to grocery stores or pantries, we launched mobile markets.

Fresh fruits and vegetables improve customers' health—so we re-engineered our system to move dramatically more fresh food. We have increased our distribution 165% since 2010.

The Mid-Ohio Food Collective has evolved over four decades of service.

Our reach has expanded to touch more families. In 2020, about 75 million pounds of groceries were distributed to more than 600,000 people in 20 Central and Eastern Ohio counties. That marks a 50% increase since 2015. For hundreds of thousands of our neighbors, dinner tables were fuller, and burdens lighter.

Our operations are more efficient. Today, \$1 invested in MOFC provides up to \$9.50 in groceries.



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Phyllis and Jim are in their late 70's, but that has hardly slowed them down. They still volunteer, help out with the grandkids, and do their own house repairs. Phyllis still chops firewood for the stove. Their biggest challenge is accessing fresh fruits and vegetables. There isn't much money left over after paying the medical bills for Jim's glaucoma treatments.



Seeding the Future

Donors have been side-by-side with MOFC at every milestone of the past 40 years. Philanthropy has pushed traditional food banking to new boundaries. Ideas that were once improbable are now changing lives because of extraordinary donors.

Now, visionary donors like you can re-imagine what hunger relief looks like in our communities. Years of data point to five major investments that will transform our work to better meet the needs of customers:

- Mid-Ohio Markets
- Data and Insights Platform
- Mid-Ohio Farm on the Hilltop
- Mid-Ohio Food Collective Facility
- Enhanced Annual Fund

For a Flourishing Mid-Ohio

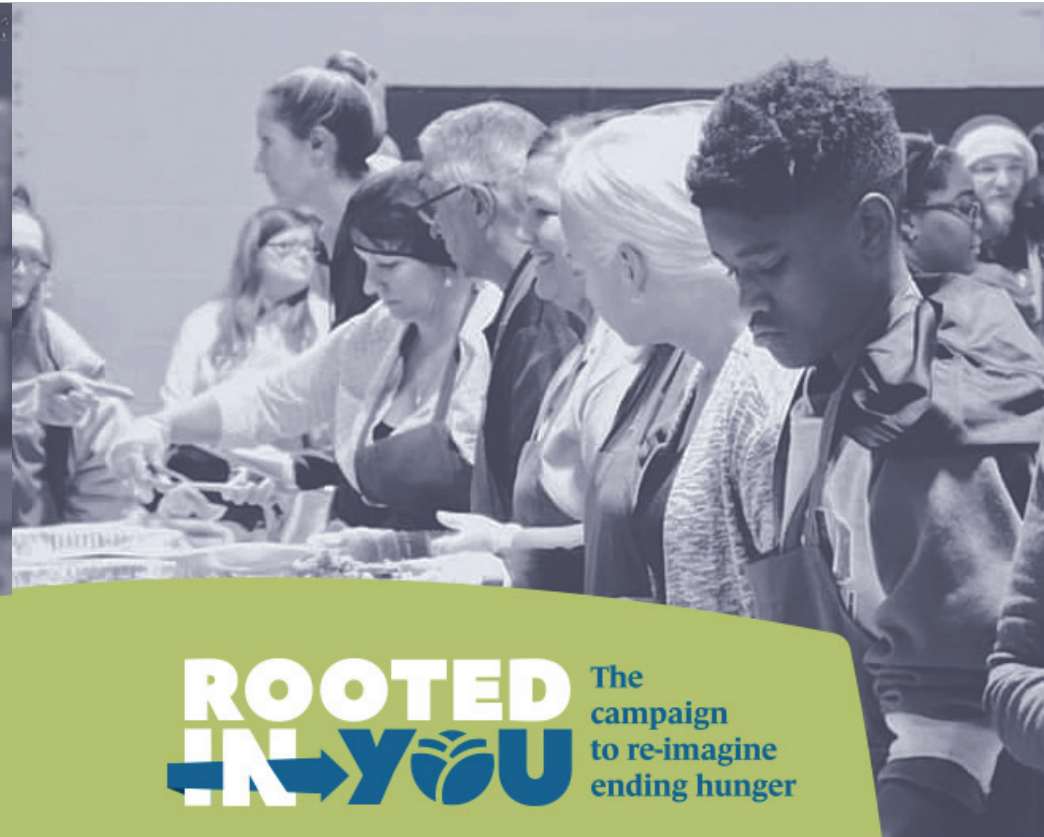
Change is **rooted in you**. And from your gift, so much will grow –

Students, who thrive at school and home, free of the worries hunger carries.

Families, who can chart a path toward food security, supported by MOFC's resources and networks.

Our neighborhoods, brought together by acts of gardening, volunteering, learning, and sharing.

The prosperity of our region, strengthened by the health and vitality of its people.



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Mid-Ohio Market: Rooted in Dignity

Imagine if food pantries mirrored the grocery store experience. Roomy aisles, attractive lighting, abundant choices.

Convenient hours. Options to order ahead and pick meals up curbside.

Imagine customers who feel welcomed. Who can secure groceries—and also connect with healthcare, housing support, job training, or childcare.

That is the future Mid-Ohio Markets will make possible.

“Our work has to matter to our hungry neighbors,” observed Matt Habash, President and CEO of the Mid-Ohio Food Collective, “or it’s not worth doing.”

Mid-Ohio Food Collective CEO Matt Habash and Cheryl Wooten, Executive Director at HEART talk shop at the “Mid-Ohio Market at HEART” grand opening.

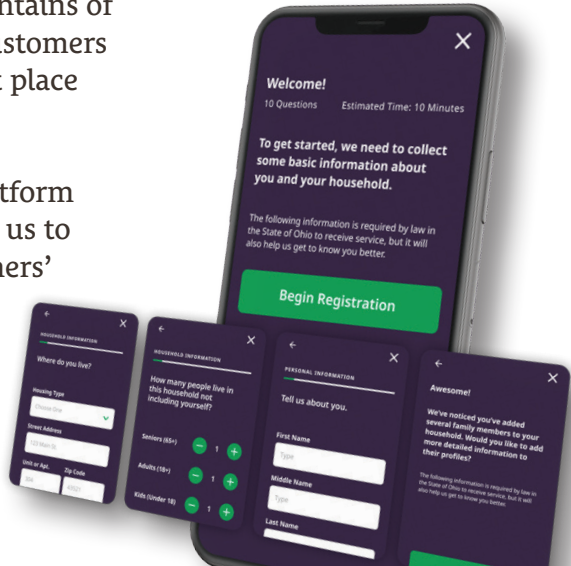


Data & Insights: Rooted in Understanding

Imagine if we could unite the endless data that exists in Ohio around hunger.

If we could combine mountains of information to provide customers the right food in the right place at the right time.

The Data and Insights Platform will do just that—helping us to better understand customers' needs and craft smarter solutions.



Volunteers and customers come together through FreshTrak at a local pantry working together to help the whole person.



Mid-Ohio Farm: Rooted in Community

Imagine transforming vacant sites into the centerpieces of our communities.

Vibrant places of growth, where neighbors tend fresh produce. Learning hubs, where families can join classes and events.

Treasured spaces that spark pride and hope.

All that—and more—will blossom at the Mid-Ohio Farm. Starting with our commitment to the Hilltop community.

“On top of educational opportunities and a place to gather, local customers are gaining more access to fresh produce grown only footsteps away.”

Row upon row of basil, spinach and lettuce are grown in verticle towers at the Mid-Ohio Farm on the Hilltop, making the most of space and resources.



Mid-Ohio Food Collective: Rooted in Innovation

Imagine the Mid-Ohio Food Collective's facility, updated for the next era in hunger relief.

A new production kitchen, where nutritious food is prepared.
A refreshed on-site pantry, where customers experience convenient, simple shopping processes.

Enhanced meeting spaces, where nonprofits share and collaborate.

The Mid-Ohio facility, with campaign investments, can be an incubator for growth and invention.



Annual Growth: Rooted in Sustainability

Imagine security for our neighbors. The knowledge that the Mid-Ohio Food Collective will always be able to provide, no matter the circumstances.

Imagine innovation, pioneering research, cutting-edge strategies. Flexible annual support is critical to the growth of the Food Collective—and the health of our community.



Rooted in Us.

You work two jobs to support your family. Fortunately, your nearby Mid-Ohio Market is open on weekends. You shop with ease and with dignity.

Perhaps your health changes suddenly. When you stop at the Market, a volunteer helps you apply for longer-term nutrition benefits. A social worker helps you pinpoint medical aid.

Your child attends a school that offers free meals, prepared at the Mid-Ohio Kitchen. He is not alone. His classmates enjoy nutritious snacks alongside him.

Hurrying between commitments, you do not have time to cook. In these hectic moments, you know you can find take-home meals.

**TOGETHER, WE CAN—AND WE WILL—
RE-IMAGINE HUNGER RELIEF
IN CENTRAL AND EASTERN OHIO.**

**THIS IS A CAMPAIGN
ROOTED IN ALL OF US.**



Rooted in Strength: Campaign Leadership

Comments from our Campaign Leadership

“Here, we are lifelong learners. We are taking cues from our customers, learning from them what needs to change, and meeting them where they live. That informs this campaign. That helps us to address the realities of hunger.”

“Ending hunger is an audacious goal—one that will require all of us. Together, we will create hunger-free, healthier communities.”

“When hunger pervades, we all pay the social and economic costs. But when there is nutritious food for everyone, we all thrive. We are so proud to be part of this important effort. Let’s re-imagine how we fight hunger.”

“Our community is a remarkable one—one that has demonstrated compassion and tenacity, time and time again. I know we can and will rise up against the demands of hunger.”

Campaign co-chairs



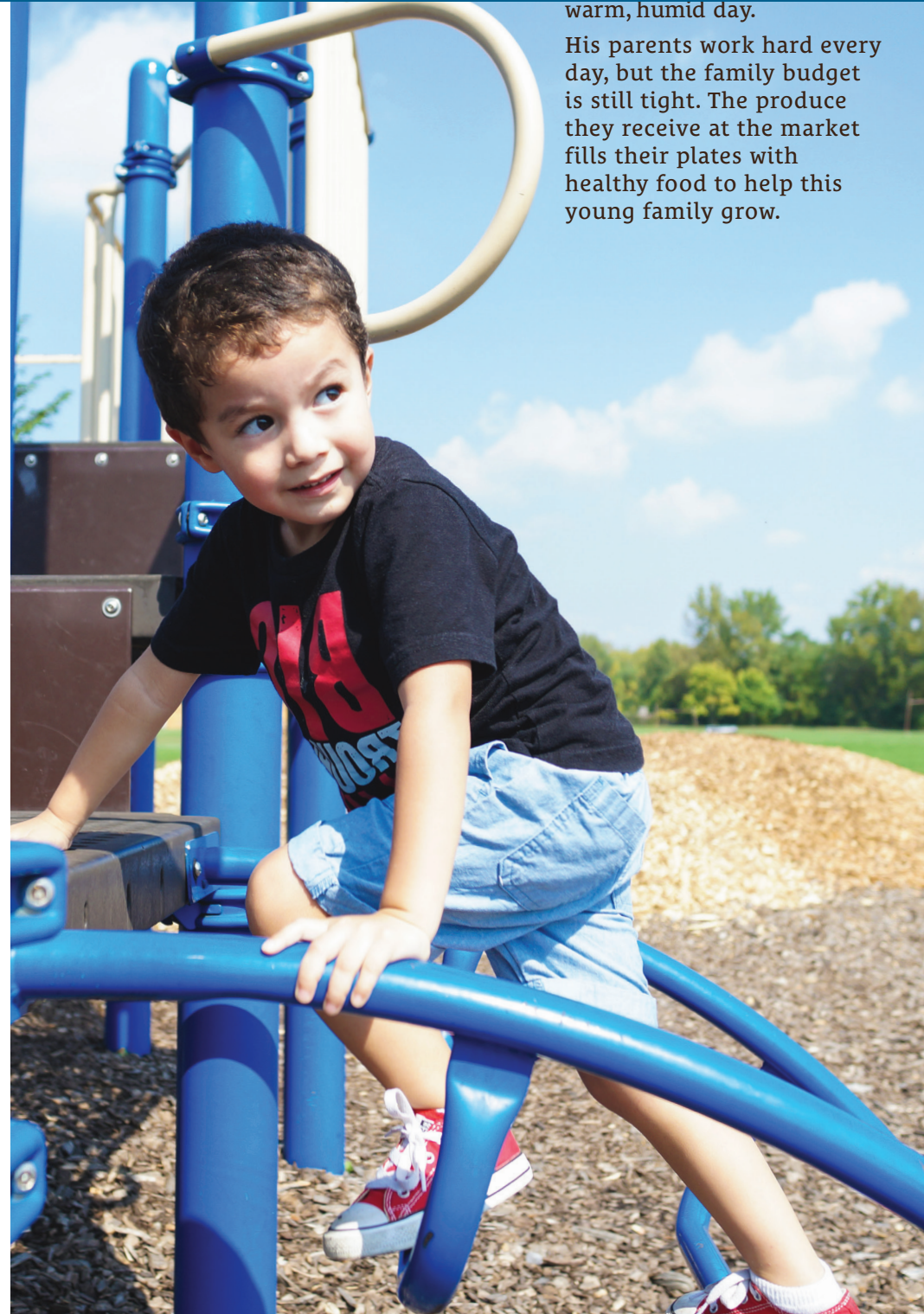
Kirt & Cindy Walker
Nationwide



Nick & Donna Akins
American Electric Power



Steve & Patti Steinour
Huntington Bank



warm, humid day.
His parents work hard every day, but the family budget is still tight. The produce they receive at the market fills their plates with healthy food to help this young family grow.



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