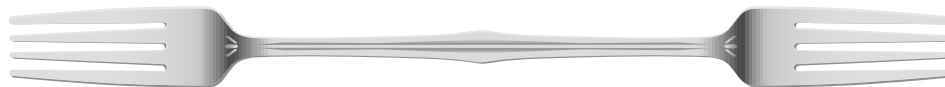


SECOND HARVEST TIMES



Delivering fresh surplus food to those in need.

TORONTO TASTE TORONTO TASTE TORONTO TASTE



Photography by Michael Kohn

Please join us on June 10th at the elegant Japanese Canadian Cultural Centre, as Second Harvest and the Daniels Corporation present Toronto Taste.

Guests will enjoy mouth-watering tastings from over 50 of the city's best restaurants, paired with enticing wines, beers and spirits. There are temptations galore in the silent auction, wine auction, raffle, and a fabulous first-ever live auction. As always, there will be great live music.

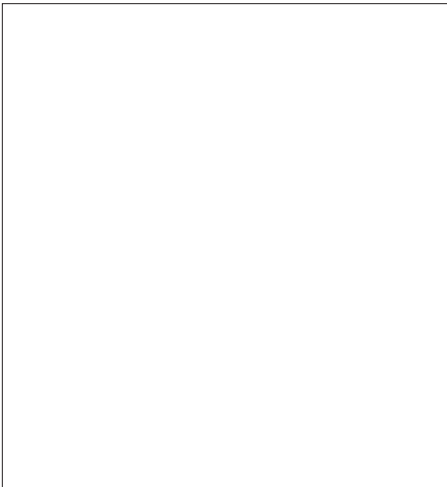
This is the 17th year for the event, which raises funds for Second Harvest's work rescuing and delivering food to those in need. Please call for your tickets today. Price for each ticket is \$225. A \$125 tax receipt per ticket will be provided.

Second Harvest's mission is to help feed hungry people by picking up and preparing excess fresh food and delivering it daily to social service agencies in Toronto. Our vision is that no one need ever go hungry in the communities we serve.

We do not rent, sell or trade our mailing lists. If you do not wish to receive our newsletter or be solicited for further donations, please contact us at 416-408-2594.

Guest editorial

Angelo Di Clemente



Angelo Di Clemente is Director of Marketing, Worldwide for SciCan Ltd.

AS CHAIR of the Lunch Money Day committee, I see this fundraising campaign as The Little Campaign that Could. When it started out 7 years ago, the event raised about \$90,000. This year, our campaign will have raised over \$300,000.

As a Second Harvest Board Member as well as a member of the Fundraising Committee, I am very proud of the growth of this program. I think the secret to its success lies in two areas: being adaptable, and increasing the number of supporters for Lunch Money Day.

We're always improving the campaign. Last year the raffle was a terrific success so this year we increased the number of tickets. We hadn't found the collections at the downtown office towers to be successful, so we decreased the number of places this year. We increased the number of subways where we collected, because those locations do work well. We used different ways to spread the word about the event, by hanging banners over the DVP and the Gardiner, for instance. We offered another way to donate on-line, through our Fill a Plate, Feed your Soul campaign.

We felt the support of the community on so many levels – kids running campaigns in schools, small companies, large corporations, people who put their toonies in the coin boxes at the subway, volunteers who came in to count money at the end of the day, people who donated on-line, and the many other people who participated.

Lunch Money Day is, like Second Harvest, a grass-roots concept. Like Second Harvest, this campaign is dependent on the generosity of the community. And, like Second Harvest, the growth potential is enormous, as the word spreads about the campaign, and the charity that it serves. I would like to take this opportunity to thank Gavan Howe and Howe Brands Communications for the incredible media campaign they executed again this

year. I really do believe that the future growth in Lunch Money Day will come from increased individual giving and corporate LMD campaigns. I encourage each of you to spread the word about Second Harvest: what we do and how we do it so that we will be able to meet the true growth potential of this important fundraising event.

I'd also like to take this opportunity to thank the Lunch Money Day Steering Committee, as well as Second Harvest staff, in particular Melanie Green, who did an outstanding job as the Manager of the event. Through her organization, tenacity, and creativity, she ran a tight ship which, in turn, resulted in collecting enough money to provide food for about 900,000 meals. We could not have achieved what we have without her.

Thank you to everyone who participated in this event. Each one of you made a choice to support Lunch Money Day, and we're grateful that you chose Second Harvest.

If you'd like to receive a copy of our Annual Report for 2005/2006, please call our office at 416-408-2594. Or, visit us online at www.secondharvest.ca/about-us and download your electronic copy.



bits pieces

PEOPLE OFTEN COMMENT TO ME, during the holiday season, that it must be a busy time of year at Second Harvest. I'm not surprised by the assumption; many businesses are busier in December than during the rest of the year.

But hunger is certainly a year-round problem, and our trucks are delivering food every day across the G.T.A. Likewise, our development and fundraising team works year-round. We just finished our Lunch Money Day campaign, and are quickly moving towards Toronto Taste.

The week before Lunch Money Day was challenging. Our email system fell apart, which meant we had no way of knowing who had received emails during that week, and more importantly, we don't know who sent us emails. I apologize profusely if you sent us an email that we didn't respond to.

In February, Second Harvest lost a good friend. Christian Gerard was the co-owner of Webfeat, the computer company that built our website and has helped us over the last 6 years with a number of website issues.

Christian was a lovely fellow, and we will miss him. He certainly encapsulated the spirit of giving back to the community.

I got a call from someone working at a food bank in St. Catherine's. They were desperately in need of food, and she was looking for help from Loblaws. I called one of my contacts at Loblaws, and she put me in touch with someone at the No Frills in St. Catherine's. They organized a food drive there, and, thankfully, the Niagara Food Bank had their problems solved.

We had a number of people ask whether the recent gas shortage was affecting our trucks. Luckily, we had subscribed to a service offered by a company called 4Refuel, which is a fuel provider which comes to our warehouse in the wee hours and fills our trucks

with diesel. It's a great service because not only does it save time for our drivers (it takes about half an hour to fill each truck) but the company gives us a rebate as well.

Support comes from so many people and so many places. As we leave behind another successful Lunch Money Day and look forward to Toronto Taste, I continue to be grateful for the generosity of our community.

Zoë Cormack Jones

Zoë Cormack Jones
Executive Director

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SECOND HARVEST LUNCH MONEY DAY™

"THOUSANDS OF PEOPLE in Toronto depend on Second Harvest's deliveries of fresh food. On Lunch Money Day, we're asking the public to donate their lunch money so that we, in turn, can continue to provide lunch – and dinner and breakfast and snacks – to those in need. Once again, Torontonians showed their overwhelming generosity," says Zoe Cormack Jones, Executive Director of Second Harvest.

In the wee hours of the morning, on the last Thursday in February, Second Harvest volunteers spread out over the TTC system to collect money for Lunch Money Day. The day started off well, with students from St. Michael's Choir School and St. Clements as well as dozens of other volunteers asking for donations from the public.

At lunch time, as corporations and schools ran campaigns, there were fun fundraising events going on throughout the city. Calphalon Culinary Center offered a delicious 3-course pasta lunch for a minimum donation



of \$5. They also sold raffle tickets and did an office campaign, which raised over \$1500.

Starbucks donated a dollar from every sandwich or salad sold on Lunch Money Day, resulting in a collection of over \$3000. Staff at Starbucks' head office raised an additional \$1748.

Volunteers from the Centre for Opportunities, Respect and Empowerment (C.O.R.E.), which is an agency which receives Second Harvest's food, proudly collected money for Lunch Money Day at Metro Hall. This is the XX year that C.O.R.E.'s clients have collected money for Second Harvest.

This year's "Big Three" were: Scotiabank, which raised over \$33,000, Worker's Safety Insurance Board, which raised about \$23,000, and Rogers, which in addition to their sponsorship and their media support, raised approximately \$20,000.

New superstars in the corporate field include Cadillac Fairview, Paliare Roland Rosenberg Rothstein LLP, Ministry of Community and Social Services, Upper Canada Child Care, Toronto Parking Authority, and Inergi. Each of them raised well over 20% more this year than they had last year, and combined, they raised \$17,115.

The Presenting Sponsor was McKenzie Financial Charitable Foundation, a registered Canadian charity, managed entirely by volunteers who are employees of the Mackenzie Group of Companies. Mackenzie Investments was founded in 1967 and is a leading investment management firm providing investment advisory and related services.

The Charitable Foundation's objective is to further Mackenzie's leadership among Canadian companies in community involvement and charitable giving, and to provide their employees with opportunities to become more involved in the community.

Second Harvest had been receiving donations from Mackenzie for the last 3 years, but this year, the charitable foundation wanted to increase its support of Second Harvest. Interestingly, employees of the organization make the decision on which charities they want to support, and Second Harvest was fortunate to have such strong backing from Mackenzie.



In addition to providing funding as the Presenting Sponsor, employees raised almost \$6000, which included a corporate match. When Second Harvest was permitted to publicize Lunch Money Day at the Air Canada Centre, Mackenzie improved the exposure by securing advertising space that evening on the Jumbotron.

All four of last year's supporting sponsors returned this year: **Rogers, McCain, Maple Leaf, and Swanson.**

Rogers once again provided outstanding support at every level, first as a financial sponsor, then by producing public service announcements which were aired on Rogers radio stations, (680news, Fan590 and CHFI) providing advertising space on Chatelaine and Today's Parent's e-newsletters, and by their incredible employee campaign, which raised over \$21,500. Led by Laura Colpitts and Shireen Fabing, Rogers employees were asked for donations in numerous ways: they could buy a cookbook with more than 200 recipes submitted by Rogers employees, they could buy raffle tickets, they could buy the Lunch Money Day special in the cafeteria with one dollar from each special going to LMD, they could buy a bag of popcorn for \$1, or just donate their change.

Celebrities Aaron Hill of the Blue Jays, Chefs David Rocco and Rob Rainford and Mayor David Miller recorded public service announcements for us. Mayor Miller declared February 22nd officially as Lunch Money Day.

Maple Leaf and Swanson employees also ran Lunch Money Day campaigns, in addition to their \$15,000 sponsorship of the event.

Who were the lucky winners?

Raffle winners were: First prize: Barb Klein
Second prize: Donna Sutton Third prize: Ana Tobias Fourth prize: Kathy and Rae Rotchell
On-line contest winners were: First prize: Laurie Gregory Second prize: Pene Gerber Third prize: Amber Palmer, David Reid, Deb Myles, Jamillah

Ross, John Fischer, Laura Reid, Martin Wuori, Meta Packer, Roland Korn, Sarah Cheng

Where would we be without our volunteers?

The success of Lunch Money Day depends on the generosity of the community, particularly the volunteers who run campaigns in their offices or schools, those who serve on the Lunch Money Day steering committee, those who collect at the subways and office towers, those who come into the office regularly to answer phones and send out boxes of posters and collection cans, those who count money after the event finishes, and those who are willing to do anything that needs to be done!



Food Donor profile

SINCE 1929, The Fairmont Royal York hotel has catered to Hollywood celebrities, religious dignitaries and the British royals. As a Toronto landmark and a cultural icon, this hotel plays a vital role in this city.

The Royal York has been joining forces with Second Harvest in the fight against hunger for over 20 years. Every day, Monday to Friday at 11:30 a.m., the hotel offers Second Harvest their delicious muffins, danishes and croissants. "They are very generous and very helpful," says Blayne Walker, Second Harvest Driver. "Their pastries never stay on the truck very long – everybody wants them." These sweet treats are particularly popular with



drop-in centres and breakfast programs and have added up to almost 400,000 pounds in donated food since 1986.

Kitchen Coordinator Leanne Harrison is also a member of The Royal York's Green Team. Every Fairmont property has a Green Team which is comprised of one member from each hotel department who meet once a month to discuss their thoughts, ideas and

challenges in following the "3 R's" – Reduce, Reuse, and Recycle. Leanne appreciates that Second Harvest is not only helping feed hungry people in our city but is also making strides in protecting our environment. "We're taking what would otherwise go to waste and putting it to good use," explains Leanne. "You're helping other people and the environment."

The Fairmont Royal York's generosity was extended beyond food when they donated their event space for a Second Harvest Agency Conference. This was a rare pleasure for agency representatives who work on the front lines of hunger every day.

Agency profile

Sistering

IN TORONTO'S WEST END, Sistering has been addressing the needs of homeless, under-housed and low-income women for over 25 years. A community-based agency, Sistering continues to offer shelter, support and wholesome meals for women living in poverty and isolation.

After two moves in three years, Sistering has finally found a home for their Drop-In centre near Bloor and Dovercourt where they provide services such as health care, therapy, workshops, and crisis intervention. With this location and their Outreach Program located near Queen and Dufferin, Sistering has helped over 4,400 women, an increase of over 20% from the previous year.

Since October of 2005, Carol Gray has been preparing hot and wholesome breakfasts and lunches for approximately 140 women every day. With interesting Second Harvest deliveries like pomegranate and purple cauliflower, Carol is able to provide the



Cutting the ribbon for the new home of Sistering

women of Sistering with well-balanced and culturally diverse meals. "I love Second Harvest," says Carol, "I'm picky about the food I use and Second Harvest is a big help." Second Harvest has been delivering fresh surplus food to Sistering for over 15 years.

Carol hopes to provide the women of Sistering with much more than food someday. She would like to start a training program

where women can learn how to cook and prepare food for other agencies. "It takes commitment and skill to provide good and healthy meals," Carol says. "I'd like to pass on some of my knowledge to those who need it."

The Big Event

WHAT IS THE BEST WAY for children to learn? Most experts talk about experiential learning, which is learning through experience, and that is how the students at Humewood Community Public School learned about Second Harvest.

Enrichment Clusters is a program established and run by parents at the school. Parents taught small groups of children about their area of expertise, with subjects ranging from TV News Production to Clay to Charity. The six-week cluster on charity, titled The Big Event, taught 9 students how to run a fundraising campaign, starting with learning

about the charity, choosing a way to raise money, (which in this case, involved selling orange "End Hunger" rings), marketing the rings through posters and announcements, seeking incentive prizes from neighbourhood businesses, and finally, selling the rings. With prizes donated by Pain Perdu, Patachou, Playful Minds, and Starbucks, students sold the rings for \$2, raising over \$300 for Second Harvest.

The students in the cluster not only learned about Second Harvest, but they were able to spread the word to the rest of the school about the charity. As one student in

the group said, "I didn't know fundraising could be so much fun!"



The Daniels Corporation in Regent Park

WITH A STRONG BELIEF that every person has a right to food, clothing and shelter, the Daniels Corporation is stepping up to the plate as Presenting Sponsor of Toronto Taste. This is the 12th year of support for Second Harvest's gala fundraising event, and as Second Harvest's Executive Director Zoë Cormack Jones says, "The Daniels Corporation is the ideal partner for Second Harvest. Not only do they offer on-going support for Toronto Taste, but they are there for us in many other ways, too."

The Daniels Corporation recently sponsored Peter Pan, a dinner-theatre production. The play was put on by the students at Regent Park/Duke of York school, and raised money for both Second Harvest and the school. Daniels has shown a keen interest in improving the Regent Park area.

Currently home to about 7,500 people, Regent Park is Canada's largest and oldest publicly funded community. Built more than 50 years ago, it is showing its age. Buildings are deteriorating, public spaces were poorly designed for today's urban environment and

there are few facilities to celebrate the community's spirit.

Martin Blake, the Vice-President of Project Implementation for the Daniels Corporation, is excited about the plan for the future of Regent Park. "The Daniels Corporation is currently building over 700 new suites for Phase 1, which will be a combination of rental units and market units. Like the St. Lawrence neighbourhood, there will be a good socio-economic mix to the area."

The revitalization project will also improve the area in other ways: there will be a number of new nationally branded commercial operations – a 30,000 square foot grocery store, a bank, and a coffee shop.

Blake continues by explaining more of the changes. "Previously, the Garden City design was isolating, without streets to connect Regent Park to the surrounding community. We're re-introducing streets, which will give Regent Park more of a neighbourhood feel."

The new buildings, which are being designed by various architects including Architects Alliance, will be applying to receive

the prestigious LEED Gold designation, which is a first in Canada. This designation is granted to only the highest standard of environmentally-friendly design. Construction has already begun in the area, with a target date for occupancy in 2008/2009.

Second Harvest is proud of the work that The Daniels Corporation continues to do to make Toronto a better, healthier city.



Martin Blake distributes "goodie bags" to the Peter Pan cast.

An Escape to Never Neverland

ON THURSDAY, MARCH 8th, over 200 guests escaped to Never Neverland through the remarkable talents of the Regent Park/Duke of York Public School students, who put on the play to raise money for the school and for Second Harvest. For those guests who were lucky enough to attend, it was truly a heart-warming evening.

Second Harvest would like to thank the fantastic ensemble cast Mustafa, Fahima, Ricky, Tanvir, Wagdi, Subbir, Thivyaa, Nithieasaan, Faisal, Fatima, Vithusanaa, Bharath, Thinoba, Kobisan & Vinusan, and of course Producer Neil Sorbie and Director Jason Fisher.

The Daniels Corporation was the Presenting Sponsor, and Il Fornello

Restaurants provided a delicious and generous dinner. So generous, in fact, that Second Harvest staff took the surplus pasta to the Good Shepard Centre, where it fed about 60 people.

Proceeds from the ticket sales will support Second Harvest, while proceeds from the Silent and Live Auctions, which raised over \$3000, will support the school.

Feeling inspired by the students at Regent Park/Duke of York school? Why not put on your own event for Second Harvest... a bar-b-q... a soccer tournament... a movie night... a yard sale... a chocolate tasting... the ideas are limitless! Please call Marnie at 416-408-2594.



Peter Pan photography by Tony Mihok

Food for Thought

SECOND HARVEST delivers food to 240 social service programs in the Greater Toronto Area. Many of these programs, if they were plotted on a map, would fall into a U shape, which runs from the north west part of the city, down through to the lakeshore, and then up on the east side through Scarborough.

An ironic contrast to the “U” of poverty is the “U” in a supermarket. In most supermarkets, the more expensive items are found on the perimeter of the store – the fresh produce, the meat and fish, the dairy items. It is these very items that Second Harvest picks up each day from grocery stores and other food donors, and then delivers to those in need living in the “U” of our city.

Every day, the milk, chicken, broccoli and carrots are welcomed by waiting volunteers at each of the social service agencies.

Recently, one of those volunteers at Braeburn Community Centre, a facility in Rexdale, commented to a Second Harvest staff member, “We’ve seen such a difference in the health of our community since you started delivering food here. People aren’t getting sick as often, and I’m sure it’s because they’re getting good food in their bellies.”

The food that Second Harvest delivers does so much more than fill a belly. It means a teenager can focus on his school work. It means that a single mother earning low wages doesn’t miss a pay cheque because of

sick days. It means that a small child has the energy to run and play, as every child should.

There is one more “U” in this story. It is “you” and people like you who help bring it all together to get that food delivered to the front line agencies. You are the food donors, the financial donors, and the volunteers. Second Harvest couldn’t do it without you.

For many people, grocery shopping is not a big deal, whether they are shopping in the “U” of the store, or the aisles. But for thousands of others, they are grateful when the Second Harvest truck arrives with fresh, wholesome food. That food is changing – and improving – their lives.



1450 Lodestar Road, Unit 18, Toronto, Ontario M3J 3C1

If undeliverable within 5 days, please return.





TICKET PURCHASE

Yes, I would like to purchase _____ ticket(s) at \$225 each

I cannot attend, but would like to donate \$ _____

Name: _____

Address: _____

City / Town: _____ Postal Code: _____

Business Phone: _____ Home Phone: _____

Fax: _____ Email Address: _____

Name to Appear on Tax Receipt: _____

Please charge my: Visa Mastercard American Express

Cardholder Name: _____

Account Number: _____ Expiry Date: _____

Signature: _____

Second Harvest Times – April 2007

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