



SECOND HARVEST TIMES SPRING 2009

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Toronto Taste – Pairing Cuisine & Compassion



PICTURE YOURSELF enjoying a summer evening in the Village of Yorkville Park (Cumberland St. & Bellair St.) enjoying inventive cuisine prepared by over 30 of the city's top chefs. Now imagine helping others in need at the same time. By purchasing a ticket to Toronto Taste you will help Second Harvest deliver 250 meals to those in need.

Now celebrating its 19th anniversary, Toronto Taste is not only the premier culinary event of the year but also one of the largest fundraisers for Second Harvest. This event nets over \$250,000

which we then turn into over 500,000 meals for those who are hungry here in our city.

The Daniels Corporation returns as Presenting Sponsor for the 14th year in a row. Without the continued support of sponsors like Daniels this event would not be possible.

Of course at the centre of Toronto Taste are the chefs and beverage providers themselves. Not only do they donate their time on a Sunday evening to support us, but they also provide all the food and drinks for over 1,000 guests! Just a few of the restaurants you will sample from this year include Jamie Kennedy Kitchens, Nota Bene, Scaramouche, North 44, Bymark, and One.

We've put together a handful of fabulous experience packages for the live auction and once again the wine auction will feature impressive, distinct bottles from around the world.

New this year – the Toronto Taste online auction. Now you don't have to wait for the day of the event to bid on fabulous prizes like restaurant gift certificates, resort packages, culinary gifts and more! Access the online auction by visiting torontotaste.ca, browse the available prizes and start bidding.

Returning as Host for the evening is Carlo Rota, of CBC's Little Mosque on the Prairie, along with entertainment by blues and jazz great Jackie Richardson. Jackie will be performing a special tribute along with the Regent Park School of Music Choir.

Please join us as we come together in celebration of food and philanthropy. On June 14th we will raise enough money to feed over 500,000 people in need. Tickets are \$225 each (with a tax receipt issued for \$125) and are available for purchase at torontotaste.ca or by calling 416.408.2594. We look forward to celebrating with you!



Guest editorial

Josh Wingrove

AGENCY LOOKS FOR NEW SUPPORT AS RECESSION BOOSTS DEMAND

STEPHEN FAUL'S first few months on the job have been anything but dull. Since taking over as Executive Director of Second Harvest, Stephen and his team have worked within the confines of the global recession, which has begun to hit home. In the Toronto area, those affected by layoffs and job shortages have now been turning to Toronto-area agencies for help – including those that, in turn, rely on Second Harvest.

The trickle-up effect has left Second Harvest with a long waiting list that continues to grow. Although every effort is made to add new agencies, it is a balancing act to help serve the increasing demand among current clients. "We're doing our best to meet the demand," said Stephen, noting the agency delivered six million pounds of food in 2008. "We're certainly paying attention to the increased need."

Food donations are up slightly so far this year, although cash donations are down. Some of that can be attributed to the timing of fundraising events, but "some of it is definitely due to the economy. We know that for a fact." (In a spot of good news, preliminary counts suggest Second Harvest's Lunch Money Day fundraiser in February will hit its \$410,000 target.)

But as food donations hold steady, demand is up between 15 and 25 per cent at some agencies, while others are turning to Second Harvest for the first time. "Our waiting list is full," Agency Relations Coordinator Beverley Bird said. "We will wait to see if our food donations go up and we are also monitoring the big increases at some of our member programs."

The economy has also forced Second Harvest to further tighten the in-house purse strings. "We never want to spend a lot, but right now we're being particularly conscious," Stephen said.

But amidst the downturn, there may be a silver lining of opportunity for

Second Harvest, which will look to boost its individual donor base. The agency, compared to a typical model, relies disproportionately highly on donations from corporations and disproportionately less on those from individuals. Big donations tend to be the first to be cut or reduced in a recession, and Second Harvest needs a larger, dedicated core group of individual donors to support its efforts in lean times.

This year, at a time when people are acutely aware of the plight of the less-fortunate, Second Harvest will look to spread the word and find new support. "This is a 24-year-old organization. There have been down-times before, and undoubtedly there will be down-times again," he said. "I think it might be good for the people of Toronto to know that there are lots of organizations, Second Harvest chief among them, who are really working hard to help those people who, through no fault of their own, need some help."

Josh Wingrove is a Toronto-based writer and Second Harvest volunteer.



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Stephen Faul... Food for Thought



MANY THANKS to the people of Toronto for their generous support of Second Harvest's Lunch Money Day. Given our economy, I wondered how people would respond when we, among other things, stood at subway stops asking for donations. It was an amazing experience – thousands of people dug into their pockets for loonies, toonies and more.

Not everyone knew what Second Harvest was all about, but when we told them that the proceeds from the day would provide more than 800,000 meals for people right here in our community they were happy to dig deep. We raised

nearly \$40,000 in the subways this year – an increase over last year and almost 10% of the Lunch Money Day total goal.

We also had great support from corporations, schools and individuals and we had significant interest from the media. There are too many people to thank here individually but let me say to all of those who took part – thank you – you have made an enormous difference in the lives of thousands of hungry people and proven that, despite the poor economy, Toronto is a city full of caring and generous people.

Stephen Faul is the Executive Director of Second Harvest

Volunteers of the Year

On a beautiful spring night in April we held our annual Volunteer & Donor Recognition event to thank everyone for their unwavering support. St. Andrew's Church was kind enough to lend us the beautiful space, while many businesses stepped up and contributed with in-kind donations, including Sodexo who provided the delicious food and Churchill Cellars who provided the wine for the evening.

The night began with an exciting, unexpected announcement from the Sprott Foundation who doubled their financial support to Second Harvest and committed to a significant pledge for the next 2 years! What a way to kick off the evening and lift our spirits!

We'd like to thank every single one of our volunteers and donors for their continued support. Special congratulations goes out to our 2009 award winners: Alexander Radovac and Elliot Steele.

While not granted this year, we have another very important award – the Ian

Lawson Van Toch Outstanding Young Volunteer Award. This award honours the memory of Ian Lawson Van Toch – a past volunteer with Second Harvest who tragically passed away far too early. We have chosen to reserve this award for only the most exceptional young individuals who truly go above the call of duty and demonstrate a strong sense of community, of which Ian set such a fine example.

Alexander Radovac, (centre) Outstanding Operations Volunteer of the Year



Elliot Steele, (centre) Outstanding Office Volunteer of the Year

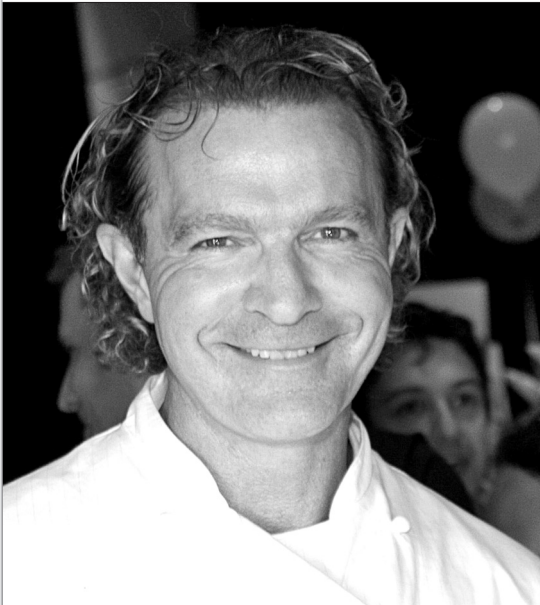


I was deeply touched when I was told I was the recipient of the 2009 Office Volunteer of the year, because it was being given to me by people I consider myself to be fortunate enough to work with. Second Harvest is an organization who's goal that I connect with. The work that is done is admirable and has a real impact on the day to day life in our city.

I am honoured to have received this award and look forward to my continued involvement in Second Harvest.

– Elliot Steele

Q & A with Mark McEwan



We recently had the pleasure of sitting down with Mark McEwan – celebrity chef, owner of North 44, Bymark, One, the soon-to-open grocery store *mcewan* and star of The Food Network's *The Heat*. Mark is also a long-standing supporter of Second Harvest.

SH: You've been participating in Toronto Taste since the very start, almost 19 years ago. How did you first get involved with the event?

MM: I came to be part of Toronto Taste through my friend Bonnie Stern and I've been supporting Second Harvest ever since.

SH: Why commit your time to this cause?

MM: It's hard to believe that some kids come home with no food, that there are elderly people who can't afford to eat dinner, but it happens all the time in Toronto. It's not something you really think about. You go about your day and it doesn't really dawn on you until someone like Second Harvest comes along to remind you.

SH: Why do you continue to participate in this food event?

MM: This is a great event because not only do I get to interact with all the guests, but it's also one of the few times that all the chefs get together, have a couple drinks at the end of the night and talk. There will be lots to talk about this year.

SH: What is the most challenging part of the event?

MM: Ah, ha. Cooking for over 1,000 people and making it special. Entertaining guests while incorporating them into the cooking process. I love cooking and I love preparing food with the guests right there.

SH: What feeling do you hope to leave with guests?

MM: Goodwill, connect them to the food and the great cause. Hopefully through the food we've shown them something memorable. You're only as good as your last meal.

SH: Who's chef table are you looking forward to stopping by yourself?

MM: There are so many great ones at Toronto Taste, but I'm looking forward to visiting the table of Keith Froggett from Scaramouche – excellent chef.

SH: Lastly, what message would you like to pass on to readers?

MM: I'd just like to say that Toronto Taste is the most important event of the year in this city. Great cause, easy to understand and the organization spends the dollars very effectively.

Calling All Volunteers!



WE NEED YOUR HELP to make Toronto Taste happen. Help us fundraise so we can continue to feed the hungry.

Volunteer opportunities include event set up, preparing gift bags, assisting with the auctions, greeting guests, event take-down and more! Visit torontotaste.ca for the full list of opportunities.

If you are interested in volunteering at Toronto Taste please contact Nicole Light, Volunteer Program Coordinator at nicolel@secondharvest.ca or 416.408.2594.



Agency Profile

St Ann's Food Bank

OPERATING A FOOD BANK in one of the city's poorest parishes requires a huge commitment, something that Carlos Carreiro has plenty of. With the help of his wife and about 30 volunteers, Carlos has been running St. Ann's Food Bank out of St. Ann's Church in Riverdale since it opened four years ago. This January it was one of six agencies to come off Second Harvest's waiting list.

Serving up to 100 local residents every Saturday morning, 60% of its clientele is comprised of males aged 40 to 60, with 40% representing females and a few families.

"When Second Harvest came along it made a huge difference for us," says Carlos. "Suddenly we had all these fresh vegetables that we never had before. Sometimes we get unfamiliar items, but it all goes!"

Carlos also credits Second Harvest with brokering milk and juice donations from Bridgepoint Health twice a week, which allows St. Ann's to divert its funds to purchasing other needed items like cereals and pasta.



St. Ann's Parish donates space and kitchen services to the food bank.

St. Ann's is more than a food bank, it's also a welcoming place for recipients to enjoy a snack with each other while waiting their turn to be served. The snack area is set up with freshly baked breads and muffins donated by Sherwood Market, plus coffee and juice.

Volunteers arrive early to sort dry goods into milk crates, based on single or double needs. Perishable foods that were delivered by Second Harvest the previous day are arranged on tables, and clients can fill another larger crate with milk, fruit, juice and vegetables. All food is carefully balanced so there's enough for everyone.

"We go through roughly 7,000 lbs of food a week, with almost half of it coming from Second Harvest," says Carlos. Milk is always in high demand, followed by meat, pasta, cereal, canned pork and beans, and peanut butter. The fresh produce continues to be very popular.

Since January, St. Ann's numbers have gone up about 10%. On a brighter note, Carlos says that even though times are tough, people are donating more. The food bank recently received more storage space from the church, another fridge and money from the sale of an older fridge.

Carlos clearly enjoys volunteering, saying it becomes routine so you don't think about it, you just do it. Anyone interested in helping out on Saturday mornings at St. Ann's

Food Bank is welcome to call him at 416-277-4253.



Carlos Carreiro organizes volunteers to fill the crates every Saturday.

Lunch Money Day – Adding up to One Big Success

A Message from the Lunch Money Day Chair – Angelo Di Clemente



I AM NOT SURPRISED in the least by the results that we will achieve with this year's Lunch Money Day campaign, presented by the Mackenzie Financial Charitable Foundation. All of the hard work that went into the 2009 LMD campaign could not have led to anything other than success. This year's results will be the best ever as we are confident we will meet our goal of \$410,000!

As the Chair of the LMD campaign I was very fortunate to be surrounded by the hardest working, dedicated and committed Second Harvest staff ever. The truth is that the results achieved could not have been possible without the incredible effort put forth by the staff at Second Harvest. Sue Anderson,

Nancy Hall, Tonia Krauser, Nicole Light, Jordan Mlynek, Gillian Chin-Sang, Debra Hubner, Zoë Cormack Jones and Stephen Faul went over and above the call of duty in their efforts to make this year's campaign an outstanding success.

The Lunch Money Day Steering Committee members comprising of Amy Byers, Manulife, Ann Mitchell, TD Bank Financial, Jennifer Dalgado, TD Bank Financial, Michael Strait, Telmetrics Inc., Nadine Segal, Toronto District School Board, Kevin Gerber, Mackenzie Financial Corporation, Stephanie Wright, Scotia Capital Inc., and Thea Shaw, Maple Leaf provided the input and direction necessary for us to meet our 2009 goal.

I would also like to thank Anne Mitchell at TD Bank Financial, Kate Johnston at ING Direct, Stephanie Wright at Scotia Capital Inc. and Kevin Gerber at Mackenzie Financial for their efforts in making their respective company campaigns an excellent success. They collectively raised over \$110,000. Incredible!

This year's success is even more amazing considering the existing poor economic condition. Torontonians really came through for us.



Here are just a few highlights:

- 263 companies and schools ran campaigns
- Consumers could support Second Harvest through purchases at the Calphalon Centre, Sobeys's, Starbucks and the Second City
- TTC riders donated nearly \$40,000
- TD Bank Financial Group ran the largest campaign to date, raising over \$50,000

Thank you and well done everyone!

Angelo DiClemente



Food Donor

Profile

ALONGSIDE THE FOOD MANUFACTURERS, distributors, retail stores and other food donors in the GTA, the increasingly trendy practice of urban farming has become an extraordinary addition to Second Harvest's food support.

Since November of 2007, an indoor urban organic sprouts farm by the name of Toronto Sprouts has donated over 5,000 pounds of heart-healthy sprouts to Second Harvest.

Toronto Sprouts supplies sprouts and wheat grass to many produce retailers across the GTA as well as several of the city's top restaurants and juice bars, including Booster Juice and Jugo. They also sell their sprouts and wheatgrass directly and even offer sprouting classes at their farm location on Bathurst St, just south of Bloor.

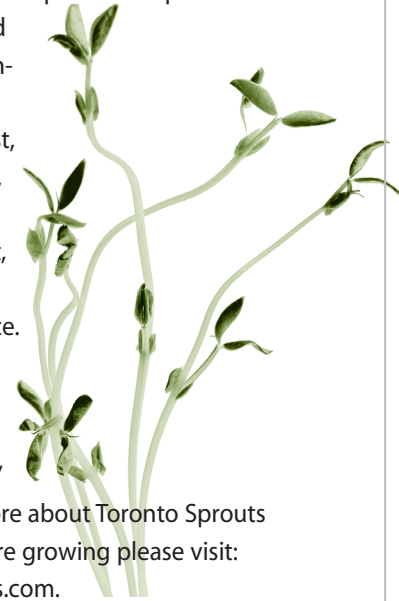


Toronto Sprout's Owner and Director of Operations, Marie Larsson, has been growing sprouts for health and healing purposes for over 11 years. Since opening Toronto Sprouts in 2006, Marie now incorporates more mainstream concepts into her business, such as growing local organic food and inspiring others to participate in urban farming. Coupled with Toronto Sprouts' green mantra, the business also wanted to contribute to its community by donating its surplus sprouts to Second Harvest. Rather than composting the sprouts that were not

sold or used in a reasonable time, Toronto Sprouts now calls Second Harvest approximately once a week to arrange a pick-up of the surplus.

When asked why she continues to support Second Harvest, Marie explains, "It is Second Harvest's heart, vision, and amazing service. I want to contribute to this service as much as I can."

To learn more about Toronto Sprouts and how they're growing please visit: torontosprouts.com.



New Truck,

AFTER MANY, MANY KILOMETRES of delivering food to the hungry we've had to retire one of our well-used trucks. A million thanks to the Morrison Foundation for their very generous donation of our brand new replacement truck. In the first 2 weeks of operation it has already travelled 670 km!

New Donors

We recently sent out a letter to a list of prospective donors who have never donated to us before, introducing them to Second Harvest. The results have truly been incredible and we'd like to thank those new donors for joining us in the fight against hunger.



Thank you for subscribing to Second Harvest Times.

COMING UP AT SECOND HARVEST:

Sunday, June 7th

- **Community Fun Day** – Fort York Historic Park.
*Enjoy a day of fun and entertainment for the whole family.
Stop by the Second Harvest table.*

Sunday, June 14th

- **Second Harvest's Toronto Taste** – Village of Yorkville Park (Cumberland St. & Bellair St.) *See inside for details.*

Tuesday, June 16th

- **Sip & Savour Ontario:** Ontario's Finest VQA Wine & Food Pairings – Fermenting Cellar, Distillery Historic District
A portion of proceeds will benefit Second Harvest.

Saturday, June 20th

- Second annual **Big on Bloor Festival** – Bloor Street West
Celebrate local community, business, arts, culture and drop by the Second Harvest table.

Sunday, September 27th

- **Scotiabank Toronto Waterfront Marathon**
Sign up now to run or walk in support of Second Harvest.

Visit secondharvest.ca or call 416-408-2594 for more information on these events.

OUR MISSION

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

That no one need ever go hungry in the communities we serve.

Your privacy is protected. Second Harvest does not rent, sell or share personal information.



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