



SECOND HARVEST TIMES      SUMMER 2009

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## Sodexo & Second Harvest – 10 Years of Feeding Our Future



*Second Harvest driver Adam Gilbert delivers lunches to a camp.*

DURING THE SCHOOL YEAR thousands of hungry children in Toronto rely on school breakfast and lunch programs. For many of these same children, the end of the school year can mean hunger and malnutrition. But through a partnership created in 2000 between Second Harvest and the Sodexo Foundation, these children are assured that they will receive a nutritious lunch during the summer months through the Feeding Our Future program.

This summer, Feeding Our Future will provide close to 30,000 lunches. The delivery of these lunches would not be possible without the generosity of the program's primary financial donor, the Geoffrey H. Wood Foundation. Since 2005, the Foundation has provided Second Harvest with the funding to deliver about 100,000 Feeding Our Future lunches to kids in Toronto. Without the partnership of Geoffrey

H. Wood Foundation, the program's supporting donor TELUS, and the Sodexo Foundation, hundreds of kids would go without this summer.

Throughout the months of July and August, volunteers – many of them Sodexo employees – prepare some 600 to 900 lunches on weekdays at the University of Toronto's Trinity College kitchen. Second Harvest driver Adam Gilbert then picks these lunches up early the next morning, and distributes them to 13 day camps before noon. This ensures that children who get subsidized lunches during the school year also receive at least one nutritious meal a day while attending summer camp. Learn more about a Feeding Our Future recipient, the Cabbagetown Youth Centre camp, on page 6.



*Above: Nutritious, healthy snacks are provided by Sodexo and their partner donors.*

*Below: Children from camps attend the Feeding Our Future BBQ in July.*



# Stephen Faul... *Food for Thought*



Stephen Faul,  
Executive Director at Toronto Taste 2009

IT'S BEEN EIGHT MONTHS since I joined Second Harvest and from my point of view it has been an intense and satisfying experience. We've had an excellent Turkey Drive, the best ever Lunch Money Day and have celebrated Toronto Taste right in the heart of the city. And far from resting up over the summer, we are busy creating our next three-year strategic plan and are looking ahead to our 25<sup>th</sup> anniversary in 2010. (I was amazed to learn that since we began, Second Harvest has collected more than 60 million pounds of food!)

Personal highlights for me are the days I have been able to spend on our trucks and our recent Agency Workshop. Riding one of our trucks as a driver's assistant is a great opportunity to see Second Harvest in action. One minute you're at a grocery store's loading dock and the next you're helping to unload the food at one of our agencies. It is a fascinating look at parts of the city you might not ordinarily see. We are always looking for volunteer driver's assistants – if you are interested just call the office and ask for our Volunteer Program Coordinator, Nicole Light.

The Agency Workshop, conducted in partnership with the Daily Bread Food Bank and North York Harvest Food Bank, is an opportunity to provide information and support to the agencies we serve and is a wonderful way to connect with the larger social service community. It's a group with tremendous energy, talent and compassion limited only by the resources available to us.

With that in mind I would be remiss if I didn't remind you that the need in our city continues to grow and we need your ongoing support now more than ever. Thank you all for your dedication to our vision that no one need ever go hungry in the communities we serve.

## Second Harvest Times Notice

In an effort to reduce costs and consolidate communications, we are making a couple changes to Second Harvest Times. The first change comes with this issue. You will not see the donation slip that typically accompanies the newsletter. Instead, we have opted to request donations through our direct mail campaign in the Fall. However, if you would like to make a donation at this time, you can do so online at [secondharvest.ca](http://secondharvest.ca) or by calling the Second Harvest office at 416.408.2594. The second change comes as we move into our next fiscal year and reduce our newsletter distribution from four times a year to three times a year. If you would like to receive more frequent updates please subscribe to our e-news at [email@secondharvest.ca](mailto:email@secondharvest.ca). We thank you for your continued support.



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For additional copies, contact us at 416.408.2594 or [email@secondharvest.ca](mailto:email@secondharvest.ca) Charitable Registration No. 13386 5477 RR 0001

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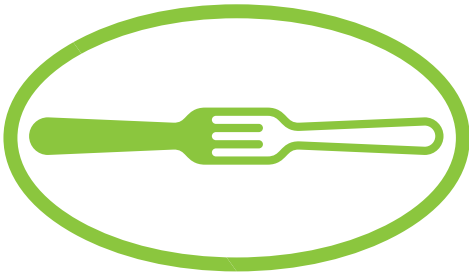
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# Q & A with Paul Edwards, *Partner Against Hunger*



**We recently sat down with Paul Edwards, a long-time Second Harvest supporter, to discuss his involvement with our organization.**

SH: How long have you been a supporter of Second Harvest?

PE: I have been supporting Second Harvest as a Partner Against Hunger for about 8 years now.

SH: How did you first come to know about Second Harvest?

PE: Initially, I read an article in the newspaper. The article spoke about the work you do and I liked it because it's grassroots. From what I understood you're a flat organization that does not spend a lot of money on administration. I like that our money gets to the street and where it's needed.

SH: There are so many great causes out there – why do you choose to support Second Harvest?

PE: One of the reasons is that you provide a necessity. It's one of the basic tenets of life – food, clothing, shelter. Food is essential and Second Harvest provides that. Plus, what I like is that the turnaround (food distribution) can be measured in hours – not days, weeks or months. You provide immediate relief for someone who is hungry.

Also, children are the most important factor for my wife and me. The number of kids that go hungry in Toronto is appalling. 40% of Second Harvest recipients are children. That means a lot to us.

SH: As you mentioned, you're a member of our monthly giving program, Partners Against Hunger. Why do you choose to direct your donations on a monthly basis instead of once a year?

PE: Because it's like any monthly expense – it's easier on your pocketbook to give a little each month rather than a larger lump sum once a year. The stock market has hurt everyone this year, including my family, and the monthly giving program is just an easy way to continue donating. We consider it a cost of living. Every day we feed ourselves and we include feeding others, who may not be able to provide for themselves at the moment, into our own budget. For us, it's just about social responsibility. It's a way to give back to the community on a regular basis.

SH: Do you participate in any Second Harvest fundraisers, such as Toronto Taste?

PE: Definitely – we haven't missed one. The most recent Toronto Taste was great! The energy was great, the food fantastic and the chefs were genuinely interested in the cause. It was an excellent event all around.

SH: What would you say to someone who is considering putting their support behind Second Harvest?

PE: Absolutely. It's a great organization and that's why I continue to give. Like I said, we were hit hard with the markets this year, like many others. We had a discussion at home about expenses and the charities we were supporting this

year. Second Harvest came out on top because you're a flat, grassroots organization and you're accessible. A donor like me can talk to people on the front lines. I feel very close to the work that you do and I see the results.

I would be happy to speak to anyone who is considering supporting Second Harvest. When I am particularly satisfied with a service or organization I am happy to bring more people into the fold and that's the case here.

Involvement can start small and grow or even stay small. Monthly donations of \$5 may seem insignificant to some, but when multiplied across the board, can do so much good. One person's gift becomes a collective act of significant proportions.



## Hey Mac!

WHEN SECOND HARVEST put the word out that we needed a Mac computer to help with our communication efforts, Board of Directors member Talin Vartanian thought she knew just the right person who could help. Friend David Beacon stepped up to the plate and sourced a gently used Mac from donor Dr. Sean B. Rourke. The Communications Team is very thankful for this kind donation because it will allow us to create communication tools to be used in soliciting food donations, financial donations and volunteers – everything Second Harvest needs to reach more people in need.

# Toronto Taste

## MESSAGE FROM OUR CO-CHAIRS

IT WAS A WARM JUNE EVENING, refreshed by a light summer shower, when Toronto Taste 2009 – celebrating its 19th year – made its debut at the Village of Yorkville Park.

On June 14<sup>th</sup>, over 1,200 generous guests sampled the delectable offerings of over 35 superb chefs and 25 talented vintners and brewers, they bid on live and online auction items, they bought raffle tickets and together generated proceeds to help feed approximately 500,000 hungry men, women and children. This endeavour was made possible by the ongoing support of each of the sponsors of Toronto Taste, and especially our presenting sponsor, The Daniels Corporation and venue sponsor the Bloor-Yorkville Business Improvement Area. Their generous contributions, in addition to the hard work of our many volunteers, brought Toronto Taste 2009 to life. For all those involved, Toronto Taste 2009 showcased the ability of Second Harvest to build a food chain that promotes and fosters sustainability, community, and the sharing of the rich resources that we have ready at hand. To sum up the spirit of Toronto Taste 2009: In a time of scarcity, there is also abundance.

– Tracy Wynne & Camille Allman



# Taste 2009



**Second Harvest would like to thank all our sponsors and partners for supporting Toronto Taste 2009 – pairing cuisine and compassion – helping to feed those who are hungry right here in our city.**

- **Presenting Sponsor** – The Daniels Corporation
- **Aficionado Sponsor** – Sun Life Financial
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- **Connoisseur Sponsor** – Sodexo Canada
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## **EMBARK ON AN AMAZON ADVENTURE & SUPPORT SECOND HARVEST**

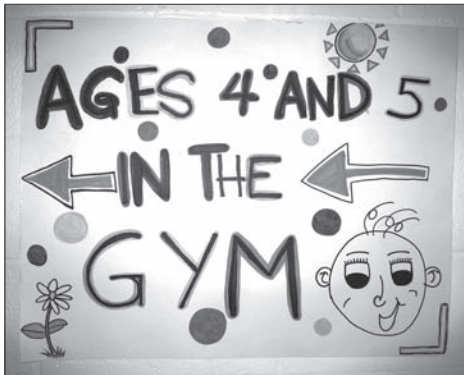
Experience the adventure of a lifetime on a premier Amazon riverboat! The Amazon basin is home to a vast, unforgettable array of unique sights, sounds and cultures. Daily excursions allow you the opportunity to see diverse wildlife such as sloths, toucans, pink dolphins and more! You will also have the unique opportunity to meet and interact with local families, giving you a rare glimpse of how life 'on the river' is lived. Airfare to Lima, Peru is included.

This exciting prize is valued at \$8,800. Visit the Toronto Taste online auction at [toronto-taste.ca](http://toronto-taste.ca) to place your bid today!

*Courtesy of American Airlines, Expedia.ca & G.A.P Adventures*

# Agency Profile

## Cabbagetown Youth Centre



*Cabbagetown Youth Centre in downtown Toronto.*

WHAT BEGAN AS A BOXING CLUB for young men in the Toronto east area 35 years ago is now a full-fledged youth centre whose summer camps and sports programs provide a safe and stimulating environment for all age groups. This summer Cabbagetown Youth Centre (CYC) is serving just under 1,000 kids living in St. Jamestown and Cabbagetown. About one third of them rely on Second Harvest for their lunches and healthy snacks.

For the past few years, Second Harvest's Feeding Our Future program has been providing free lunches for CYC campers. "Its impact is huge because it takes the pressure off parents to provide lunches and snacks every day. Our camps are very active and the kids need proper nourishment to sustain their activity level," says CYC Program Coordinator, June Charles.

The city workers' strike this summer also affected the CYC, in more ways than one. Closures of city-run camps mean that CYC's numbers have increased by at least 30%. "More kids mean we need more staff, and more food. Nobody can apply for welfare. Plus, all the city parks and pools are closed so we can't take the junior playgroups to use the wading pools. We've had to improvise with water play." A nearby apartment building lets the older kids swim in its outdoor pool.

In addition to performing arts, sports, tennis and computer camps, CYC campers also enjoy full-day field trips. On the morning Second Harvest Times visited CYC, some 160 kids from grades 1 to 6 were getting ready for their outing to the Ontario Science Centre. For many the trip via subway was as exciting as the destination.



*Junior Playgroup enjoys song and dance during Music & Movement.*

All CYC camp and sports programs are offered free of charge thanks to various government grants and private funding, however donations to CYC are gladly accepted and June points out that some parents donate \$10 or \$20. "A lot of people in this community see CYC as their home. Some of our staff attended CYC programs as kids, and that's why it keeps going. Our Executive Director and co-founder, Spiros Papathanasakis likes to say we manage to do a lot with almost nothing."



*Field trips comprise 7 staff for every 40 kids.*

# Second Harvest's Hunger Squad



*Picking up food donations from Starbucks at Queen St. & John St.*

EVERY WEEK, two groups of corporate volunteers from Mackenzie Investments and Scotiabank use their lunch hours to help Second Harvest feed those who are hungry right in their own neighbourhoods. We call these groups our Hunger Squad.

The Second Harvest Hunger Squad, in groups of 4 to 10 people, pick up small food donations on foot from local food donors like Starbucks and Pumpernickel's in the downtown core. They place the food in insulated shoulder bags and deliver it to nearby social service programs.

Volunteers record the weight of the food they pick up on a record sheet and report back to us. Since the Mackenzie group, our first Hunger Squad ever, began back in November 2008 they have delivered over 1,000 pounds of food. The Scotiabank group signed on in April of this year and has already delivered over 800 pounds of food. All that food and the deliveries take just about 30 minutes!

There are many benefits to this program including: reducing fuel costs, relieving our trucks so they can make larger pick-ups; recovering smaller quantities of food that otherwise would not be economical to pick up; overall helping us become more efficient and environmentally friendly, but best of all Hunger Squads help us feed more people in need.

University Settlement and the Fred Victor Women's Shelter are the two social service agencies benefiting from Hunger Squads. There are more agencies and food donors in the downtown core who could participate in the program – we just need the volunteers. We're looking to add 3 more Hunger Squad groups by the end of this year. If you work downtown and think your employer and a group of co-workers might be interested in Hunger Squad, please let us know. Contact our Foodraiser, Melissa Dedic at [melissad@secondharvest.ca](mailto:melissad@secondharvest.ca) and she will provide you with more information and answer any questions you might have. It just takes a little coordinating, 30 minutes a week and a few co-workers to feed those in need.



*Mackenzie Investments Hunger Squad (Left to Right): Janice Watson, Carol Guppy, Amy Tait, Susan Han, Ron Bell. Missing from the photo are: Amy Gorsic and David Xu.*

## Recipe for Success



WHERE CHILDREN  
CELEBRATE **GIVING**

For Toronto moms Debbie Zinman and Alison Smith, creating eco-birthdays with a charitable twist was the logical way to go, so they co-founded ECHOage – an online birthday party service that combines gift giving with charity.

By making it easy for children to pool their birthday gift contributions in order to choose ONE meaningful gift and support ONE cause, ECHOage is teaching young kids about the importance of giving back to their community.

Here's how it works: instead of bringing a wrapped and packaged present to the birthday party, guests simply RSVP to an online invitation and make a secure online contribution. ECHOage then pools all of the donations, giving half to the child's charity of choice and the other half to the birthday child's parents to buy ONE special present from all their friends and family.

Since partnering with Second Harvest in 2007, ECHOage parties have raised close to \$30,000. *SWEET!*

**COMING UP AT SECOND HARVEST:**

**SUNDAY, SEPTEMBER 27<sup>th</sup> SCOTIABANK TORONTO WATERFRONT MARATHON**



WALK OR RUN on the Second Harvest Team in the Scotiabank Toronto Waterfront Marathon. The beautiful, scenic course through downtown and along the waterfront is a unique and inspiring way to see Toronto. We need 50 participants to help us raise over \$15,000, enabling Second Harvest to deliver 30,000 meals. Join the Second Harvest Team, commit to fundraising and your registration fee is covered! Register online at [eventsonline.ca/events/crs\\_scotia](http://eventsonline.ca/events/crs_scotia) or call Jennifer Chow at 416.408.2594 to register over the phone.

Plus, Think Fitness Studios at 2489 Bloor Street West is offering a free personal training session to all registered Second Harvest Team participants – after registering, call 416.763.3488 to book your session.

**ANY DAY – HOST YOUR OWN EVENT**

You can raise funds for Second Harvest by hosting your own BBQ, potluck, pool party, garage sale or any other small-scale event. We have resources to help you plan and promote your event. Contact Jennifer Chow at [jenniferch@secondharvest.ca](mailto:jenniferch@secondharvest.ca) for more information and tips.

**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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