

# SECOND HARVEST TIMES



Delivering fresh surplus food to those in need.

## Make your New Year's Resolution come to Fruition!

WAS YOUR RESOLUTION to be a better person, to make a difference or to be more charitable? You can start right now by committing to run a Lunch Money Day campaign. What could be more rewarding than providing food for someone in need?

On February 21<sup>st</sup>, Second Harvest is asking Torontonians to donate their lunch money to help feed those in need. Employees in both large and small companies as well as hundreds of school

children will be running campaigns to support the one-day program. Volunteers will be collecting money at subway and GO stations throughout the city, and individuals who prefer to donate on-line can log on to [www.secondharvest.ca](http://www.secondharvest.ca) to donate.

This year, Second Harvest is thrilled to have advertising agency GJP donate their services. Keep an eye out for the innovative Lunch Money Day ads throughout the city.

For those who want to take their chances on the fabulous Lunch Money Day raffle, call Second Harvest at 416-408-2594 to order your tickets. The draw will be on Friday, March 14th, and the prizes are:

**FIRST PRIZE:** Pamper yourself with a 3-night stay, breakfast included, at the Hyatt Regency Vancouver, including 2 round-trip tickets on Sunwing Airlines. Dazzle your friends with a new smile courtesy of a Zoom! 3 in-office tooth whitening procedure. Get around in Vancouver using a \$125 gift certificate for a Budget Rent-a-Car. **Value: \$3,616**

**SECOND PRIZE:** You too can enjoy a 3-night stay at the Metropolitan Hotel in Vancouver, including 2 round-trip tickets on WestJet Airlines. Move around town with a \$125 gift certificate for a Budget Rent-a-Car. When you return home, have Dining in Chez Vous come and cook a gourmet 4-course meal for you and five of your friends. **Value: \$3355**

**THIRD PRIZE:** Explore Toronto by checking into the gorgeous Fairmont Royal York Toronto for two nights and enjoy dinner for 2 at the world-renowned Epic Restaurant with a \$250 gift certificate. You and a friend can hone your culinary skills with a hands-on cooking class at the Calphalon Culinary Center. Practice at home with a \$500 cookware package from Calphalon. After dinner, curl up and enjoy the boxed set package of "Will and Grace" and "The Best of Saturday Night Live". **Value: \$1995**

**FOURTH PRIZE:** A Weekend Escape to the Doubletree Resort Lodge and Spa Fallsview in Niagara Falls for two nights, including parking, breakfast for 2 and a \$50 dinner certificate. Enjoy two tickets for the Whirlpool Jet Boat in Niagara Falls and two tickets to Niagara Parks. When you return from Niagara enjoy a double pass for Mysteriously Yours Dinner Theatre (show only). **Value: \$805**

**\$5 PROVIDES 10 MEALS, SO ON FEBRUARY 21<sup>st</sup>, DON'T FORGET TO DONATE YOUR LUNCH MONEY TO SECOND HARVEST.**

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

## David Foy



*David Foy is President of AMW Direct & Interactive.*

AS THE NEW PRESIDENT of the Second Harvest Board of Directors, I'd like to thank Cameron Bramwell for his leadership during the last two years. As President, he led us through a period of tremendous growth. His term started with overseeing our strategic plan, and ended with knocking down the walls to start the expansion. I know that he has already committed to working on governance issues for the board, and I look forward to continuing to work with him on the Executive Committee.

I'd also like to welcome Greg Nordal and Dave Smith for agreeing to join the board

during this period of expansion. I very much look forward to working with both of these board members during the next two years.

As I move from Chair of the Communications Committee to the role of President, I'd like to quickly sum up our major accomplishments in Communications over the last year before laying out my goals as President.

The objectives of the Communication Committee were three-fold, and were tied into the 3 goals of the strategic plan:

1. Expand our Services. Once the parameters of Second Harvest's services were defined, we ensured that this information was conveyed accurately to all of our stakeholders, using our traditional methods of communication, as well as new approaches like Facebook and a monthly e-newsletter.

2. Best Practices. We researched standards of other non-profits and for-profits, increased education about Second Harvest within our ranks and to the general public, and continually worked towards increasing our brand awareness. Interestingly, as we continue to seek out best practices, others are now turning to Second Harvest as a leader in communications and fundraising.

3. Increase and strengthen partnerships. Specifically, we worked towards securing solid media partners for our events and appeals. We have Citytv on board for a Lunch Money Day partner, as well as returning sponsor

Rogers, which will increase the awareness of our winter campaign.

Second Harvest has embarked on an expansion of its office and warehouse which will result in 65% more space. This project will cost over a quarter of a million dollars. As I step into the role of President, my focus will be to help support this growth.

I intend to use my background in direct marketing to support Second Harvest staff in increasing its individual donor base. This is an area that has great growth potential, and I look forward to the challenge of working with the team.

Finally, as we move into the second year of our strategic plan, I am pleased to see the progress we've made in developing our partnerships. My objective will be to ensure that we continue to strengthen these relationships, with our food and financial donors, our event sponsors, our recipient agencies and our many volunteers.

I look forward to my new role and being part of the Second Harvest team, which believes that no one need ever go hungry in our community.



**If you would like to help us by making a donation to Second Harvest, please call us at 416-408-2594 or use the enclosed form. Thank you!**



# bits pieces

HAPPY NEW YEAR! It's a year of change ahead as we expand our office and warehouse in order to fulfill our commitment to the 250 social service programs that need our food deliveries.

In November, we had our Annual General Meeting. Thanks to Board Member Jerry Beniuk who donated the meeting space at TD Waterhouse. I'd like to welcome our new president, David Foy, as well as our new board members, Greg Nordal and Dave Smith. Greg is the President of Sodexo Canada, which has been a wonderful supporter of Second Harvest through the Feeding Our Future program, as well as a sponsor of Toronto Taste.

Dave Smith came to Second Harvest in 2000 when he was part of a study group for his Executive M.B.A. . Since then, Dave has continued to volunteer for Second Harvest, first on the Operations Committee, then as the chair of the Foodraising Committee. As the VP and General Manager of McCormick Canada, Industrial Division, he has ensured that Second Harvest received donations of spices for our Harvest Kitchens program as well as sponsorships for Toronto Taste.

There are four board members who retired, and each one brought something unique to the table. Nancy Blades, who works at COTA Health, was on the Agency Committee, and provided a good reminder of why Second Harvest is an essential service. Gavan Howe was instrumental in solidifying the brand of Second Harvest, particularly through his agency's work on our Lunch Money Day material in the last two years and Toronto Taste previous to that. Nory Siberry raised the bar for our Development team by challenging the way Second Harvest has done our fundraising for the past number of years. Finally, Connie Reeve, who served first on the Fundraising Committee, then as the Board President, also stepped down. Connie was a pleasure to work with – responsive, responsible and respectful of the rest of the team.

We have had staff changes in the office: Melissa Dedic is our new Foodraiser, Jordan Mlynek joins the fundraising events team as Special Events Coordinator; Sue Anderson is our Office Administrator; and Nancy Hall is our Interim Manager of Development. Nancy is replacing Rachel Agnoluzzi, who accepted a job closer to her home in Newmarket. Rachel

worked for Second Harvest for seven years and in that time saw a tremendous growth in our budgetary needs. She rose to the challenge of raising the money that we needed to keep our trucks on the road. I am extremely grateful for the work that she did here.

On a sad note, Eunice Grayson, who was the Founding Executive Director of the Learning Enrichment Foundation, passed away. The L.E.F. is a wonderful agency which provides programs and services which enable individuals, often new immigrants and unemployed people, to become valued contributors to the community. We partner with the L.E.F. for our Harvest Kitchens program, and Eunice was a big supporter of the program from its inception. She was an amazing person – strong, kind, smart, and very modest. She made a difference in the lives of thousands of people, and she will be sorely missed.

*Zoë Cormack Jones*

**Zoë Cormack Jones**  
Executive Director

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## Agency

# profile

## Wychwood Open Door

IN THE ST. CLAIR WEST NEIGHBOURHOOD in 1986, six churches got together and began Wychwood Open Door for those in need to escape the cold weather and have a cup of coffee. Wychwood has grown considerably over the years and now provides over 27,000 meals a year for the homeless, low-income and socially isolated people living in the area.

Three days a week, Wychwood opens its church basement doors and provides their clients with food, friendship, safety and support. Wychwood reduces isolation through social and recreational programs, helps develop life skills through Housing Help Assistance and Weekly Out Reach visits, and boosts nutrition by providing breakfast and a hot lunch that always includes fresh fruit, salad, vegetables and meat. "If we didn't have

Second Harvest, we couldn't do what we do," says co-coordinator Kathy Biasi. "Second Harvest provides us with most of our meat and lots of fresh fruit and vegetables." Second Harvest has been delivering to Wychwood Open Door for almost 11 years.

Wychwood's client base is growing by 10% per year (55 percent of whom rent an apartment or room) and is the only program in the area of its kind. With only two paid staff, Wychwood relies on their volunteers, organizations like Second Harvest and West Toronto Community Legal Service, and the generosity of the people living in the St. Clair West neighbourhood. However, Wychwood has encountered some difficulty when looking for help. "Our neighbourhood is not seen as high-need," says Kathy, "so when we have applied for grants, we've been overlooked."

says Kathy, "so when we have applied for grants, we've been overlooked."

Kathy hopes that Wychwood will someday be able to afford a full-time cook which would give her time to build and develop their support services to help their clients get back on their feet – and stay there.



L to R: Ray (volunteer), Hector (part-time worker/volunteer), Kathy Biasi (co-coordinator) Theresa (volunteer), Deidrie (co-coordinator) and John (volunteer)

## Food Donor

# profile

## SunOpta

### Distribution Group

DONATING approximately 87,000 pounds of natural and nutritious food this year, the SunOpta Food Distribution Group in Toronto shines as one of Second Harvest's top ten food donors for 2007.

SunOpta is the largest wholesale distributor of organic, natural, Kosher and specialty products in Canada with regional distribution centres in Vancouver, Toronto, and Montreal. Customers may be familiar with SunOpta food through their product lines, which include Pro Organics, Kofman-Barenholtz

Food, Wild West Organic Harvest and Supreme Foods.

Mark Ross, Warehouse Manager of SunOpta Food Distribution Group in Toronto, is more than glad to donate his close-to-date food product to Second Harvest.

"It is great to see our food going to people who need it, rather than it going to waste," says Mark. "I'm glad that through Second Harvest, we are able to help people in need by providing them with healthy, nutritious food."

Thanks to a referral from the Salvation Army in Toronto, Mark became aware of

Second Harvest's operations and began donating regularly in 2007.

Among the food donated, SunOpta has provided a great variety of natural food, including organic snacks, fruit juices, whole grains, soy milk, dried goods and healthy cooking ingredients. Their last donation in 2007 was a remarkable 12,000 pounds of organic vegetable, beef, and chicken broth and arrived just in time for the cold winter season.

WHAT A GREAT WAY TO WARM UP THE NEW YEAR!

# Thank you ...

OUR FRIENDS AT STARBUCKS once again chose Second Harvest as their pet charity for their holiday party. An incredible \$13,765 was raised at the party via a silent auction, balloon pop and corporate donations.

Taste the Season raised \$10,000 for Second Harvest. Hundreds of guests bought passports, which entitled them to travel throughout the Niagara region, sampling wines and appetizers from 17 different wineries. This year, the event ran on all four weekends in November and, given the glorious weather and the beautiful setting, was a hit with guests.

On September 30<sup>th</sup>, runners at the Scotiabank Toronto Waterfront Marathon raised over \$8,500 for Second Harvest. This is the fifth year that Second Harvest has participated in the event.

Second Harvest is extremely grateful for the on-going support of Cara Loncar. Cara is now working at Reuven International. It seems wherever Cara works, she ensures that Second Harvest is not forgotten, whether it's through food donations, financial donations, or both. As a result of her passion for Second Harvest, Cara was recently honoured by Women in Food Industry Management. At the dinner, \$545 was raised for Second Harvest.

When Second Harvest's Executive Director Zoë Cormack Jones recently moved into a new co-op at 21 Dale, she didn't realize that her move would be beneficial for Second Harvest. When the building had its holiday party, the residents raised \$285 and collected hundreds of pounds of food. Don't move again, Zoë!

The Chilean Wine Festival donated a portion of the ticket sales to Second Harvest, and volunteers sold Second Harvest's faux crystal bracelets, raising over \$1500.

There's a new theatre company in town – Dancap Productions – and Second Harvest welcomes them with open arms! During their

production of "The Drowsy Chaperone", the company donated close to \$7,000, which was a portion of the ticket sales, as well as money raised from an auction of signed memorabilia. Dancap organized a Thanksgiving Weekend Food Drive, asking theatre guests to drop off non-perishable food at the show.

The Escoffier Society is a non-profit organization dedicated to the promotion of professional chefs and cooks. In honour of International Chefs Day, they held a massive



*Chefs from the Escoffier Society dish up samples in support of Second Harvest.*

barbeque at Dundas Square. Guests paid between \$2 and \$3 per tasting, and chefs offered tasty samples of their cooking. Second Harvest volunteers helped the chefs, and the affair was extremely successful, raising almost \$8,500.



*Dancap Productions' "The Drowsy Chaperone."*

Jill Yetman, a long time Second Harvest fan, now working at Environics Communications, spear-headed a potluck lunch there, which raised \$880 for Second Harvest. Thanks, Jill!

As guests were leaving The Gourmet Food and Wine Show they were encouraged to leave their complimentary wine glasses with Second Harvest volunteers. For every glass that was returned, Second Harvest received a donation from the organizers of the event resulting in \$4722.

The Human Resources employees of TD Bank Financial Group chose to support Second Harvest at their annual Christmas party. The employees donated food as well as held an auction which raised \$1270.

Finally, the Ontario Hypnosis Centre, in celebration of World Hypnosis Day, offered a free presentation on hypnosis, but asked guests to make a donation to Second Harvest. The event raised almost \$300, plus raised awareness about Second Harvest to all of the attendees.

Many, many thanks to all of the people who chose to support Second Harvest through these events.

# Donor list

OVER THE LAST YEAR, our fleet of trucks remained on the road thanks to contributions from thousands of generous individuals, corporations and foundations who refuse to stand by while others in our city go hungry. These donors contributed more than \$1,000. Due to limited space, we are not able to include the hundreds of schools and corporate groups who ran Lunch Money Day or other fundraising campaigns, or the many businesses who contribute to events like Toronto Taste and Dining for Second Harvest.

Accenture  
 Air Farce Productions  
 Al Palladini's Pine Tree  
 Ford Lincoln  
 Alsace Wines  
 American International  
 Companies  
 Anonymous  
 Audrey S. Hellyer  
 Charitable Foundation  
 Aurion Capital Management  
 Axidata  
 B & W Wines  
 Bantrel  
 Bazil Developments Inc  
 Ben and Hilda Katz  
 Charitable Foundation  
 Bennett Jones  
 Bennett Tools Ltd  
 Biovail Corporation  
 Blake, Cassels & Graydon LLP  
 Boland Foundation  
 Bratty and Partners, LLP  
 C.I.P. Group  
 Cadillac Fairview  
 Corporation Limited  
 Capital One Canada  
 Cardel Leasing Ltd  
 Caring Foundation  
 Chair-man Mills  
 CHUM Charitable Foundation  
 Churchill Cellars  
 portfolio tasting event  
 CIBC  
 Cineplex Entertainment  
 CIT  
 City of Toronto  
 Commerce and Industry  
 Insurance Co. of Canada  
 ConAgra Foods Canada Inc  
 Conn Smythe Foundation  
 Cormark Securities Incorporated  
 CRVD Inco  
 Dancap Productions  
 Davies Howe Partners  
 Dov Capital Corporation  
 Dundee Wealth Management  
 EJLB Foundation  
 Eli Lilly Canada Inc.  
 Emerald Foundation  
 EMI Music Canada  
 Empty Plates  
 Epstein Cole LLP  
 Ethnic & Specialty Food Expo



Capital One Canada bought a truck for Second Harvest, then filled it with food.

Eurolite  
 Evian North America  
 EW Bickle Foundation  
 Foresters  
 Fountain of Hope, BMO  
 Franklin Templeton  
 Investments Corp  
 Fraser Elliott Foundation  
 Geoffrey H Wood Foundation  
 George Lunan Foundation  
 Georgina Foundation  
 Goldcorp Inc  
 Govan Brown  
 Gowling Lafleur Henderson LLP  
 Greater Toronto Hotel Association  
 Green Shield Canada  
 Harold E Ballard Foundation  
 Holding Jones Vanderveen Inc  
 HOPE Volleyball Tournament  
 Howe Brand Communications Inc  
 Hyperion Solutions  
 IBM Employees' Charitable Fund  
 Industrial Alliance,  
 Insurance and Financial Services  
 Intellex Technologies Inc.  
 Kevin Hewitt Photography  
 Kingsmill Foods Company Ltd  
 Kodak Canada Inc.  
 Kraft Canada Inc.  
 Labatt Breweries Canada  
 Land Art Design  
 Landscape Architects Inc.  
 Lindvest Properties Ltd.  
 Lombard Canada Ltd  
 Lycklama Family Fund at the  
 Toronto Community Foundation  
 Mackenzie Financial  
 Charitable Foundation  
 Maple Leaf Foods Inc.  
 Maple Leaf Sports &  
 Entertainment Ltd.  
 Mason Windows Ltd.  
 Masters Insurance Ltd  
 MAZON Canada  
 McCain Canada  
 McCormick Canada  
 McLean & Kerr LLP  
 Metagraphic Network Inc  
 MI9 Business Intelligence  
 Systems Inc.  
 Model Railings & Ironworks Inc.  
 MPR Community Group  
 N Gen People  
 Performance Incorporated  
 Nelson Arthur Hyland Foundation  
 Nesbitt-McMaster Foundation  
 New York Fries  
 North York Central Lions Club  
 Odyssey America Reinsurance  
 Onex Corporation  
 Paloma Foundation  
 Penson Financial Services Canada  
 Perfect Page  
 PricewaterhouseCoopers  
 RBC Foundation  
 Regent Park/Duke of York Public  
 School (Peter Pan Dinner Theatre)  
 Reuven International  
 Rogers  
 Roman Metal Fabricating  
 Sage Investments Ltd  
 SAS Golf Tournament  
 Schneider Electric/Square D  
 Foundation  
 SciCan/Div. of Lux &  
 Zwingenberger Ltd  
 Scotia Capital Inc.  
 Scotiabank  
 Second Harvest Team  
 at the Scotiabank Toronto  
 Waterfront Marathon  
 Senator Homes

Sir Joseph Flavelle Foundation  
 Soberman LLP  
 Sodexo Canada  
 Starbucks Coffee Company  
 Sun Life Financial  
 Swanson  
 TD Bank Financial Group  
 Telus Communications Inc.  
 The BLG Foundation  
 The Catherine & Maxwell  
 Meighan Foundation  
 The Daniels Corporation  
 The Derick Brenninkmeyer  
 Charitable Foundation  
 The Fifth Grill  
 The Gordon and Lorraine Gibson  
 Family Foundation  
 The Henry White Kinnear  
 Foundation  
 The Hi-Arrow Group Inc.  
 The Hylcan Foundation  
 The JP Morgan Chase Foundation  
 The Julie-Jiggs Foundation  
 The Kensington Foundation  
 The Mariano Elia Foundation  
 The McLean Foundation  
 The Morrison Foundation  
 The Nathan & Lily Silver  
 Family Foundation  
 The Ontario Trillium Foundation  
 The Sprott Foundation  
 The WP Scott  
 Charitable Foundation  
 Tippet Foundation  
 Toronto Recreational Sports  
 League Annual Indoor  
 Soccer Tournament  
 Toskan-Casale Foundation  
 Tough & Podrebarac LLP  
 Transamerica Life  
 Travelers Guarantee Company  
 of Canada, Toronto Branch  
 Charity Committee  
 UBS Bunting Warburg Inc.  
 UBS Securities Canada Inc.  
 Unilever Canada Foundation  
 Valerie Elia Fund of Tides  
 Canada Foundation  
 Weber-Stephen Products Co  
 Wineries of Niagara-on-the-Lake  
 Yamada Family Foundation  
 at the Strategic Charitable  
 Giving Foundation

# ...etc...etc...etc

## It's a Party!

An ECHOage birthday party is a unique opportunity for you and your child to do something extraordinary - to improve the world - together.

Here's how: Guests are invited to an ECHOage birthday party online. Instead of bringing a wrapped and packaged present, guests simply R.S.V.P. and give a secure online gift of money. Payments are pooled for the purchase of ONE special gift and to support ONE meaningful cause, chosen by the birthday child. Second Harvest is one of the choices offered on the website.

ECHOage will arrange everything, so no need to drive, shop, wrap or even pick up the phone to make a donation. Check out [www.echoage.com](http://www.echoage.com)

## Flower Power

Ordering flowers for yourself or a friend? Order online from Somerset Flowers & Gifts, and give a gift twice by selecting Second Harvest as your charity of choice. 10% of the value of your order will be donated to Second Harvest. Somerset offers convenient ordering, stunning florals and supports the cause - who could ask for more? [www.somersetgifts.com](http://www.somersetgifts.com)



## An Extraordinary Dining Experience

# Splendido

On Monday, January 28<sup>th</sup>, Yannick Bigourdan and Chef de Cuisine David Lee team up with The Hess Collection Winery to provide a divine chef's tasting menu paired with sumptuous wines, all in support of Second Harvest.

Reserve seats for Dining for Second Harvest at Splendido for \$325 each (tax receipt for \$200) by contacting Jordan at 416-408-2594 or [jordanm@secondharvest.ca](mailto:jordanm@secondharvest.ca).

## Expansion update

On November 5th, demolition workers began knocking down walls at Second Harvest, as the expansion of the office and warehouse began. Under the guidance of Joe Sciberras from The Daniels Corporation, the team has been working



Don Pugh (L), from The Daniels Corporation, knocks down a wall with Second Harvest Board Member Robin Cumine.

ahead of schedule and is anticipating the work to be complete by mid-February.

Including a generous grant from The Ontario Trillium Foundation, Second Harvest now has raised \$156,000 towards the expansion campaign, but still need another \$124,000 for the project. Once the expansion is complete, Second Harvest will be able to accept more food donations, use more volunteers in the warehouse to sort that food and deliver that much-needed food to social services agencies that are presently on Second Harvest's waiting list.

## Save the Date!

Mark Sunday, June 8<sup>th</sup> on your calendar as the gastronomic highlight of your year! Toronto Taste is celebrating its 18<sup>th</sup> year in style. This year's location is the elegant Japanese Canadian Cultural Centre. Toronto Taste's staff and volunteer steering committee has already started planning the event and are sure there will be something there to delight every palate.

The Daniels Corporation has returned as the Presenting Sponsor, with additional sponsorship from Sun Life Financial, BSH Home Appliances, All-Clad, Sodexho, Stella Artois (Labatt Breweries Canada), Capital One Canada, Captivate Network, Chair-man Mills, Evian, Perfect Page, Rogers, dine.TO, Outdoor Broadcast Network, Toronto Life, Japanese Canadian Cultural Centre, Multi Design Graphics, and Purolator Courier.

## Turkey Drive

With the help of almost 300 volunteers; Second Harvest's goal was to collect 5,000 turkeys to be distributed to agencies in time for Christmas. But

on the final day of the event, a massive snow-storm hit Toronto, and knocked the stuffing out of the annual Turkey Drive.

The following week provided Second Harvest with its own holiday miracle. Mitchell Cohen, President of the Daniels Corporation, was very quick to call Second Harvest to reassure Executive Director Zoë Cormack Jones that the corporation would help out if needed. Companies like Minto Urban Communities, Entrac Technologies, Horizon Milling, J.K. Forbes, Straticom, UBS Securities, Grand & Toy, Lumira Capital, Eurolite, 4Refuel, Churchill Cellars and Arthur's Juice donated to the drive. Many individuals called the office to donate financially or donated online, and the "gravy" was provided by Loblaw's, who donated 1,000 turkeys to ensure that every agency on Second Harvest's list received what they needed. It was, indeed, a wonderful way to end 2007.



Driver Nick Hart sorting turkeys in the warehouse.

## Wanted!

Second Harvest needs a new washer and dryer for its warehouse. The machines are used to wash volunteer aprons, towels, uniforms, gloves, etc. If you would like to donate a new washer or dryer (or both) please call James at 416-408-2594. THANK YOU!

# Food for Thought

THE TURKEY DRIVE always brings out the best in people. Loblaws customers, hurrying through the aisles doing their shopping, are usually stopped by the sight of a person in a turkey outfit, handing out flyers. The rest of the volunteers, in Santa hats, ask the customers to buy a turkey for a family or person in need. We at Second Harvest are thrilled, time and time again, by the generosity of the donors as they shell out between \$20 and \$50 for a turkey. At Christmas time, we tend to be more aware of those who go without.

But the harsh reality is that people in our city go without, every day of the year. Not only do they have to make big decisions, like whether to spend money on heating versus eating, but little choices are made every day. These are seemingly simple choices that many of us take for granted.

People have to choose between walking a mile to their minimum wage job versus spending \$2.75 to take the subway. Shopping is never fun; it's another experience that forces people on a limited income to choose very carefully how to spend their few dollars. People who are paid by the hour are more likely to get seriously ill – they will avoid going to the doctor because that means losing pay while they sit and wait in the doctor's office. Likewise, taking a day off when they're ill means losing a day's pay, so often many people choose to work through their illness.

As Second Harvest drivers drop off food throughout the city to social service agencies, we are not only providing nutritious food which gives clients a warm healthy meal, but that free food means those agencies can use their dollars to help people break out of the

cycle of poverty. An after-school program, which serves a hot lasagne provided by Second Harvest's Harvest Kitchens, feeds a hungry teenager, and then helps that youth tackle his homework. If he hadn't received a hot dinner, it would be virtually impossible to focus on his work. A mom who is able to pick up some apples and carrots, which have been delivered by Second Harvest to her church's food bank, is able to send her kids to school with a healthy snack.

Every time Second Harvest makes a delivery, we're making someone's choices that much easier. Thank you for helping us do that.



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

If undeliverable within 5 days, please return.





**THURSDAY FEBRUARY 21<sup>st</sup> 2008**

**BE A PART OF THE SOLUTION TO HUNGER IN OUR CITY!**

## COMPANY REGISTRATION FORM

Company Name: \_\_\_\_\_ President/CEO Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Telephone: \_\_\_\_\_

### WHO WILL BE YOUR LUNCH MONEY DAY CONTACT PERSON/REPRESENTATIVE?

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_ Ext: \_\_\_\_\_

Name: (alternate) \_\_\_\_\_ Telephone: \_\_\_\_\_ Ext: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

How many employees are at your company? \_\_\_\_\_

Will your company match employee donations?  YES  NO

If yes, please visit our website at [www.lunchmoneyday.com](http://www.lunchmoneyday.com) to download a sample company matching letter

How did you hear about Lunch Money Day?  Second Harvest Times  Toronto Life  Radio

Word of Mouth  Participated last year  Other \_\_\_\_\_

Would you like a Lunch Money Day representative to help you with your campaign? (Recommended)  YES  NO

### LUNCH MONEY DAY KITS WILL BE SENT IN FEBRUARY 2008

(Please indicate quantities in spaces below; there is no charge for these materials)

LUNCH BAGS \_\_\_\_\_ POSTERS \_\_\_\_\_ STICKERS \_\_\_\_\_ COLLECTION CANS \_\_\_\_\_

### RAFFLE TICKETS AND "END HUNGER" AWARENESS RINGS

Orange "End Hunger" Awareness Rings \_\_\_\_\_

*(Please circle which item you wish. They are to be sold for a minimum donation of \$2 each.)*

Raffle Ticket Books \_\_\_\_\_

*(Please indicate how many books you would like to sell as part of your campaign, each book has 10 tickets.*

*Tickets are \$5 each or 5 for \$20. NOTE: Raffle tickets can only be sold to persons 18 years and older.)*

YOUR FUNDRAISING GOAL: \$ \_\_\_\_\_

**THANK YOU FOR PARTICIPATING IN LUNCH MONEY DAY 2008**

**SECOND HARVEST**

1450 Lodestar Road, Unit 18, Toronto, Ontario, Canada M3J 3C1  
Telephone 416.408.2594 • Fax 416.408.2598 • [www.secondharvest.ca](http://www.secondharvest.ca)