



SECOND HARVEST TIMES WINTER 2009/2010

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You Set a New Record for Turkey Donations!



Galen Weston Jr. stops by and participates in the drive with Jordan Mlynek, Second Harvest, Manager of Events

A HUGE THANK YOU goes out to the hundreds of people who participated in Second Harvest's 7th annual Turkey Drive. Despite the poor economy, Loblaws shoppers and Second Harvest supporters demonstrated the need to give to those less fortunate, even during difficult times.

6,096 frozen turkeys and over \$70,000 was donated to Second Harvest to provide healthy, holiday meals for people in need right here in Toronto. The turkeys were delivered to local social service agencies to provide communal holiday dinners or distribute to families who can't otherwise afford a holiday dinner. The funds go towards delivering the turkeys and accompanying food throughout December and beyond.

Thank you especially to Loblaws for donating \$5 for every turkey raised, up to \$10,000. Loblaws staff, shoppers, Second Harvest supporters and volunteers – you helped feed someone who is hungry this

holiday season. Significant donations were also made by Cargill/Horizon Milling, Direct Energy, Independent Plumbing & Heating Contracting Association, MI9 Business Intelligence Systems, Sodexo, TD Waterhouse, and Young Presidents' Organization – Toronto Chapter.

Thank you.



Volunteer James Hodgson pumping turkeys.

**A huge thank you to our volunteers, local businesses and all Second Harvest supporters!
Thanks to your donations and participation in the Turkey Drive,
this was the best food and fund-raising event ever!**

A Common-Sense Approach to Hunger

SECOND HARVEST'S 2008/2009 annual report is now available. From food donors to food recipients, see some of the people who are part of the Second Harvest network of giving and receiving.

Download the report from our website, under Media, or contact our office to receive a hardcopy.



Our Thanks to You

THANK YOU to everyone who participated in our ThanksGIVING campaign throughout the fall season. Donations from this campaign are still rolling in, but to-date the results look good.

We're thankful for donors who choose to support us year after year. And we're happy to welcome many new donors who are supporting us for the first time. Together, we will work towards our vision that no one need ever go hungry in the communities we serve.

Prefer to see us in your inbox?



WE RECENTLY REDUCED the number of printed issues of Second Harvest Times to three times each year. Now we'd like your help to further reduce the amount of paper we use. If you would prefer to receive this newsletter electronically, please let us know.

Simply send an email to email@secondharvest.ca with 'SH Times' in the subject line. We'll make sure your next edition of SH Times is delivered to your inbox instead of your mailbox. Thank you for supporting our environmental initiatives.



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For additional copies, contact us at 416.408.2594 or email@secondharvest.ca Charitable Registration No. 13386 5477 RR 0001

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Agency Profile



Parkdale Activity-Recreation Centre

WHEN THE CITY OF TORONTO wanted a west end drop-in centre to remain open year round, the Parkdale Activity-Recreation Centre or PARC, as it is called by its members, rose to the challenge. Now open 365 days a year since early 2009, PARC offers one of the larger food services in the west end. With an annual food budget of \$20,000 they are able to produce upwards of 80,000 meals for a local population facing issues of homelessness, discrimination, inequity and poverty.

"Without Second Harvest, we couldn't do what we do," PARC's Executive Director, Victor Willis, is quick to emphasize. For the past 13 years or so, Second Harvest has been making regular food deliveries twice a week, helping to provide better nutrition to those who avail themselves of PARC's daily drop-in meal service. "Many of our members are paying in excess of 80% of their income on rent, which leaves them with precious little to purchase food," says Willis.



This year PARC was able to hire a chef who is slowly changing the meal plans to better address some of the nutritional



challenges faced by their members. Poor dental care is another issue that must be taken into consideration when preparing food for a compromised population. Good porridges, shakes and soups are good choices for including much needed nutrients and vitamins.

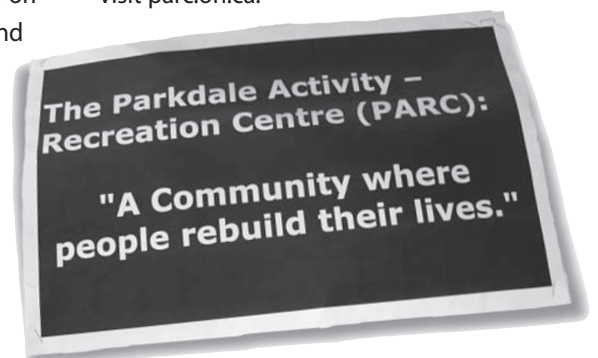
Members like Dougall help out in the commercial style kitchen, which serves anywhere from 150 to 200 people a day. Fridays are typically the busiest, with over 200 members coming in for a prepared meal. Thanksgiving and Good Friday are PARC's biggest meal days of the year, because everywhere else is closed.

"We thought we'd serve meatloaf on Thanksgiving, but Second Harvest and some private donors came through with turkeys at the last minute so we were able to serve a full traditional dinner," said Dougall, who is unable to work after having two heart attacks. "One of our members is a butcher; he cut up all the birds

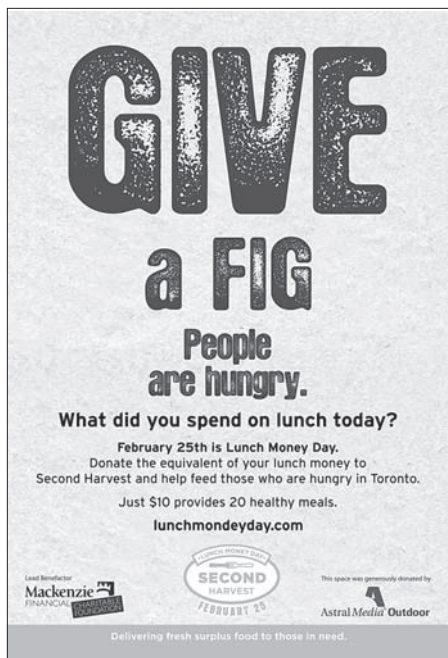
and we baked them for 8 hours straight."

PARC members definitely benefited from Second Harvest's Turkey Drive. Willis says they served their big holiday meal on the Wednesday before Christmas, and cooked enough turkeys for lunch on December 25th and 26th too.

Breaking bread and sharing community is very important in lessening the effects of homelessness, discrimination, inequity and poverty. PARC currently runs 40 different programs that contribute to fostering a community where people are rebuilding their lives. For more information about PARC and its programs, please visit parc.on.ca.



Do You Give a Fig?



LUNCH MONEY DAY is Thursday, February 25th. Do you 'give a fig' about hunger in our city? If so, join the many individuals, companies and schools who are part of Lunch Money Day. Sign up today!

Lunch Money Day campaigns are fun, easy and incredibly rewarding. Every campaign is different. Some examples of past campaigns include:

- Hosting a dinner and asking guests to donate
- Casual dress down day at your office
- School dance-a-thons
- Selling Lunch Money Day raffle tickets
- Your own personal idea!

The money raised from Lunch Money Day goes directly to Second Harvest's efforts to feed the hungry. Events like this keep our seven refrigerated trucks on the road delivering over 15,000 meals a day and feeding those who are hungry in our city. Leading the campaign for the fourth

year in a row is the Mackenzie Financial Charitable Foundation, a long-time supporter of Second Harvest. Last year's top performing Lunch Money Day campaigns were run by the following companies:

- Cadillac Fairview
- CIBC World Markets
- Mackenzie Financial
- Ministry of Community Services
- Nelson Education
- New York Fries
- Scotiabank
- Starbucks
- TD Wealth Management
- WSIB

Find out if your company or school is running a campaign. If not, sign up today and join thousands of people in the largest fundraiser for Second Harvest. Visit lunchmoneymoneyday.com or call 416.408.2594.

Recommended by Charity Intelligence Canada

CHARITY INTELLIGENCE CANADA is an independent research organization that evaluates Canadian charities and provides funders with reports to understand the effectiveness and efficiency of their work.

Recently, Charity Intelligence analyzed over 400 Canadian organizations and

recommended 32 charities that donors can feel confident supporting. We are thrilled to announce that Second Harvest has been named a Charity Intelligence Recommended Charity!

DID YOU KNOW?

- For every dollar donated, we can deliver \$9.13 of fresh food to our recipient agencies

- We save our recipient agencies, on average, \$60,000 per year on food costs – savings that can be used towards a counsellor or social worker
- Most food donated is distributed within 24 hours

Details of their analysis can be found in a two page report on our website.

Second Harvest

1,373

volunteers who donated their time to us last year

355

days during the year Second Harvest trucks are on the road

58

participants on the Second Scotiabank Toronto Waterf



WHERE CHILDREN
CELEBRATE **GIVING**

ONE
GIFT.
ONE
CAUSE.

FOR HER TENTH BIRTHDAY, Maddie Rich took her friends and younger sister Charley, to a movie theatre, watched a fabulous film and blew-out sparkly candles on her birthday cake. She also learned an important lesson about supporting a meaningful cause. She asked her friends and family for donations to Second Harvest in lieu of presents through ECHOage.

ECHOage is a website that facilitates children's birthday parties with a progressive twist. Instead of bringing a celebratory wrapped gift to the party, guests RSVP and make a donation online and pool their funds collectively. Half of the money goes toward a special group gift, and the other half is donated to the birthday child's charity of choice.

ECHOage arranges the online invitation and donation details, thank you notes, and it saves busy moms like Tova from having to choose and wrap a gift each time a child's friend has a birthday party. Rich who is busy running Family Matters Caregivers Inc. and taking care of her family says, "ECHOage is so easy and convenient, user-friendly and the guests



Tova & Maddie Rich

loved it. All it takes is a credit card to make a contribution and a difference to someone in need. I'll always do an ECHOage party now!"

The partygoers still spend some quality time together at the birthday party, but the focus is away from "getting stuff" and instead focuses on making a difference, helping to feed the hungry, reducing waste and sharing important lessons about what is possible when a group works together.

There are several charities to choose from at an ECHOage party. Maddie and her mom read through each charity description, which is specially written in a child-friendly format and easy to understand. The ten year old chose Second Harvest, because she could comprehend "being hungry" and felt that she could make a difference. This really hit home. "I don't want anyone to be hungry," Maddie explained.

To learn more about ECHOage birthday parties, visit echoage.com.

by the Numbers

18,419

dollars donated by Metallica
after their 2 concerts in Toronto

1,000,000

pounds of greenhouse gases prevented from entering
our atmosphere, due to the food we rescued last year

Harvest Team in the
Ontario Marathon

Food Donor Profile

The Elite Meat Company



SINCE THE SUMMER OF 2008, our social service agencies have been cooking up no ordinary bacon. Thanks to The Elite Meat Company, many hungry people in Toronto have been enjoying Canada's premiere quality peameal bacon, which is the exclusive peameal bacon of Parliament Hill and the House of Commons dining room in Ottawa.

After seeing Second Harvest represented at various food trade shows, Dan Milanovic, Sasha Milanovic and Peter Daly (President, Vice President and Director of Sales, respectively) of The Elite Meat Company, decided to donate their surplus meat product to Second Harvest on a regular basis. This has resulted in over 10,000 pounds (approximately 500 cases) of sliced peameal bacon ends, sausage and frozen pork cuts.

The Elite Meat Company is a federally inspected, HACCP recognized, meat processing facility located in Ajax, Ontario. You may recognize their products in retail stores, with "The Elite Meat Peameal Bacon Company" brand peameal bacon, 'CravingZ' brand skinless sausage and their pork cuts on the shelves.

Peter Daly explains that donating meat product is "very rewarding for [their] company and [they] respect Second Harvest as a competent handler

and distributor, maintaining critical food safety protocols."

Despite the generous support from The Elite Meat Company and over 100 other meat donors this year, the poor state of the economy has resulted in a 15% drop in meat donations for Second Harvest compared to last year. This translates to a loss of roughly 640,000 protein-rich meals for those who are hungry in Toronto.

We urgently need your help! If you or someone you know is a meat processor, distributor or retailer that has close-to-code or out of inventory meat product to donate, please contact Second Harvest's Foodraiser Melissa Dedic at melissad@secondharvest.ca or 416.408.2594. Just one 40-lb case of high protein food provides over 200 meals for Toronto's hungry.

For more info on The Elite Meat Company visit elitemeat.ca.

A-Way to Give Back



A-WAY EXPRESS is a social service agency, and Second Harvest recipient, that provides meaningful and supportive employment to people with direct experience of the mental health system. A-Way Express has been providing prompt, reliable and affordable delivery of documents and small packages throughout Toronto for more than two

decades – all via public transportation. Founded and staffed by survivors of mental health challenges, the non-profit courier service is a testament to the power of community.

Second Harvest was honoured to receive the 2009 Messenger Award from A-Way Express Courier at their recent annual general meeting. Helping to keep

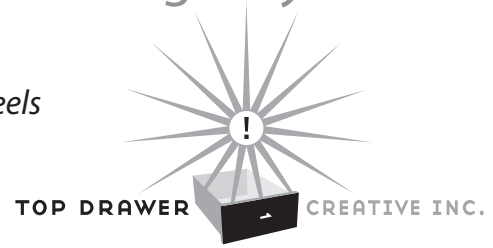
A-Way's staff engaged in a functioning peer community for vulnerable adults, is the nutritious food provided by Second Harvest, which assists employees in self-managing their mental and physical health.

For more information or to request the services of A-Way Express Courier, visit awaycourier.ca.

Top Drawer Creative – More Than an Ad Agency

“I know what hunger feels like and far, far worse, what a parent feels like when our children have to do without.”

– Howard Chang, President and CEO, Top Drawer Creative Inc.



WHEN SECOND HARVEST BEGAN the search for a pro-bono creative agency of record this time last year, we were looking for a partner who was talented, forward-thinking and shared our vision that no one need ever go hungry in the communities we serve. We never could have imagined we'd find an agency that had all of that plus a deep personal connection to our organization.

“We often think of people in need as the ‘other’. The truth is, all of us at one point or another, need a helping hand,” said Howard Chang, President and CEO, Top Drawer Creative Inc. “As a business leader, I currently do not worry about where my next meal comes from. But

my story did not start here. In the early 1990's I went through a pretty rough patch which saw the failure of my business and my marriage. This left me, at the age of 30, with a mountain of debt, 2 kids to feed and no place to live. But unlike many of the people Second Harvest serves, I had family and friends who I could turn to. Within a few years I was back on my feet and one of the first things I did was volunteer my time to deliver food for Second Harvest. Today, I am honoured to donate the time and talents of my ad agency to Second Harvest.”

Howard's dedication to our work is shared among the whole team at

Top Drawer. Their in-kind support is so incredibly valuable to us because spreading the word about Second Harvest is the first step in generating food and financial donations, along with volunteers – everything we need to feed those who are hungry.

Top Drawer's roster of clients includes Sporting Life, Golf Town, New Balance and now Second Harvest. See the next wave of Top Drawer's creative stroke in our upcoming Lunch Money Day campaign, on page 4 of this newsletter and throughout the city in January and February. For more information on Top Drawer visit topdrawercreative.com.

Welcome

metro

WE ARE THRILLED to welcome Metro on board! Second Harvest is now part of Metro's employee giving campaign and a recipient of perishable food from 19 locations in Toronto.

“Through Second Harvest, we believe we can bring people together to feed

those in need. Through our store's fresh food donations and our employee donation campaign, we are dedicated to making a positive impact in our communities,” states Gillian Kerr, Senior Director, Marketing.

SOUTH Authentic Latin Restaurant Grand Opening

SOUTH AUTHENTIC Latin Restaurant, located in Ajax, held their grand opening in November and asked diners to make a \$10 donation to Second Harvest and bring along a food donation. Not only did they raise over \$1,000 in funds and 400

items of food, SOUTH Restaurant took it a step further and donated \$1 from every Crispy Flat Chicken entree sold during the month of December. Now that's a Grand Opening!



COMING UP AT SECOND HARVEST:

Thursday, February 25th, 2010



HAS YOUR COMPANY or school signed up to run a Lunch Money Day campaign yet? Do so today at lunchmoneymoneyday.com. It's easy, it's fun and it puts food in the hands of those who are hungry.

OR

Volunteer your time to help us with collections in TTC subway stations. Contact Nicole Light at nicolel@secondharvest.ca or 416.408.2594 to sign up.



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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Mixed Sources
Product group from well-managed
forests, controlled sources and
recycled wood or fibre
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