



SECOND HARVEST TIMES WINTER 2009

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## Have you Joined the Lunch Money Day Campaign yet?

OVER 170 BUSINESSES and schools in the GTA have signed up to run Lunch Money Day campaigns to help Second Harvest feed the hungry in our city. On February 26<sup>th</sup>, Lunch Money Day, businesses/schools small and large will be asking employees and students to pack their lunch for just one day and donate the money they would have spent to Second Harvest.

The money raised from Lunch Money Day goes directly to Second Harvest's operating costs. 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.

We need more businesses to run Lunch Money Day campaigns. Participating in this event is easy to do but makes a huge impact on those in our community who have fallen on hard times.

Leading the campaign for the third year in a row is the Mackenzie Financial Charitable Foundation, a long-time supporter of Second Harvest. On February 26<sup>th</sup> Mackenzie will join Second Harvest at the Toronto Stock Exchange as we ring the bell, open the market and call attention to Lunch Money Day!

In addition to the support from Mackenzie and everyone who has already signed up to run a campaign, we would also like to thank creative agency Fish Out of Water Design. Partners Charlene Codner and Rebecca Hamilton kindly donated their brilliant creative services and developed all the Lunch Money Day promotional material you will see in TTC stations, on highways and all over the city.

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Starbucks employees participate in Lunch Money Day

### Win/Win!!

You can help Second Harvest and win one of 5 fabulous Canadian getaways, courtesy of DoubleTree, Expedia.ca and Fairmont Royal York. See page 3 for details.

# Guest editorial



David Foy is President of Second Harvest's Board of Directors and President of AGENCY 59 RESPONSE. David has been supporting our organization for 10 years.

## David Foy

...tied to the passion and drive of its leader. For the past almost 12 years we have been so fortunate to work under the incredible leadership of Zoë Cormack Jones whose passion and drive have taken us from one success to the next.

This past December, Zoë retired and we welcomed our new Executive Director, Stephen Faul, to Second Harvest. We wish Zoë all the best as she deserves a well-earned rest.

Now that Stephen has joined us, we are excited about the opportunities that lie ahead as he brings new enthusiasm, experience and resources, especially important this year where the demand for Second Harvest is rising due to the economic climate.

The agencies we serve are already seeing an increased demand for their services, particularly with new recipients, who are relying on social service programs for the first time in their lives. Hunger is the most basic of human needs and if we can help feed those who are unable to provide for themselves then we are not only filling a physiological

need, but we are helping them focus on their education, train for employment, take care of their dependents, cope with their addictions, receive mental health treatment or possibly live independently.

At this time last year I was stepping into the role of President and my main focus was to support the office and warehouse expansion so we could deliver our services to more people. While that phase of Second Harvest has successfully been completed, we now look to our next challenges:

- Developing a new 3-year strategic plan
- Focusing on higher revenue and food goals
- Increasing awareness of the Second Harvest brand

With our increased operational space, incorporation of best practices and strengthening of partnerships, we are poised to deliver our services to more hungry people in the GTA than ever before. I look forward to the year ahead, one filled with new challenges, much change and further success.



Second Harvest Times is published four times annually with an approximate circulation of 6,000.

For additional copies, contact us at 416-408-2594 or email@secondharvest.ca Charitable Registration No. 13386 5477 RR 0001

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This is the eleventh year in a row of this campaign and every year it gets bigger and bigger. That means more hungry people in our community are being fed thanks to the tremendous support from Torontonians. Join the hundreds of Second Harvest supporters in the fight against hunger. Contact us today to get involved.

To get your company or department involved please visit [lunchmoneyday.com](http://lunchmoneyday.com) or call Jordan Mlynek at 416-408-2594.



## Lunch Money Day Raffle

### Support Second Harvest & Win

Purchase Lunch Money Day raffle tickets and you could win one of five fabulous prizes, kindly donated by DoubleTree, Expedia.ca and Fairmont Royal York, including a deluxe trip to Vancouver! Tickets are only \$5 each or 5 for \$20. Call 416-408-2594 to purchase your tickets.

- 1<sup>st</sup> Prize: *Deluxe Vancouver Vacation with Culinary Package*
- 2<sup>nd</sup> Prize: *Vancouver Vacation with Bath & Beauty Gift*
- 3<sup>rd</sup> Prize: *BC Casino Retreat*
- 4<sup>th</sup> Prize: *Downtown Toronto Escape*
- 5<sup>th</sup> Prize: *Niagara Falls Getaway*

Draw is on **Friday March 20<sup>th</sup>, 2009** at 180 Simcoe Street, Toronto  
For full raffle details visit [lunchmoneyday.com](http://lunchmoneyday.com)

Charitable Registration No. 13386 5477 RR 0001 / Raffle License #M614735



# Q & A with Stephen Faul

Earlier this month our Communications Manager, Tonia Krauser, sat down with recently appointed Executive Director, Stephen Faul, to discuss joining Second Harvest.



This is the first in a series of Q&A columns new to Second Harvest Times. Going forward, we will be featuring interviews with Second Harvest supporters, staff, donors and volunteers. If you have a suggestion of someone you would like to see us interview in an upcoming Q&A column we would like to hear from you. [email@secondharvest.ca](mailto:email@secondharvest.ca)

TK: Welcome, Stephen. Along with sharing the same vision, every staff member has a personal reason for joining the organization. What drew you to Second Harvest?

SF: First, I would like to say that I am thrilled to be here. The organization and the work the staff does each day just make perfect sense to me. In any city you're going to have a surplus of food and you're going to have people who are hungry. Second Harvest has a common-sense solution to that. I am proud to be here and follow in the footsteps of Zoë Cormack Jones.

TK: Where are you coming to us from?

SF: For the past seven years I have focused on issues elsewhere in the world, most recently working with Operation Eyesight. Travelling from country to country, it is easy to focus on international problems. However, the fact is, there are so many people right here who need help. I am looking forward to addressing the needs of those close to home.

TK: What do you think makes Second Harvest unique?

SF: Second Harvest has found a solution to an age old problem – hunger. It's a tragedy that people go hungry in a thriving city where we are throwing away excess food.

TK: What do you feel is our biggest challenge this year?

SF: Our greatest challenge this year will be to fundraise. There is real opportunity for development growth with individual supporters. Increasing those supporters will ultimately help us feed more people.

TK: How will we approach that challenge?

SF: In order to grow our network of donors we need to increase awareness and spread the word about who we are and what we do. Second Harvest is a great success story and while we, no doubt, have a challenging year ahead, I feel we're poised to do more than ever before. During these difficult times we will need to find new ways to do our work. I am confident that with such strong and creative staff members, volunteers, donors and Board members, we will get the job done.

## Mark Your Calendar – Toronto Taste

SECOND HARVEST'S 19<sup>th</sup> annual Toronto Taste is scheduled for Sunday, June 14<sup>th</sup>. We are thrilled to announce the event will take place in the charming Bloor-Yorkville neighbourhood – a perfect setting for this culinary celebration.

This is the single largest fundraiser for Second Harvest and we are pleased to have The Daniels Corporation return as the Presenting Sponsor for the 14<sup>th</sup> year in a row. Keep reading Second Harvest Times for more information or send an email to [email@secondharvest.ca](mailto:email@secondharvest.ca) and we'll keep you up-to-date on all the latest Toronto Taste news.



# Agency Profile

## CAMH Safe Bed Program

KEEPING A LOW PROFILE amongst its neighbours is why the newest CAMH Safe Bed Program facility in Toronto has no curb appeal. In fact, you can easily drive by without knowing it is there. But for homeless individuals with serious



Using Second Harvest fruit, staff can offer healthier snacks like homemade banana bread.

mental illness who are in crisis, it is a haven that offers short-term supportive housing for up to 30 days while they are learning to transition back into the community.

Recently converted from retail outlets to a two-story clean and safe living environment for 12 people, the facility is

almost always at capacity since opening last November. The 12 single bedrooms, one of which is wheelchair accessible, are comfortably equipped with a twin bed, nightstand with lamp and alarm clock, dresser, cable TV, and climate control. Each has its own bathroom with shower, and all rooms offer further privacy and security by means of keypad door locks.

In addition to offering on-site crisis support 24/7, the staff also prepare two meals a day for the residents. With 70% of their food coming from Second Harvest, they are able to provide breakfast and snacks, as well as cook lunch and supper every day. This is a huge improvement over the facility's previous location, where residents were provided with only two cooked meals per week and given a week's worth of groceries per month, forcing them to visit a food bank the other three weeks.

The new premises have three large freezers reserved for Second Harvest's

Sunday deliveries of perishables, breads, cereals and canned goods. Although the staff does all of the cooking, residents have monitored access to the communal kitchen where they can prepare snacks and reheat food. With their hunger needs looked after, residents can focus on finding housing, employment and transitioning back into the community.



Organic soy and dairy products are regularly supplied by Second Harvest.

## Every Event Feeds a Need

THERE ARE SOME wonderful people in our community who host fundraising events and donate the proceeds, whether food or money, to Second Harvest.

These events are very important to us; they help keep our trucks on the road and allow us to continue feeding the most vulnerable people in our city.

Here are a few suggestions for planning your own community event:

- Host a potluck dinner and ask guests to bring a donation
- Ask for donations in lieu of birthday and special occasion gifts.
- Have a silent auction or raffle at your next staff party and donate the funds
- If your New Year's resolution is to lose weight, participate in Lose Weight to Fill Plates, get friends and family to sponsor you \$1 per pound
- If you have children, host an ECHOage birthday party for them and donate half the money raised to Second Harvest.



Find out how at [echoage.com](http://echoage.com)

Want more ideas?

Contact Jennifer Chow at 416-408-2594 or [jenniferc@secondharvest.ca](mailto:jenniferc@secondharvest.ca)

# Talkin' Turkey



Loblaws has been hosting Second Harvest's Turkey Drive for the past 6 years.

IF TURKEYS COULD FLY, we wouldn't need any help delivering them to those in need. That was the message we put out to the community at large last December as we launched Second Harvest's 6<sup>th</sup> annual Turkey Drive to provide a traditional holiday dinner for thousands of people in need.

Thanks to the generosity and giving spirit of Torontonians, Loblaws and especially shoppers who purchased frozen turkeys at the 10 participating Loblaws stores, not to mention all of the enthusiastic volunteers, our Turkey Drive was another gobbling success!

We collected 5,200 turkeys, surpassing our goal by 200. This meant we were able to fulfill all of our recipient agency requests for turkeys. Some of the agencies provided communal holiday dinners for their clients; others gave the turkeys to families who could not otherwise afford to prepare a holiday dinner.

Diana Stapleton, Chair of WAES (Weston Area Emergency Services),

shared how our Turkey Drive made a difference at her agency:

"We run an ESL class for women, most of who also use our food bank. Most are Muslim and several are from Afghanistan. A young mother of three who comes to the food bank and the class heard about the turkeys but didn't know what they were, so the ESL teacher held a class on how to cook a turkey. After the holidays the young mother told us that she was thrilled with her turkey -- she made many meals from the bird and was able to invite her friends over to celebrate their good fortune. This was their first "Christmas" in Canada, and she loved the tradition of gathering together to share food and friendship. I know that she feels more a part of our community as a result. Thanks so much for all your support of our programs in Weston."

**We can't thank Loblaws enough for their continuing support and contributing \$5 for every turkey purchased up to \$10,000. Their gift went a long way in helping us feed the hungry.**



# Supporting Second Harvest

ACKNOWLEDGING our corporate donors for their generosity is something we love to do. We are so grateful that they share our vision, especially during an economic downturn. The contributions of three companies in particular are helping to make an immediate difference in the lives of thousands who deal with food insecurity on a daily basis.

"Giving back to our communities is a key priority for Scotiabank and we thank Second Harvest for their ongoing efforts," said Warren Jestin, Scotiabank Senior Vice President, Donations and Sponsorships. We in turn are thankful for Scotiabank's second instalment of their three-year pledge in support of our Harvest Kitchens program, a 12-week course that teaches select agency clients the essentials of food handling and preparation.

We also welcome Cadillac Fairview as a new financial partner in Harvest

Kitchens, with their generous investment in our culinary training program extending beyond their annual Lunch Money Day support.

Kraft Canada deserves special mention for awarding us an additional \$25,000 USD this year on top of their traditional \$15,000 CAD grant.

We are also fortunate to receive ongoing community support. For the 8<sup>th</sup> year running, the Wineries of Niagara-on-

the-Lake supported Second Harvest with proceeds from their holiday Taste the Season touring program in November, to the tune of \$10,000. Likewise, the annual Gourmet Food & Wine Expo raised over \$8,000 by giving us \$1 for each tasting glass returned at the show's exit, plus proceeds from wine bottle redemptions. We truly rely on corporate and community partners who help us feed the hungry.



*Second Harvest's Nancy Hall, Director of Development and Stephen Faul, Executive Director, share the spotlight with Kraft Canada's Brenda Griffiths, Consumer Insight Director, and Brendan Flynn, Controller.*

## Food Donor Profile



### Front Door Organics

FOR NEARLY 12 YEARS, Front Door Organics has been delivering 100% certified organic produce and groceries to homes across Toronto. This grocery home delivery company not only keeps their customers satisfied, but also nourishes those in need in their own community.

Last February, Front Door Organics co-owners JJ Shepherd and Angela Donnelly were contacted by Second Harvest's Foodraiser to see if they wanted to donate their surplus food. Shepherd and

Donnelly were eager to get involved, so arrangements were made to have LAMP Community Health Centre, a Second Harvest member agency in Etobicoke, pick-up their food on a weekly basis.

Currently, Front Door Organics provides food twice a week to one of LAMP's Family Programs at the Early Years Services Centre. The centre receives an average donation of 500 pounds of fresh fruits and vegetables per month, including other grocery items, like organic

yogurt and milk. This donated food enables LAMP to provide healthy snacks and lunches to the parents and children using their services.

In addition to providing surplus food to LAMP, Front Door Organics donates to a number of other social service agencies in the city. For more information on Front Door Organics home delivery service, please visit [frontdoororganics.com](http://frontdoororganics.com)

# Thank you for subscribing to Second Harvest Times.

Visit [secondharvest.ca](http://secondharvest.ca)  
to see the 2007/2008 annual report.  
For full audited financial statements  
please call 416-408-2594.



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## 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.*



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

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