



SECOND HARVEST TIMES • WINTER 2011

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## Peas Give

LAST YEAR WE asked you to 'Give a Shiitake!' It's that time of year again and we are asking you to 'Peas Give' and sign up to run a Lunch Money Day campaign. Lunch Money Day is February 17th. Join the individuals, companies and schools who have already signed up for this annual campaign and help Second Harvest fight hunger in Toronto.

Lunch Money Day is fun and easy. You can tailor your campaign so that it works for you. Here are some fun ideas to get you started:

- Host a dinner and ask guests to make a donation
- Have a casual dress down day at the office
- Sell Lunch Money Day raffle tickets
- Organize a bake sale
- Set a fitness goal tied to donations

On February 17th, donate the equivalent of your lunch money to Second Harvest and help feed Toron-

to's hungry. Funds raised go directly towards our Direct Delivery program which keeps our trucks on the road rescuing and delivering fresh food every day.

Look for Second Harvest volunteers collecting donations in

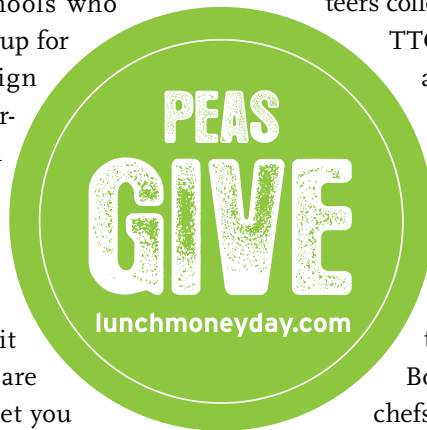
TTC subway stations and around town

to donate. 'Feed it Forward' and join us for lunch from 11 am – 2 pm at Yonge-Dundas Square. Hosted by the Food Network's

Bob Blumer, a crew of chefs from the Escoffier Society, Metro, Janes Family

Foods and Sodexo will be there preparing delicious food and drink in support of Second Harvest.

We would like to thank those who 'Gave a Buck' and participated in Lunch Money Day 2010. We are particularly thankful for our top 10 Lunch Money Day campaigns led by the following companies:



Sutherland-Chan gave a shiitake.

TD Bank Financial Group  
Starbucks Coffee Canada  
Scotiabank  
ConAgra Foods  
WSIB

Cadillac Fairview Corporation Limited  
Mackenzie Investments  
Nelson Education Ltd.  
DundeeWealth  
CIBC World Markets Inc.


Join us in the fight against hunger. Visit [lunchmoneyday.com](http://lunchmoneyday.com) or call 416.408.2594 for more information.

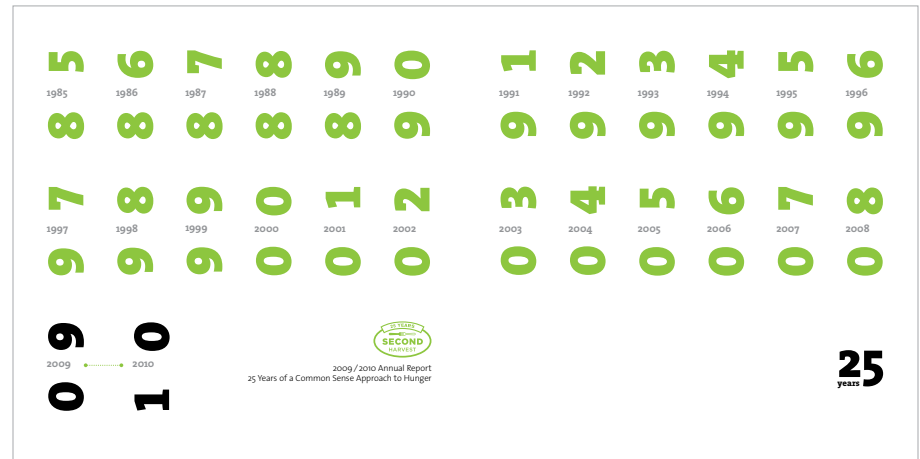


# 25 Years of a Common-Sense Approach to Hunger

SECOND HARVEST'S 2009/2010 annual report is now available. Read about Second Harvest's twenty-five years of a common-sense approach to hunger. Unfortunately, the need for our services has grown significantly over the year. This past year saw Second Harvest supporters – food donors, financial donors, partners, agencies and volunteers – truly rise to the challenge.

For the first time in our history we collected more than 6.4 million pounds of food and raised more than \$3 million. Today, we provide enough fresh food for more than 16,000 meals a day to those who are hungry.

Download our annual report from our website or contact our office to receive a hardcopy. 



## Want to see us in your inbox?

WE HAVE REDUCED the frequency of printed issues of Second Harvest Times to twice a year. Now we need your help to further reduce the amount of paper we produce. If you prefer to receive this newsletter electronically, please let us know.

Simply send an email to [email@secondharvest.ca](mailto:email@secondharvest.ca) with "SH Times" in the subject line. We'll ensure your next issue of this newsletter is delivered to your inbox instead of your mailbox.

Thank you for supporting our environmental initiatives.



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# TURKEY

25 YEARS

SECOND  
HARVEST

# DRIVE

## Record Number of Turkeys Donated!

Guest editorial by Charles Dougall

How would you feel about being dragged out of bed early on a cold Saturday morning in the midst of the holiday season to solicit shoppers for four-and-a-half hours?


For the last few years, my Scotiabank colleagues, family members and I have done just that to take part in Second Harvest's Turkey Drive. In doing so, each of us has been part of a priceless experience.

Don't get me wrong. As we sought to encourage shoppers to purchase frozen turkeys at the Loblaws store at Leslie and Lakeshore that cold Saturday morning, we were sometimes ignored and sometimes rejected. At times, we were cold and we were tired.



Development Associate, Josh Bowman and Agency Relations Coordinator, Bev Bird deliver the last turkeys on Christmas Eve.

and donate 184 turkeys. At the team lunch that followed, we agreed that each member of our team had played an important role but our MVP award had to be shared by Judy and Lynn, who had both agreed to spend their morning dressed in the turkey costume.

Reflecting back on this experience, I am gratified that not only 9,200 turkey dinners found their way to those who are hungry but also that I had an opportunity to experience first-hand the caring and generosity of my fellow citizens. All in all, a really great morning. We plan to be back next year. Maybe you should give it a try. 

But we persisted and found that we were also emotionally thanked for our efforts, told poignant stories about the hard times some of the shoppers had faced themselves in the past and, best of all, buried in frozen turkeys that would provide a special holiday meal for thousands of less fortunate Torontonians. It is surprising the warmth and energy you can generate when you are doing something so worthwhile.

By the end of our morning shift, our team was a well-oiled machine and we had encouraged, cajoled and convinced shoppers to purchase



A young Turkey Drive volunteer.

To the Second Harvest team and supporters,

I would like to take a minute and let you know that we at The Scott Mission do appreciate your ongoing supply of products that make it possible for us to serve the daily hot meals and the clients that come through our doors for the food bank. We are truly blessed to have friends like Second Harvest to help us offer our clients nourishing, balanced meals. As you know, for many, this is often their only hot meal of the day.

Thanks to you and your team for all that you have done in 2010 and we look forward to continuing our relationship to feed those in need. Merry Christmas and a blessed New Year from myself and all the staff at The Scott Mission.

Lynwood Strickland  
The Scott Mission

# Charity Intelligence Canada

**CHARITY INTELLIGENCE CANADA** is an independent research group that researches and analyzes Canada's charities to enable funders to make informed and effective giving decisions that reward charities for their results. The group reviews financial reports, program information, annual reports and conducts interviews with staff at hundreds of charities across the country. We are thrilled, that for the second year in a row, Second Harvest is a recommended charity by Charity Intelligence.

Here are some highlights from the report.

- Our administrative costs have remained low at 2–4% of charity value since 2006
- Effective strategic decisions have also kept food waste low at 5.4%
- We save member agencies on average \$55,000 per year on food costs – savings that can be used to pay for a counsellor or social worker to help their clients get back on track
- Most food is distributed within 24 hours to charitable agencies across Toronto

Canadians display one of the highest rates of charitable giving in the world. Research groups like Charity Intelligence comb through financials

and help funders understand the impact of their donations. They focus on efficiency and effectiveness so donors understand how their funds are being used and the social returns on their investment in the community. Details of their analysis can be found in a two page report on our website. For more information on Charity Intelligence Canada visit [charityintelligence.ca](http://charityintelligence.ca). ←



**SECOND HARVEST IS** proud to have received an A grade from *MoneySense* magazine in their Summer 2010 issue. The article entitled, “The Charity 100: Where is your money going?” They analyzed the top 100 charities in Canada and graded each charity based on its efficiency, fundraising, governance, transparency and reserve fund position. Second Harvest highlights from the article:

- 91% of spending going to programs
- A+ efficiency grade
- Cost to raise \$100 is \$5.30
- A+ grade for governance and transparency.

To read the full article online please visit [moneysense.ca](http://moneysense.ca). ←

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## SH By the Numbers

**5**

New agencies added to our Direct Delivery program so far this year

**13**

Years of running Lunch Money Day

**25**

Years of rescuing and delivering fresh food

# Welcome New Donors!

**SOME OF YOU** are new to Second Harvest, and I want to take a moment to say thank you. Thank you for joining our network of wonderful donors in our mission to provide fresh, healthy food to those most in need in our city.

You may have heard about Second Harvest through a friend, from a mailing, or by directly participating in the work we do in some way. Maybe you heard about our recent endorsement from Charity Intelligence Can-



ada as an efficient and accountable organization? No matter how you came to Second Harvest, it means so much to me that you did take that extra step by giving so generously to our mission. Every dollar makes a difference in the lives of those who are hungry... one dollar equals two meals.

Please let me know if you ever want to learn more about what we do or tour our office!

Sincerely, *Stephen Faul*

## Toronto Taste Tickets Now Available!

**MARK YOUR CALENDAR** and order your tickets today. Toronto Taste will take place on Sunday, June 12th at the Royal Ontario Museum. Enjoy culinary masterpieces created by Toronto's top chefs and sample fine wine, premium beer and other delicious beverages. Tickets are \$250 with a tax receipt issued for \$125.

Order online at [torontotaste.ca](http://torontotaste.ca) or by calling our office at 416.408.2594.



*(left to right) Chefs from Tundra restaurant; The Tea Emporium offers delicious, exotic and beautiful loose teas; Guests bid on unique experience packages in the live auction*



# 50,000

Dollars raised for Second Harvest by kids choosing ECHOage birthday parties

# 6,333,000

Number of meals delivered by a Second Harvest truck in its lifetime

# Unsung Culinary Heroes

**THE IDEA OF** being a chef often brings to mind images of high-end restaurants and catering for big name events and clientele. But for three culinary heroes – Adam, Nari, and Luis – being a chef means preparing thousands of quality nutritious meals every week for people in need, with fresh food ingredients from Second Harvest. Each finds their role as chef in a social service agency the most rewarding role they've performed in their careers, because their work makes a difference in thousands of lives daily.

## **Adam: YMCA Hospitality Training Program**

Adam Lariviere's career path to becoming a chef in the social services was anything but engineered – literally. After dropping out at the end of his third year of an aerospace engineering program, Adam took the first thing that came to him: washing dishes at a Chinese restaurant. He found that he loved working in a kitchen and thrived on thinking on his feet. For five years, Adam worked throughout three provinces in fine-dining restaurants, the hotel industry, and for catering companies. The twelve-hour days began to take a toll on him, and it was then that he came across the role as Training Chef at the YMCA Hospitality Training Program.

The YMCA Hospitality Training and Harvest Kitchens programs recruit 17 people – out of over 100 applicants – into each 18 week cycle of training that prepares them to work in

a commercial kitchen. Second Harvest donates meat and fresh produce to the program, and in turn, the staff and students at the program create meals that are redistributed to eleven Second Harvest agencies. The YMCA-Second Harvest partnership generates 1,350 meals each week for recipients and Second Harvest member agencies.

Adam has been with YMCA for over three years, which is longer than he's held any other position. But this role has given him another, larger sense of permanence: the impact he's making in the lives of others. Whereas before he provided catering to celebrities and athletes, Adam now trains people who have experienced barriers to employment by making food for people who need it.

## **Nari at Good Shepherd**

Unlike Adam, Nari has always known that she wanted to be a chef. As a little girl, she helped her mother cook at home, and although she went to culinary school in Guyana before immigrating to Canada, Nari says cooking with her mother was her greatest apprenticeship. Her mother often donated prepared meals to those less fortunate, and gave regularly to an orphanage. This instilled in Nari a lifelong passion for providing to the poor and underprivileged. Nari has worked as a chef at Good Shepherd Ministries for over seven years.

Good Shepherd Ministries provides 1,200 meals a day, and Second Harvest is a major donor of perishable food items such as vegetables, fruit, and dairy goods. Good Shepherd of-

fers breakfast, lunch, and dinner to the community on a drop-in basis and to the residents of the 91-bed shelter for homeless men.

For Nari, her work with Good Shepherd is the culmination of a lifelong dream to cook and provide meals for those in need of assistance. She says the role is very hectic, but even more rewarding. At Good Shepherd, access to nutritionally complete meals is a building block that enables individuals to improve their personal circumstances. By providing fresh, perishable food, Second Harvest is an integral part of that system of support.

## **Luis: 416 Community Support for Women**

Luis is a professionally trained chef who works for 416, a drop-in centre for women in the east end of downtown.

Approximately 75 women visit daily for lunch or dinner, and about the same number participate in the weekly food hamper program. In addition to on-going programs, Second Harvest also provides up to 100 turkeys to 416 at Christmas. Women can choose between signing up to take a turkey to cook at home, or dining on a turkey dinner made at the centre.

Luis has worked for 416 for just over two years, after a long time in the commercial food service industry. Like Adam and Nari, what brought him to 416 was an interest in using his skills for good. He was feeling burned out by the pressure and scale of commercial cooking. Although working at 416 is demanding in its own ways, Luis feels rewarded by knowing that the food he makes is both much-needed and appreciated.

# FOOD DONOR Profile

## Hot House Café



**HOT HOUSE CAFÉ**, a popular restaurant on the corner of Church and Front Streets, remains Second Harvest's leading food supporter among all restaurants and hotels in Toronto. Their food donations range from freshly baked muffins, croissants and scones to hip of roast beef, lasagne *al forno* and baked chicken with bourbon BBQ sauce.

In addition to the quality, the quantity of surplus prepared food being donated on a weekly basis is exceptional. Hot House Café's Sunday brunch is very popular and serves 800–1,000 guests in just one day, resulting in 200 lbs. to 600 lbs. of surplus food, all designated for Second Harvest.

When asked why Hot House Café chooses to donate its food to Second Harvest, Andrew Laffey, owner and operator, explained, "We see a huge need in our community and at the same time, we prepare all of this delicious food. Why wouldn't we want to donate our food? It makes sense to help alleviate hunger, because we can!"

Andrew has been the owner and operator of Hot House Café since its inception over 16 years ago. When the restaurant began serving its Sunday brunch and Wednesday night buffets, Andrew noticed higher volumes of surplus food and decided to call Second Harvest. A Second Harvest

ensures that all of the surplus food is safely stored in aluminum trays, following proper food safety regulations, and placed in their cooler overnight. When Second Harvest's drivers arrive, Curt approaches them with a smile and hands them over 20–60 prepared trays every visit.



truck now arrives at Hot House Café every Monday and Thursday morning to rescue the delicious prepared food.

Last year, Hot House Café donated 33,000 lbs of delicious prepared food to Second Harvest. This equated to roughly 33,000 meals for people in need in Toronto.

Curt Hospedales, the restaurant's Executive Chef, plays an important role in the food donation process. He

In addition to their longstanding support of Second Harvest, Hot House Café donates to over 200 other charities. They even hold a toy drive and provide a turkey lunch every Christmas to children in need, through a partnership with the Hope for Children Foundation.

For more info on Hot House Café, please visit [hothousecafe.com](http://hothousecafe.com).

# Coming up at Second Harvest:

## Thursday, February 17 – Lunch Money Day

Join us for lunch as we 'Feed it Forward' at Yonge-Dundas Square from 11am–2pm. Hosted by Food Network's Bob Blumer.

## Monday, April 4 – California Wine Fair

Sample wines from California's top producers at the Fairmont Royal York Hotel. Contact Second Harvest for tickets, of which a portion of the sales will be donated to our cause.

## Sunday, June 12 – Toronto Taste

Taking place indoors and outdoors at the Royal Ontario Museum. Tickets now available!

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## Mission:

To help feed hungry people by picking up and preparing excess fresh food and delivering it to social service agencies in Toronto.

## 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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