



SECOND HARVEST TIMES • SUMMER 2011

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## And Then There Were Eight

**THANKS TO YOUR** generosity, we are delighted to be adding an eighth truck to our fleet! This means that a new route can be added to our regular pick-up and delivery schedule, enabling us to collect more excess food and deliver it to more social service agencies in Toronto.

“We can finally start helping those agencies who have been on our waiting list for a long time,” says Kate Ledgley, Director of Operations. “The new truck means that we will eventually be able to rescue and deliver an additional one million pounds of food every year.”

Second Harvest recognized the need for an additional truck some years ago. Our monthly distribution of food was increasing, but our capacity to distribute was not. We were stretching our resources to their fullest extent and needed to find a solution.

Our team worked tirelessly to find efficiencies. Donated GPS systems from Geotab helped streamline route planning. The Hunger Squad program was launched in an effort to find more sustainable ways of delivering surplus food. But, we were faced with the reality that our monthly distribu-

tion volume had increased by 21% over four years without any significant changes to our distribution infrastructure. We knew that an additional truck was imperative.

In the past, when a truck cost under \$100,000 and the economy was on the rise, it was easier to secure capital funding from a single company or foundation. With increased truck costs, and a declining economy in which making large donations was less prevalent, we were running out of options for a big single-gift request. We decided to do something we'd never done before – to ask our individual supporters to contribute to the purchase of a new truck. It was a big ask, since a refrigerated truck would cost around \$130,000. But we were confident that our supporters would step up to the plate. And we were not disappointed.

After a letter from the potential new truck went out we were inundated with donations. Furthermore, The Pottruff Family Foundation came to us with an incredible offer. They would match every donation, up to half the value of the new truck. That translated into a donation of up to \$65,000!



*Second Harvest team.*

Before we knew it, we had raised enough funds to buy our shiny new truck. Everyone associated with Second Harvest was astounded at the outpouring of generosity. We are now in the process of cutting our agency waiting list in half thanks to your support. We feel honoured to have the support of so many compassionate friends to help us in our mission to alleviate hunger.

For anyone who would still like to contribute – it's not too late. Soon, one of our older trucks will reach the end of its career. Any funds received are being saved to buy a replacement truck while we try to find a matching partner. In the mean time, look for our newest fleet member on the road this fall. All thanks to you! Beep, Beep! 🚚

# Meet Our New Executive Director, Jo-Anne Sobie

LIKE SO MANY who live in Toronto, when I first became Executive Director of Second Harvest in June I had no idea of the real impact that hunger is having on children, youth, vulnerable adults and isolated seniors in Toronto. Since then I have visited many of the community agencies that Second Harvest serves and have seen firsthand the challenges faced by families new to the country, by people who have lost their jobs, or by marginalized individuals who have otherwise fallen out of our social safety net.

And I have seen the genuine gratitude expressed when the Second Harvest truck pulls up with fresh, healthy food. We deliver food to over 200 community agencies across Toronto for distribution to those

in need – through meal programs, drop-in centres, shelters, community food banks, summer day camps, and employment training programs. Every day we are providing enough food to serve more than 16,000 meals.

But we are far from achieving our vision. Thousands of Torontonians are still going hungry. Despite our new truck and delivery route we still have a substantial waiting list. And so our goal is to increase the amount of food we rescue and deliver to our front line agencies.

During my first six weeks on the job, I have also learned a lot about the many people involved in Second Harvest who share our vision that no one in Toronto should go hungry. Second Harvest has, without a doubt, the most passionate and committed volunteers, board and staff that I have



ever experienced in my long not-for-profit career. Our food, fund, and in-kind donors go the extra mile because they share our passion and know we will provide tangible value for their support.

We, who commit every day to helping feed Toronto's hungry population, are so very grateful for all that you – our volunteers and our donors – do to help us reduce the impact of hunger in Toronto. THANK YOU! ←

NOTICE: Second Harvest Annual General Meeting

**When:** Thursday, November 17 @ 5:30pm

**Where:** TD Centre, 66 Wellington Street West, Room TD 54

**RSVP:** To confirm your attendance, please contact Alice Liew at 416.408.2524 or [alichel@secondharvest.ca](mailto:alichel@secondharvest.ca) by Friday, November 11

Special thanks to TD for donating the meeting space, food and beverages.



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# Feeding Our Future

**DURING THE SCHOOL** year, thousands of children in Toronto rely on school breakfast and lunch programs. For many of these children, the end of the school year can mean hunger and malnutrition. But through a program created in 2000 by the Sodexo Foundation, these children are assured that they will receive a nutritious lunch during the summer months.



*Volunteers making sandwich wraps for Feeding Our Future.*



*Campers enjoying their food at the Feeding Our Future BBQ.*

Feeding Our Future runs in major cities throughout Canada and the United States, and Second Harvest is Sodexo's proud Toronto delivery partner.

The Sodexo Foundation provides the food, kitchen space and volunteers to prepare these lunches, and the summer-camp partnerships and lunch deliveries are facilitated by Second Harvest through the generosity of the Geoffrey H. Wood Foundation.

Every weekday from July 4 to August 26, volunteers prepare between 700 and 1,000 lunches at the University of Toronto's Trinity College kitchen. Second Harvest collects these lunches early the next morning, and distributes them in time for a midday meal.

This summer, Second Harvest will deliver about 35,000 lunches to 17 summer day-camps to help feed hungry kids. →

## A Van On a Mission

The Grocery Foundation's generous donation of a new refrigerated van means that getting lunches out to hungry day-campers around Toronto is a little more comfortable. The refrigerated van will deliver lunches this summer for the Sodexo Foundation's Feeding Our Future program.



*Our new van generously donated by The Grocery Foundation.*

# 21 YEARS – TORONTO

21 YEARS AGO, a fledgling charity was the beneficiary of a fundraiser showcasing Toronto's top culinary talent. Expectations were high and ambitions lofty. So the CN Tower seemed like an appropriate venue for the first ever Toronto Taste.

In 21 years, there have been some growing pains, many venues, thousands of guests, all sorts of weather, plenty of good food and drink and millions of dollars raised. But this year we can safely say that Toronto Taste has truly come of age.

For the 16th consecutive year, The Daniels Corporation came on board as Presenting Sponsor. And for the second consecutive year the venue was the incomparable Royal Ontario Museum.



Photo: Clive Champion

In the impressive glass-ceilinged museum lobby, guests sampled bite-size entrees from Ciao Wine Bar, sweet temptations from Pauline's Pastries and exotic cheeses from the Cheese Boutique while washing it all down with Creekside Pinot Gris or

## OUR GENEROUS

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Photo: Sebastian Petrescu

On June 12th, a total of 1,475 guests enjoyed the fabulous fare offered by 63 restaurants and 33 beverage purveyors both inside the Royal Ontario Museum and outdoors, under tents along Queen's Park. They came out in support of Second Harvest to pair cuisine and compassion.

Victoria Gin elderflower martinis.

Outdoors, Food Network Canada's Roger Mooking charmed everyone with a trio of spicy meat, fish and chicken lollipops. Chef Marc Thuet (Petite Thuet) caused quite a stir with the enormous meat smoker he'd brought along, not to mention the

# TASTE COMES OF AGE

beaver salami he was proffering. Not to be outdone was Buca's Rob Gentile whose Torta Sanguinaccio, a tart made with pork blood, chocolate and espresso-poached figs, had quickly separated the adventurous from the conventional.

Fans of Food Network Canada's Top Chef Canada, got the opportunity to meet and sample the food of this season's Toronto contestants, Andrea Nicholson (Great Cooks on Eight) and Dustin Gallagher (Grace). And, of course, one of the show's judges and someone who has given his time and talent to Toronto Taste for 21 years, Chef Mark McEwan, chatted with guests while offering what is



Photo: Sebastian Petrescu

becoming a signature dish at Fabbri – crispy, deep-fried Lake Erie smelt with fennel salad.

Host and Second Harvest ambassador Bob Blumer was on hand for the Live Auction along with auctioneer Stephen Ranger, who kept track as guests vied to outbid each other for an array of unique items. A highlight being the first barrel of wine ever auctioned off in Toronto – Tawse Winery's David's Block Chardonnay 2010

– which sold for \$13,000. Overall, Bob, Stephen and our generous bidders raised a record-breaking \$74,400 in the Live Auction.

Guests showed their generosity as personal onsite donations totalled a record \$18,940. Sun Life Financial matched, dollar for dollar, funds raised from these personal donations, up to a total maximum of \$10,000.

Another first was the top raffle prize – a fun Fiat 500 Sport which was generously donated by Chrysler Canada and won by Toronto Taste guest Jason Hudson.

For the wine connoisseur, this year's Fine Wine Auction boasted some of the best vintages we've ever seen at Toronto Taste and there was literally something for everyone at the silent auction tables.

But after all the bidding, the sipping and the snacking; after all the delicious helpings comes the real helping – the ultimate reason for Toronto Taste – to raise funds for Second Harvest.

Combining ticket sales, sponsorship and onsite fundraising, Second Harvest netted over \$360,000 – the highest revenue in the event's history. These funds will enable us to provide enough food for more than 720,000 nutritious meals for our city's hungry – an achievement of which the organization is immensely proud.

To our generous and valued sponsors, our chef and beverage participants, our team of about 400 volunteers who worked tirelessly throughout the event, our heartfelt thanks for making the 21st Toronto Taste a celebration to remember. We simply could not have done it without you!

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# Hunger Squad – Efficient and Effective

## WHAT?

Hunger Squad is a volunteer team that picks up small food donations on foot from local bakeries, cafés and retail stores and delivers the food to a nearby community program.

Corporate volunteers use part of their lunch hour to pick up and deliver food.

## WHY?

In the face of rising fuel costs, we can continue recovering small quantities of food, but in a more efficient and environmentally friendly way – on foot.

We can deliver more food to people in need.

It allows workplace/student engagement with the community.

## NOTABLE FACTS

The first Hunger Squad, made up of staff from Mackenzie Financial, started in November 2008.

There are now 11 Hunger Squads (10 corporate groups, one school group) comprised of over 100 individual volunteers.

Hunger Squads, combined, walk 1,810 km per year. That's the distance from Toronto to Halifax!

Geographic perimeter of Hunger Squad activity so far:

West to Spadina Road, East to Jarvis Street, North to Bloor Street and South to Front Street.

*It is a sobering and impactful experience to see and speak with those folks who are struggling to get by in our city and who receive much-needed assistance...*

*I would recommend that anyone who is in a position to become involved with a Hunger Squad to do so – for the people that need assistance and for themselves.*

**Charlie Dougall,**  
Scotiabank Hunger Squad  
Volunteer

## COMMUNITY IMPACT

Since the program's inception, more than 47,000 lbs of food from over 40 food donor locations rescued and delivered.

Eight community agency recipients in downtown Toronto.

## HUNGER SQUADS

Mackenzie Financial, Scotiabank (2 Squads), Metro Toronto Convention Centre, Royal Bank of Canada, Toronto Dominion Bank (2 Squads), Aird & Berlis, ING Direct, Google Canada, U of T Student Union.

## COMMUNITY AGENCY RECIPIENTS

University Settlement, Fred Victor Women's Hostel, Centre for Opportunities Respect and Empowerment, Metropolitan United Church, Church of the Redeemer, Fred Victor Centre, Good Neighbours Club, U of T Student Union Food Bank.

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## SH By the Numbers

**12**

Years of partnering with Sodexo on the Feeding Our Future program

**1,810**

Kilometres walked by Hunger Squad teams last year

**50,000**

Dollars we're aiming to raise in the Scotiabank Toronto Waterfront Marathon

# RECIPIENT Profile

## Fred Victor Women's Hostel : – Hunger Squad Recipient Agency

*Homeless women in Toronto are 10 times more likely to be sexually assaulted and twice as likely to have a mental illness as homeless men.*

Toronto Star – June 23, 2008

**EVERY FRIDAY, TWO** Hunger Squads from Scotiabank and one from Royal Bank of Canada, collect excess food from 11 downtown bakeries, cafés, and retail stores and deliver it to the Fred Victor Women's Hostel.

The food, mostly sandwiches, wraps and sweet treats are enjoyed by vulnerable women seeking physical and mental healthcare, housing access and advocacy, laundry facilities and hygiene supplies. Sometimes all they're seeking are the basic needs – food and shelter.

Women know that living on the street is dangerous. Most will do anything to avoid doing so – including remaining in highly abusive family relationships. Women who turn to Fred

Victor Women's Hostel for shelter and support are welcomed into a safe environment.

The 40-bed hostel provides emergency overnight shelter and is a safe-haven for women, transsexual women and men who need support. Some have been evicted or are fleeing domestic violence; others are unemployed or under-skilled and have no money. Some have mental health or substance use issues and others are sex trade workers. It is a primary location for health intervention providing on-site physical and mental health care.

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*Within the walls of the Fred Victor Women's Hostel, they are not homeless. They are home.* – Fredvictor.org

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“Hunger Squad is an indispensable, nutritional and valued program... It means we can offer a really good brunch on the weekend,” says Danielle Ashby, Fred Victor's Women's Hostel Manager. “The food they bring is really tasty and so well presented – it's appealing to the women. Good nutrition [is] such an issue for women off the street.”

Apart from the practical benefits of Hunger Squad, there also exists a real personal connection between the squad members and the women at the hostel.

Shannon Soropia is a hostel worker at Fred Victor Women's Hostel. Of the Squad, she says, “They're a fun group



*Members of the Scotiabank Hunger Squad team delivering food to our agencies.*

of people. It's great for the hostel and the women staying here. Sometimes they come into the dining area and the women say thank you. It's a good connection.”

That connection seems to be strengthening. Some Hunger Squad members have started volunteering for other programs at the hostel. “Some of them come to prepare and serve food because of the connection we have with them,” Soropia explains, thus demonstrating the value of this grassroots initiative.

If you'd like to get a Hunger Squad started at your school or place of work, please contact Melissa Dedic at 416.408.2594 or [melissad@secondharvest.ca](mailto:melissad@secondharvest.ca).

### **Fred Victor Women's Hostel**

#### **Food Donors:**

Starbucks – 7 locations  
Café Supreme – 2 locations  
Prairie Girl Bakery  
Pumpnickels

# Coming up at Second Harvest:

## September 30–October 9 – Harvest for Hunger

Make a donation to Second Harvest at participating Sobeys stores.

## October 16 – Scotiabank Toronto Waterfront Marathon

Run/Walk the 5k, half or full marathon to help raise funds for Second Harvest. For details or to register call 416.408.2594 or email [jennifer@secondharvest.ca](mailto:jennifer@secondharvest.ca).

## November 17–20 – Gourmet Food & Wine Expo

We're the Charity of Choice at this event being held at the Metro Toronto Convention Centre. The organizers will donate \$1 to Second Harvest for every visitor's wine glass returned.

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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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