

Eden Community Food Bank

Food for Thought

May 2010

President's Message



Ron Saito, President

A big thanks to our volunteers as we celebrated National Volunteer Week in April! With the dedicated efforts of our volunteers, donors, board and staff, we have made great strides in serving the hungry in our area. Thanks also to all who helped make the Christmas baskets and hampers a success. With your support, we're coping with record numbers - around 1500 people per month. This is possible because of our Unity warehouse. With the additional operation costs of Unity being around \$5,000 monthly, the Board has extended Bill Crawford's fund development manager contract through June working with our fundraising committee to organize new efforts. Bill's holiday fundraising campaign was a marked success and we expect to increase fundraising efforts such as the Councilor Saito and Councilor Mahoney Family Skate and food drives.

We received some good news from Ontario Trillium Foundation (OTF). At our volunteer appreciation day, we announced that OTF has given us a \$189,000 grant over the next three years to hire a Program and Fund Development person (Executive Director). A search

committee has been working on the selection, which we'll announce as soon as possible. This does mark another step in our growth as we expand programs, offerings and partnerships. A huge thank you to Bill Bates for his dedicated contributions to the ECFB Board. We'll miss his

point of view but thankfully, Andrea and he are continuing as Thursday volunteers. We are continuing to look for new members to join the Board, so if you're interested, please contact me or any member of the Board.

Our Unity warehouse continues to take shape. Our landlord added a second washroom and several volunteers painted them. Jim Joseph has continued to assemble and build the walk-in Cooler / Freezer which we anticipate to be operational in May. Any volunteer with HVAC or electrical experience would be appreciated as we continue our outfitting. If anyone knows of a cargo van or truck, please contact me as this will be a future requirement.

Thanks again to all of our volunteers and supporters. It is thanks to your efforts that we are able to continue to help so many of our needy neighbors.

FREE SKATES COLLECT FOOD DONATIONS FOR ECFB

Many thanks to our community members for taking part in free skates sponsored by Councilor Katie Mahoney on Sunday, April 4th at Erin Mills Twin Rinks Arena and MPP Bob Delaney and Councilor Pat Saito on Sunday, March 21 at Meadowvale 4 Rinks.



Donna Behmer, Mayor Hazel McCallion, Donna Thomson Ward 8 Admin Assistant, Councilor Katie Mahoney at the free skate.

For a food donation to Eden Community Food Bank residents were able to join in the fun. The event raised 428 pounds of food and \$57, and 443 pounds and \$246 respectively. It was a great way to create community awareness about hunger in our city.

Thank you to all who participated

LOCAL GIRL GUIDES TAKE ACTION AGAINST HUNGER AND POVERTY

Donna Behmer, Operations Manager

Girl Guides and Girl Scouts all around the world celebrated World Thinking Day on Feb 22, 2010. This year's Theme, "together we can end extreme poverty and hunger" inspired Girl Guides from Mississauga to take part in a special event at Erin Mills Town Center. In this event, Sparks, Brownies, Guides and pathfinders participated in activities to learn about poverty and hunger. The girls collected 704 pounds of food for Eden Community Food Bank. A few girls came to our warehouse for a tour and to help sort the food. Thank you to all who participated.

ADVOCACY — TRANSITION CHILD BENEFIT

Beth Barnes, Volunteer Advocate

In July, 2008, the monthly Ontario Child Benefit (OCB) came into effect as well as the Transition Child Benefit (TCB). The TCB is intended for those people receiving Ontario Works (OW) or Ontario Disability Support Program (ODSP) who are not eligible for the National Child Benefit Supplement (NCBS) or who only receive part of the NCBS or OCB. Some examples are:

- People who are in Canada without immigration status.
- People who are in the middle of the OCB or NCBS application process.
- People who have not filed an income tax return for the previous year.
- People who have a newborn child or who have recently moved to Ontario.
- People who did not qualify based on income in the previous year but who have had a sudden decrease in income in the present year.

If parents/clients on social assistance are not getting the maximum OCB (which is \$75/month per child for 2010), as advocates, we encourage clients to talk to their case worker.

JUNE 1ST—BROWN BAG IT FOR HUNGER

Donna Behmer, Manager

When does \$10 equal \$100? When it's a donation to Eden Community Food Bank through ECFB's Brown Bag it for Hunger event -- part of the June 1st observance of National Hunger Awareness Day.

Eden Community Food Bank is one of a group of four Mississauga food banks co-operating on this first-time, city-wide event, so that June 1st is a day of action, and not just a day to dwell on the sad reality that 17 per cent of people in Mississauga are living in poverty, that 12,000 of them seek help from a food bank every month (almost half of them children) and that Eden Community Food Bank alone has 1,400 monthly clients in 450 families coming to its two locations, at in the basement of Eden United Church on Battleford Road and at 3185 Unity Drive.

The idea of Brown Bag it for Hunger is simple: that people in Mississauga skip buying lunch out on June 1st – that they brown-bag it instead, and donate \$10 to Eden Community Food Bank or one of ECFB's sister agencies. Contributions can easily be made on-line, and ECFB is able to take that \$10 and turn it into \$100 worth of food for the hungry.

On June 1st, please brown bag it and donate to ECFB. Donation link is available on our website.

MAZON CANADA RESPONDS TO HUNGER AT ECFB

Steve Cogan, Board Member



Eden Community Food Bank has been awarded a \$2,000 grant from Mazon Canada to help support our fresh food program during the winter months. Eden Community Food Bank has made a commitment to its clients to encourage healthy eating. We provide fresh fruit, produce and milk to

every family. During the summer months, this produce is generously donated by the Square One farmers market but during the winter we must purchase it. With this grant from Mazon Canada, we'll have the necessary funds to continue providing healthy food to our clients throughout the winter months. Thank you "Mazon Canada, A Jewish Response to Hunger"



OUR STATISTICS: YEAR AFTER ECONOMIC FALLOUT

Linda Schleihauf, Volunteer Advocate

While our economy is slowly improving, our numbers are still growing and part of the increase in 2010 is due to our widened support coverage. Beginning in the month of February we began accepting clients from the L5K postal code area. Although we didn't see many new clients from the L5K area in February, we started seeing the increase in March as more families made the transition from The Mississauga Food Bank or became aware of our services.

Served	Jan 2009	Jan 2010	Feb 2009	Feb 2010	Mar 2009	Mar 2010
Families	307	362	326	374	362	467
People	995	1157	1060	1188	1147	1459
New	36	46	44	52	41	60
Lbs. Food	20,525	21,638	20,272	23,522	21,667	28,210

You can see the impact in the numbers between Feb and March of this year. An additional 4688 pounds of food was needed over the previous month to meet the demands of the new postal code area. Our food distribution is now the same as the demand over the holiday season when it is typically higher. Food donations were never more critically needed if we are to be able to meet the needs through the summer months when donations are typically down.

CORPORATE SPONSORSHIP PROGRAM NEED2FEED

Steve Cogan, Board Member



We have just recently developed a corporate sponsor program to cover the facility expenses of our location on Unity Drive. We are looking for twelve corporate sponsors at \$6,000 each to fund the \$72,000 annual expense of our new warehouse and client centre in the 403 & Winston Churchill area in Mississauga. We would love to partner with local, community-minded companies to ensure that those who are hungry in our community have access to food and other assistance as needed. The proposal is not just a request for financial assistance. We would like to work together by providing opportunities for employee engagement, workplace food drives and Lunch 'n Learns and media recognition of our partnership in the community.

If your company is interested in becoming one of our corporate sponsors, please contact Bill Crawford, bill.crawford@edenfoodbank.org or 416-318-4100.

SPIRIT OF GIVING SHINES AT EDEN UNITED CHURCH

Linda Schleihauf, Volunteer Advocate

For many years, the congregants of Eden United Church have donated food items and gifts, and worked tirelessly to prepare beautiful Christmas Baskets to clients of Eden Community Food Bank and last year was no exception. In December 2009, 220 baskets were lovingly prepared for each family containing. Along with food items, each family member received gifts in their basket that were personalized to the recipient; Moms, Dad and children alike. These baskets were very much appreciated by the families who received them.

We are ever thankful to the generosity extended to the ECFB community by the Eden United Church and its congregants through Christmas baskets, and for providing facilities throughout the year.

MAJOR FUNDING APPROVED!

Bill Crawford, Funding Development Manager



In the fall, Eden Community Food Bank applied for funding to the Ontario Trillium Foundation to hire its first-ever Executive Director. Bill Crawford was contracted as the Funding Development Manager to, in part, prepare the lengthy application for submission.

The Ontario Trillium Foundation "OTF" is an agency of the Government of Ontario. OTF's mission is to build healthy and vibrant communities throughout Ontario by strengthening the capacity of the voluntary sector, through investments in community-based initiatives.

In March, OTF announced its latest grants and ECFB was on the list! We were approved for a \$189,300 grant over three years to hire an executive director who will expand programs, increase awareness and fundraising so more food and programming can be provided in western Mississauga. The hiring of an executive director is seen as a critical next step in the Board of Director's strategic planning process to build on the recently increased capacity of the food bank and to respond to the growing needs of hungry people in our community.

We are working with our local MPPs, Bob Delaney and Harinder Takar, to coordinate a joint community announcement. In the meantime, the hiring process is well underway with an expected announcement and introduction of our new Executive Director sometime in May.



SOUPER RICE BOWL SUNDAY 2010 FUNDRAISER

Beth Barnes, Volunteer Advocate

On February 7, 2010, our 4th annual Souper Bowl Sunday was held in conjunction with NFL Super Bowl Day and this year we gave it a twist by calling it 'Souper Rice Bowl Sunday'. We received 5010 pounds of food (mostly rice!) and \$1,944 in toonies and loonies. The Ontario Association of Food Banks puts a value of \$2.50 on each pound of food therefore the value of this fundraiser calculates in at \$14,469 which more than doubled the donations for this fundraiser



Donation from Merciful Redeemer

last year! We try to ensure that every family receives some rice on every visit and now we have adequate supplies thanks to the generosity of the 10 church congregations and 2 restaurants who

participated. Churches who participated this year are as follows: Churchill Meadows Christian, Community Christian Reformed (Meadowvale), Eden United, Grace Community, Hope Community, Meadowvale Lutheran, Merciful Redeemer Parish, Mississauga Mennonite Fellowship, St. Francis of Assisi Anglican and Streetsville United plus Turtle Jacks and West 50 restaurants. Thank you to all for your continued support and generosity!

BIG HEARTS AT LIONHEART BRITISH PUB & RESTAURANT

Once again, we extend our thanks to Lionheart British Pub & Restaurant for their on going support. Their latest fundraiser, a St. Patrick's raffle for a Guinness mini fridge, raised \$320.

Lionheart's popular Karaoke Idol is back in April, with competition proceeds to Eden Community Food Bank. Join the gang at Lionheart and vote for your favorite Karaoke Idol!



Ron Saito, President ECFB, receives cheque from Lionheart's proprietor Carol Greco.

ECFB SCORES WITH ERIN MILLS BLAZING EAGLES

Many thanks to the young ladies from Erin Mills Blazing Eagles (Girls U16 Rep C) soccer team for taking time out from their soccer to help out at ECFB on December 12th, 2009. The ladies helped with the December Food Drive sorting and organizing the food collected.



Coach Quinonez and the ladies from Erin Mills Blazing Eagles at ECFB.

Thanks to coach Carlos Quinonez and the entire Erin Mills Blazing Eagles team. Good luck on your upcoming soccer season. You're already winners in our books!

BREAKFAST WITH SANTA—A GREAT GIFT

On December 19 and 20th, 2009, 80 families from ECFB had the pleasure of enjoying 'Breakfast with Santa' courtesy of the Mississauga Food Bank in partnership with the Breakfast with Santa Foundation.

With teddy bears and stuffed animals as the center pieces, Christmas crackers at each place setting, coloring books and crayons the stage was set. The morning of the breakfast, families were greeted by elves, reindeer, clowns and fairy tale characters who devoted their total attention to our guests by helping them with coloring and their breakfast needs. A nutritious buffet breakfast of hot pancakes, scrambled eggs, sausages, bacon, pure orange juice, milk, fresh fruit, croissants, assorted breads, Danish, cinnamon buns and Christmas cake was served to the tunes of Christmas Carols. A wonderful puppet show, games and songs, Disney Princesses entertained until Santa and Mrs. Claus made their grand entrance. Sitting in his very favorite chair Santa devoted his total attention to each child. While sitting on Santa's knee each child received a present to take home for Christmas morning. The children left with excitement, smiles, their treasured gift and a memory to last them a lifetime.

