

# Eden Community Food Bank

## Food for Thought

### FALL 2011

#### Executive Director's Message



Bill Crawford,  
Executive Director

#### Are food banks part of the problem or part of the solution?

A recent article in a Toronto newspaper suggested the issue of hunger in Canada will never be resolved as long as food banks exist. The writer contends that not only do food banks fail on their promise to 'end hunger', but they take the pressure off government to ensure income security for all. Food banks don't solve the problem of hunger, the article continues, because many of the people who need the help don't go, but they do make the volunteers and companies who support them feel good about themselves.

While I don't agree that it is time to close our food banks, I do agree that we need to have proper expectations of food banks and our government to respond to the issue of poverty. The answer lies in distinguishing a best response for today and for tomorrow. Food banks are an unfortunate necessity in our communities to respond to the immediate need of hungry families today. Families are not getting sufficient help from government sources so they turn to community

resources, like food banks, to get the help they need. Food banks are a best response for today.

Some people refer to food banks as a 'band-aid' solution to hunger. Bandages are a helpful part of the healing process for a wound to heal. But the wound needs to heal. You wouldn't keep putting a new bandage on a wound that won't heal without recognizing something more needs to be done. We need to figure out what more needs to be done and do it.

If food banks were ever billed as a complete response to end hunger and poverty, that was wrong. Beyond today, we need to advocate alongside the poor and hungry in our community for a better system that does address the root causes. The system needs to change to ensure a standard of living adequate for health and well-being for all Canadians. Advocacy and system change is the best response for tomorrow.

I look forward to the day when food banks are obsolete. Not because they didn't work, but because they are no longer needed.

#### Riders Against Hunger

Saturday, August 20th, 2011

The weather was perfect for riding as forty participants hopped on their motorcycles and raised funds for hungry families in our community at the food bank's first ever motorcycle charity event. Corporate sponsors covered the cost of the event so that 100% of the \$6,000 raised by the riders could go directly to the food bank.

Prizes were given out for participating and top fundraisers including a trip for two to Vegas provided by local marketing company, the-right-solution.

The three hour "poker run"-style ride took the riders through the scenic country roads west of Mississauga and ended at Five Guys for lunch. Thanks to our sponsors: *Five Guys Burger and Fries, Walmart, Master Mechanic, Abrams, Motorcycle Enhancements, Castrol, Tim Horton's, Lionheart, Turtle Jack's, FastSigns, Minuteman Press, Sorex, Cycle World West, Halton Transmission and Superkids Karate.* T-shirts are still available for \$10 each.



## WHY I VOLUNTEER

Sarah Weigel, Volunteer

My children and I have been blessed by many people who are volunteers. I grew up attending Girl Guides and Sunday School, activities run by volunteers giving their time and talents. My children also benefited from soccer and hockey teams, Girl Guides and Boy Scouts meetings and camps. Organizations that only exist because of dedicated volunteers. I was often involved in volunteering with their activities and schools.

In the fall of 2009, I felt my faith challenging me to take my volunteer work out of my church and to use my time serving in my local community. As I considered where I might volunteer I became aware of the Eden Community Food Bank. Tuesday nights at the Unity Client Centre was a time slot that would work with my schedule and surely, I thought, I would have the necessary skills to serve food. Enough food to eat is also one of the most basic and universal needs that crosses all cultural boundaries. In January of 2010, I nervously showed up to volunteer... and have never looked back. For the first while I learned the ropes in serving clients and just as I was feeling comfortable I was soon enlisted for the front desk, greeting clients. I have also done cleaning, food sorting, donation drives at Walmart and am now doing advocacy work. All these different volunteer opportunities have allowed me to learn about new foods, cultures and computer skills! Volunteering at the food bank is now my passion. I don't think anyone who knows me has escaped the reminder to give, give, give to the food bank.

I recently came across the saying to "do what you can, for who you can, where you are, with what you have" (source unknown). I think it is the answer to how, as one person, we can change the world, even if it is for one person in one moment. I receive far more from the smiles, shared stories, learning about other people, and compassion of clients and volunteers than the time I give. My answer to Why I Volunteer is Why Not!

*Sarah attends Trinity Anglican Church in Streetsville. She is a parent of three grown children and works at a local school supporting students.*

## ADMIN SUPPORT FOR THE FOOD BANK

Bill Crawford, Executive Director

Funding granted this year through the **Strengthening Organizational Effectiveness Fund** in partnership with the Region of Peel Social Services and United Way of Peel Region made it possible to address the increasingly demanding administrative responsibilities of a growing non-profit organization. While ECFB was grateful for the many volunteers who were helping in this capacity, the admin tasks simple became too much for the few dedicated volunteers working from home on their own time.

Eden Community Food Bank received \$13,000 in grant funding to update the internal administration and financial processes of the organization. We purchased a new donation management software to help us track donations and communicate to donors more effectively. We upgraded the computers and made arrangements to keep the computers up to-date and our data safe and secure.

Also with the funding provided by SOEF, we were able to hire **Maureen Sawicki** in October to take on the administrative role of recording donations and donor communication. She is working in the food bank's Unity office answering calls, responding to e-mails and receiving office visitors. Her main objective through to the end of the year will be to bring the organization up to date using the new donation management software and ensure that thank you letters and tax receipts are sent out to our donors.

Please join the board and staff in welcoming Maureen into her new role at the food bank.

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## FOOD BANK WISH LIST:

Cargo van or truck for food pick-ups and deliveries

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## JOIN US ONLINE

Become a part of the growing on-line community in support of Eden Community Food Bank. Go to the food bank's Facebook community page and "Like" it to stay on top of news and events as they happen! Also, follow us on Twitter.

 [www.facebook.com/edencommunityfoodbank](http://www.facebook.com/edencommunityfoodbank)

 [www.twitter.com/edenfoodbank](http://www.twitter.com/edenfoodbank)

 [www.edenfoodbank.org](http://www.edenfoodbank.org)



**UNITED WAY OF PEEL REGION**  
New Partnership



As of September 2011, Eden Community Food Bank is a new funded agency of the United Way. The food bank will receive \$30,000 to support our emergency food relief programs and advocacy services at both locations. ECFB will not only benefit from the funding provided, but also from the many support services provided by the United Way including board, volunteer and staff training workshops to strengthen the organization overall. We are excited and grateful for this new partnership.

**FOOD & FUNDRAISING UPDATE**

Bill Crawford, Executive Director

ECFB hopes to collect **400,000 pounds of food** in 2011. As of the end of September, we were far from our goal having collected just over 210,000 pounds of food. With the fall and winter food drives, as much as 33% of our annual amount of donated food is collected in the last quarter of the year. We will need more help to reach our goal. Please consider donating food or organizing a food drive for the food bank before the end of the year.

**Did you know...**

*If you buy \$10 worth of food at the local grocery store and donate it to the food bank, we will distribute that \$10 worth of food to hungry families in our community.*

*If you donate \$10 to the food bank, we can acquire and distribute up to \$100 worth of food to people in need.*

Our budget for 2011 is **\$365,000**. As of the end of September, we raised close to \$200,000. Financial donations are needed to pay operating costs and to purchase food that doesn't typically get donated in food drives such as fresh produce, milk and meat. While the need continues, donations from individuals have gone down over the last year. Please consider making a financial donation to the food bank before the end of the year.

Funds are raised from individuals, businesses, foundations, government, community sources such as faith groups, schools and service clubs and our own events. Are you interested in helping to raise funds or running a fundraising event for the food bank? Please contact Bill Crawford at 905-785-3651 x4.

**RECENT EVENTS & ACTIVITIES**

**Hunger Awareness Campaign**—Our corporate campaign in May and June partnered with local companies to increase awareness of hunger in the community by encouraging companies and businesses in our area to collect food and raise funds in support of the food bank. Our goal was to register 50 activities, collect 10,000 pounds of food and raise \$20,000. We had 52 activities registered, brought in almost 14,000 pounds of food and raised over \$20,000! We surpassed our goal! Thank you to all the businesses who participated in the Hunger Awareness campaign.

**Hunger Awareness Breakfast** was on Tuesday, May 31st at GE Canada. There were about 100 people there from a number of local companies, schools and community organizations. Guests enjoyed the breakfast provided by Tim Horton's while reading the appreciative comments of clients on our 'wall of hunger'. The three client speakers who shared their stories during the presentation made an incredible impact on the hearts and minds of those present.



**Fall Food Drive**—Our ambitious goal for the Fall Food Drive was 25,000 pounds! Fifteen schools and dozen companies ran food drives in the

weeks leading up to Thanksgiving. All together, 25,846.5 pounds was collected to distribute to hungry families in our community.

**An Evening in Monte Carlo**—On Saturday, October 22nd, close to 200 people enjoyed a wonderful evening at the 2nd Annual event. It was an entertaining night of live music, dancing, food, casino games with a cash bar and a silent auction. The evening raised close to \$17,000 for the food bank!



Thanks to all the restaurants that participated in the Restaurant Marketplace - not just donating food for the event, but also serving the food and representing their restaurants. Thanks to Streetsville and area restaurants **St. Louis Bar & Grill, Mondello, Graydon, Saucy, Starbucks, Cuchulainn's Irish Pub, Two Guys from Italy, San Francesco's and East Side Mario's**.

**Toonie Tuesday**—Our annual toonie fundraiser in the schools took place on Tuesday, November 15th. Almost 40 schools participated. When all the toonies are counted, we hope to have raised \$15,000!



## Thank You for Food & Funds

- **Pat Saito and Bob Delaney** hosted another Family Skate at Meadowvale 4 Rinks on Sunday, March 13<sup>th</sup> 2011. The event collected 217 pounds of food and \$205 in donations.
- \$5,000 in funding was approved for the food bank's new food delivery program from the **Wesley C. Smith Fund of the United Church of Canada**.
- In April, **Meadowvale Lutheran Church** took up a special collection of \$590 for the food bank on the occasion of their final service.
- **CIBC Community Investment Fund** gave \$5,000 to help cover the cost of operating our food bank shifts.
- **Streetsville Rotary** ran a food drive at the Erin Mills Loblaws and collected 1,185 pounds of food and \$891.
- At the **Argentia Walmart Tag Days** on April 18 & 19, staff and volunteers collected \$3,025 from shoppers who donated spare change at the entrance.
- **Meadowvale Rotary** conducted a food drive at Sobey's and collected 1,119 pounds of food and \$50.
- **MAZON Canada**, a Jewish Response to Hunger, contributed \$1,000 to purchase fresh milk to distribute to hungry families.
- **St. Rose of Lima** senior students organized a number of fundraisers both in and outside the school collecting a total of \$1,052.
- **Sir Joseph Flavelle Foundation** gave the food bank \$5,000 from their Family Grant program.
- The food bank staff, volunteers and students doing their community hours canvassed at four **LCBO** locations in our service area in September collecting a total of \$3,440!
- On Tuesday, September 13th, the **Bentall Kennedy Canada Tenant Appreciation BBQ** collected 903 pounds of food and \$163.
- On Saturday, October 1st, the **Peel Police Cram-a-Cruiser** food drive at the Argenta Real Canadian Superstore collected 2,515 pounds of food and \$172 for the food bank! Thanks to all the police and volunteers that helped make the event such a success.
- On Tuesday October 4th, kids and their parents brought in the collected food from the **Credit Mills Kids Association's 2nd Annual Credit Mills Food Drive** to ECFB's Unity Client Centre & Warehouse. They made and wore their own Eden Community Food Bank Volunteer shirts. They collected 1,744 pounds of food and \$28.
- **EcoSource's MSURA Project** has grown carrots, radishes, spinach, peppers, tomatoes and garlic from their urban farm projects and donated a total of 882 pounds of produce so far this year to the food bank to help feed hungry families.



### UPCOMING EVENTS

**Winter Food Drive**—Please join us in collecting much-needed food for hungry families in our community. This year's goal is to collect 50,000 pounds of food! A third of the food we distribute is collected in the last three months of the year. We can help support your school or workplace food drive. Call or e-mail us and we will send you a current food needs list so everyone knows what food items to donate and a poster you can edit with your food drive details and post to encourage everyone to participate. Together we can do it!

**Christmas Baskets**—If you would like to sponsor a family by providing gifts for the family members and food for a holiday meal, then please call the food bank office for more information.

**Holiday Schedule**—The food bank's last opening before Christmas is Thursday, December 22 at both locations. The office will be closed from December 23rd to January 2nd. The first food bank opening after the holidays will be Tuesday, January 3rd at our Unity Client Centre and Thursday, January 5 at our Battleford Client Centre.

### Contact Us

905.785.3651  
info@edenfoodbank.org

**Mailing Address - Unity Client Centre & Warehouse:**  
2-3185 Unity Drive, Mississauga, ON L5L 4L5

**Battleford Client Centre:**  
3051 Battleford Road (Battleford & Winston Churchill)

[www.edenfoodbank.org](http://www.edenfoodbank.org)

ECFB is a registered charitable organization.  
Registered Charity Number 86440 7259 RR0001  
ECFB is a partner of The Mississauga Food Bank



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