

Eden Community Food Bank

Food for Thought

Spring 2011



Bill Crawford,
Executive Director

Executive Director's Message

Why a donation to Eden Community Food Bank makes good business sense.

In these uncertain economic times, often donations to charities are the first to drop off the 'to do' list. After all, how can your company be expected to give to the community when money is tight and business is slow to recover. Well, if things are tough for your business just imagine for a moment how difficult things must be for our less fortunate neighbours. If you are having a tough time making it, it must be very difficult if not impossible for those who are hungry and poor in our community to make ends meet. Parents on a low income sometimes have to make the horrible choice between rent and food for their children.

The need for a food bank goes up during difficult economic times so supporting the food bank during those times becomes even more important. Not only are donations needed, but they are a good investment in your business from the inside out and here's why... Employees are proud to work for a caring company that gives back to the community and supports organizations that they support. Corporate

donations help to increase staff morale, especially those that engage the employees in a fundraising challenge or an activity benefiting the food bank. Potential clients are attracted to companies that support the community. A proven track record of corporate social responsibility may very well be the edge on your competition that gets your business recognized over others.

The poor are always the first to feel the impact of a bad economy and the last to reap the benefits when it has recovered. Even as the economy begins to improve, many of our client families are still finding it difficult to make ends meet. With your help, Eden Community Food Bank provides emergency food relief for up to 500 families each month – that's about 1,500 people about half of whom are children.

Financial donations are needed to pay our expenses and buy food that doesn't get donated. Please consider arranging a donation in support of the food bank in 2011. For every \$10 donated, we can acquire as much as \$100 worth of food to distribute to hungry families in our community – what a return on investment!

FARM FRESH FOOD BANK MURAL

Carolyn Bailey of EcoSource

Saturday, February 5th marked the culmination of an exciting new "Farm Fresh" mural art project in Mississauga! EcoSource, the Eden Community Food Bank, Mentor Artist Anna Ferguson and students from Iona Catholic Secondary School came together to bring a farm market scene to life. Art inspires people, and allows them to share their appreciation of a given subject. Our 'Farm Fresh' mural provides an exciting way to spark conversations about food; where it comes from, why we love it and how we consume it. Located in the central client market space, "the mural will enhance a space that is enjoyed by many, while also inspiring clients and volunteers to consider healthy food choices and better nutrition," says Bill Crawford, Executive Director of the Eden Community Food Bank.



Teaming up with high school student volunteers and a local artist has brought great ideas to the artwork and generated lots of interest and enthusiasm for sustainable food in Mississauga. "This has been a very worthwhile, meaningful and FUN project!" said local artist Anna Claudette-Ferguson, who has led many art projects in Mississauga through her Community Art Force program.

Teaming up with high school student volunteers and a local artist has brought great ideas to the artwork and generated lots of interest and enthusiasm for sustainable food in Mississauga. "This has been a very worthwhile, meaningful and FUN project!" said local artist Anna Claudette-Ferguson, who has led many art projects in Mississauga through her Community Art Force program.

WHY I VOLUNTEER

Shelley Fowler, Volunteer

I had always helped friends when they found themselves in need, but I had never volunteered when it came to the wider community, in spite of my mother having volunteered continually while I was growing up. I had heard of food banks but knew nothing about them. A quick Google search brought me to Eden Community Food Bank and Donna Behmer. Donna asked me to meet her at the Unity Drive location which was just a huge, empty shell then, but there were tables set up and mounds of food being sorted by a few ladies. I thought, "Well, I can hardly leave now" and pitched in to help. Four hours later it was all done and I was hooked.

In April of 2009, I started serving clients on Thursday nights at the Battleford location, assisted in setting up the shelves at Unity before it opened to the public and I now work approximately nine hours every Tuesday at that location. There is something pure about volunteering. You are there for no other reason other than you want to be there. You are helping other people who are in need because of the unfortunate circumstances of life – that is a truly rewarding feeling. It gets your mind off your own problems. The author of "Blue Zones", Dan Buettner, states that volunteering twice per week can extend your life by seven years! Feed your soul. Live longer. Volunteer!

After living overseas for 14 years, Shelley returned home to Canada to work on a project here. She was looking around for something to do before her project got started. Shelley started volunteering at the food bank in 2009.

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

 www.twitter.com/edenfoodbank

 www.edenfoodbank.org

HUNGER ON THE RISE IN CANADA, REPORT WARNS

Isabel Teotonio Staff Reporter (thestar.com)

The number of malnourished and chronically hungry people in Canada is "growing at an alarming rate," according to a report released Thursday, March 10.

And people should be able to buy their own food rather than rely on charity, the report says.

"Immediate changes are needed in provincial and federal income security programs in order to ensure that all people have the resources required to buy nutritious food," according to the Recession Relief Coalition's report.

Titled Hunger Crisis, it follows a public inquiry the coalition organized in late November 2010. A panel of experts heard evidence from social service providers, researchers studying the issue and people who have experienced hunger.

The panel, which included a physician, chef and housing advocate, suggested raising social assistance rates and emphasized the responsibility of businesses to pay their employees a living wage.

Sheryl Lindsay, executive director of Sistering, has noticed "a dramatic increase" in the number of people using the drop-in centre's food program. When the agency moved to its current west-end location four years ago, about 100 meals were being served each day. That number is now about 200 meals.

"We're just one agency in the city and anybody who is trying to provide food has seen this explosion in numbers," Lindsay said.

Last year, there were nearly one million visits to Toronto's food banks, a 14 per cent increase over 2009.

And in March 2010, food banks helped a record 867,948 people across the country, according to Food Banks Canada.

The panel developed 27 recommendations clustered around 6 themes:

- Raise incomes/invest in income security programs
- Increase access to adequate affordable housing
- Consider access to good, nutritious food in community and urban planning
- Improve access to and quality of emergency food programs
- Recognize poverty and hunger as major risk factors for physical and mental health issues
- Respect human dignity in eliminating hunger.

Source: <http://www.thestar.com/>

FOOD BANK WISH LIST:

Cargo van or truck for food pick-ups and deliveries



ISSUES TO CONSIDER DURING THE FEDERAL ELECTION
Food Banks Canada

In the 2010 HungerCount survey, Food Banks Canada asked food banks across the country which policies would make the most difference in alleviating hunger in Canada. Food banks consistently chose the following five policies:

- Increase the availability of affordable housing
- Increase social assistance benefit levels
- Raise the provincial minimum wage
- Raise pension levels for seniors
- Improve access to Employment Insurance

Too many people need help from food banks because they find themselves in unpredictable situations – a sudden health problem, a death in the family, the loss of a job. This is the time to let MPs, politicians, and the media know the realities of those in need.

2011 FOOD & FUNDRAISING GOALS

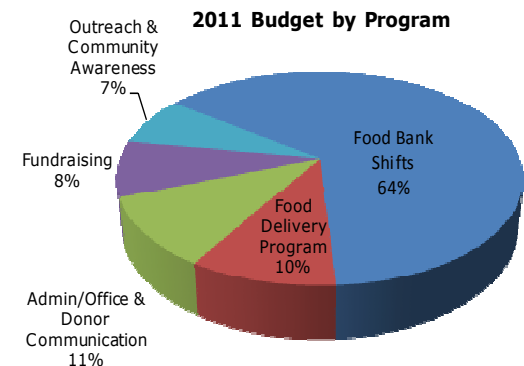
Bill Crawford, Executive Director

ECFB plans to collect **400,000 pounds of food** in 2011. That might sound like a lot of food, but it is only a modest 10% increase over what was collected last year. In 2010, 40% of our food came from The Mississauga Food Bank. The remainder comes from school, corporate and community food drives and our own collection efforts.

Our budget for 2011 is **\$365,000**. 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.

2011 Approved Budget by Program

Food Bank Shifts	\$233,434
Food Delivery Program	\$36,132
Admin/Office & Donor Communication	\$38,107
Fundraising Expenses	\$30,648
Outreach & Community Awareness	<u>\$26,678</u>
	\$365,000



RECENT EVENTS & ACTIVITIES

Toonie Tuesday – Toonie Tuesday was held on Tuesday, November 23rd in 2010. Just over 40 schools from the two school boards participated in either collecting toonies or putting on an event in support of the food bank. Thanks to all the schools that, together, brought in almost \$17,000! If you are a school in our service area, reserve the date now for the 2011 Toonie Tuesday on November 15th, 2011.

Christmas Food Drive – Many thanks to all the schools, local businesses, corporate offices and service clubs who participated in our Christmas Food Drive. We collected and sorted over 30,000 pounds of food in a three day period in December – that’s as much food in just a few days that would normally come in over the course of a month.



Tackle Hunger! - The results are in for the "Tackle Hunger Souper Bowl Sunday"! On Sunday, February 7th, 2011, 21 churches, two community fundraisers and one synagogue joined the team to tackle hunger. Together they raised a total of \$3,674 and collected 7,503 pounds of food. Double the number of participants were involved in this year’s Souper Bowl. They raised 100% more funds and 50% more food. Thanks to everyone who participated in this year’s Souper Bowl!

HOW YOUR COMPANY CAN MAKE A DIFFERENCE

Employee Engagement Opportunities - A group of Mary Kay employees came to the food bank every Friday afternoon for four weeks in February. Over their volunteer visits, they helped clean, sort food, re-arrange the food sorting tables and inventoried food. Employee groups are welcome to contact the food bank to arrange group opportunities.



Hunger Awareness—In May and June, we are partnering with local businesses and corporate offices to raise awareness of hunger in our community through workplace events and activities which will raise funds and collect food for the food bank. To register your event, call 905-785-3651.

Hunger Awareness Breakfast—This year the breakfast is on Tuesday, May 31st from 7 to 8:15am at a new venue—the auditorium in the GE building at 2300 Meadowvale Blvd. Food and drinks provided by Tim Horton’s. Plan to attend this informative and moving presentation about the effects of hunger on families right here in our own community. To send reps from your company, call 905-785-3651.



Thank You for Food & Funds

- Thanks to **Ward 9 Councillor Pat Saito & MPP Bob Delaney** for recently hosting two Family Free Skates at the Meadowvale 4 Rinks benefitting Eden Community Food Bank! Instead of having to pay to skate, families brought non-perishable food items or made a donation. Recent events on Nov. 11th, 2010 and March 13th, 2011 collected 324 pounds of food and \$531 in donations.



- Peel Regional Police and volunteers collected 2,890 pounds of food along with \$515 in change at the **Cram-a-Cruiser** on Saturday December 4th, 2010 at the Argentia Superstore.
- **Golder and Associates** raised \$2,905 and 1,025 collected pounds of food from staff over Christmas and includes a donation from the company as well. They informed us that they plan on running a **"Cram-a-Cubicle"** event in their office attempting to fill a cubicle with collected food.
- A young person, **Stephan David Straiton**, earned \$100 shoveling snow after a snowstorm and donated it all to the food bank.

- **Mississauga Tim Horton's Restaurant Owners** donated \$6,000 to sponsor the expense of the weekly truck deliveries from The Mississauga Food Bank.
- **Bentall Kennedy** hosted a vendor sale in December for the tenants of their building at 6880 Financial Drive. The vendors donated \$5,038 to the charity of their choice – ECFB!
- ECFB received a \$2,000 grant from the **BMO Employee's Foundation**.
- The food bank received \$2,247 from **Mattel Canada** which is money raised by the employees at various in-house fundraising events.
- Grade 8 students at **Edenwood Middle School** were involved in a special project as part of their geography unit on Economic Systems. Students were required to create their own business plan and sell their product or service at a trade fair. The assignment required students to pay a rental and advertising fee as part of this 'real life' experience. Students raised a grand total of \$574. All proceeds were donated to the Eden Community Food Bank. Students and staff were delighted to donate to such a worthwhile cause.
- **Meadowvale Rotary Club** presented a \$2,000 cheque to Bill Crawford after he spoke at their January 28 meeting. They pledged to run both a Spring and a Fall Food Drive in 2011.



UPCOMING EVENTS

Spring Food Drive – Please join us in collecting much-needed food for hungry families in our community. This year's goal is to collect 10,000 pounds! Please register your food drive by calling 905-785-3651 x5 or e-mailing office@edenfoodbank.org. When registering, please leave a contact name and number for us to call. We do have a limited supply of boxes available to help you pack up the collected food if needed. The food drive drop off dates are April 18-21 and 26 at our Unity Drive location. Limited pick-up of collected food can also be arranged on April 18, 19 and 26. Please indicate when you register if you would like boxes, if you are dropping off or if you will need a pick up and on what day.

Volunteer Appreciation Night – Wednesday, April 13th, 2011 at the Unity Client Centre. In 2010, we had 450-500 volunteers help out through the year. 142 of those were regular weekly volunteers in one of our food bank shifts. Volunteer hours added up to almost 16,000. Thank you to all of our volunteers!

Walmart Tag Days at the Argentia Walmart of Sat & Sun, April 16th & 17th.

Cram-a-Cruiser at the Argentia Superstore Saturday, April 16th, 2011

ECFB Annual General Meeting – Tuesday, May 11th, '11 7pm at the Unity boardroom.

National Hunger Awareness Day – Tuesday, May 31st, 2011

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

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

