

Winter 2010

# Newsletter

## People Helping PEOPLE

**Your help has made a difference in these people's lives and many more like them.**

"We were taught that shame is worse than hunger or cold," says a former emergency food recipient who has now emerged on the other side of needing help. This is a familiar story among those who grew up poor. They learned that they should never tell anyone how poor they were. The shame of asking for help is seen to be far worse than hunger pangs.

Judy struggled with being a new University graduate with a young child and not yet receiving full time hours from her new employer. There was never enough money at the end of the month to pay for food. Friends helped when they could. Finally she realized she had to ask for help. She



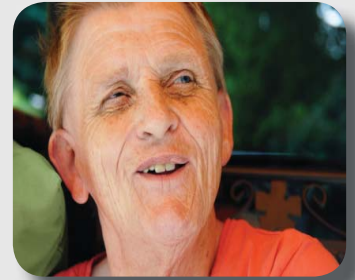
cried as the volunteers at the agency kindly put together a nutritious food hamper. As a healthy, educated, young adult she was embarrassed to need this help. They told her, "This is why we are here," and that she needed this help so she could move on. Soon after this low point she was receiving full time hours and not only didn't need help, became a donor herself. Judy will always be grateful to the donors who make the work of The Food Bank possible.

Steve is a careful shopper. The week before his Ontario Disability cheque comes he is making



THE  
**FoodBank**  
OF WATERLOO REGION

choices in his head and budgeting. Paying the rent first leaves him \$168 for the rest of the month. He looks for what sales are on, checks whether he needs detergent, cleaning supplies, shampoo and decides where the remainder will be spent. If he has to buy dish detergent, shampoo and laundry detergent, then he will be eating very poorly this month. With the help of a local agency he can offset some expenses with donated product. Your support helps him to achieve independence without giving up nutrition.



A newly arrived immigrant family was afraid to ask for help. They knew no English. Their rent, food and other expenses were rising. They thought that someone would take their baby away because they had no income. Fortunately



an outreach worker was able to assist. A gift of food and baby items and the help of a volunteer interpreter allowed the worker to gain the family's trust so she could help. Now, thanks to the support of donors, they are

able to access courses in English as a second language, resume writing, sources of low cost food and clothing and other resources.

Your donations to The Food Bank help to ensure that there will be many other happy endings.

**NOURISH HOPE** [www.thefoodbank.ca](http://www.thefoodbank.ca) or call 519-743-5576

# Reality in the Region

## YOU MADE IT A CHRISTMAS TO REMEMBER

***“Your generous donations are allowing us to fill the gaps in food inventory and explore new opportunities to increase fresh food to the programs we serve.”***

*--Wendi Campbell, Executive Director*

Christmas of 2009 was proof for staff at The Food Bank that the business sector of Waterloo Region has begun to overcome the economic recession of the past year. We were warmed by the notes and cards that accompanied many donations at Christmas. One business commented ; “2008 and early 2009 was a very challenging time for us with financial loss resulting in a loss of manpower. But the future looks much better and we are pleased to share money to help those whose lives have yet to turn around.” Many of you sent notes thanking staff for the good work we do. We return thanks with the comment.... **made only possible because of your generosity.**

2009 certainly was a difficult year for our neighbours. Emergency food usage continued to rise. The impact on resources (human, food and financial) was significant:

- **246,586** additional pounds of non-perishable food distributed – a 16% increase
- **15%** increase in the number of food hampers distributed
- **17%** increase in the number of households accessing service (many for the first time)
- **80,731** pounds of additional food was delivered in Nov and Dec 2009, compared to 2008

You responded en masse giving hope to thousands of women, men, children, fathers and mothers and grandparents. The Food Bank received 239,500 lbs of food donations this past Christmas. The financial response also showed your continued generosity. We were successful in reaching our financial goals. Many of you chose to donate through The Food Bank website [www.thefoodbank.ca](http://www.thefoodbank.ca). It was great to see so many sending Christmas gifts to family and friends using the convenient e-card option.

As we approach the beginning of 2010 with renewed hope of a stronger economy we are still mindful that the manufacturing industry has not recovered. At The Food Bank we anticipate the aftershock from the recession of 2009 will be felt by some long into the summer of 2010. We are hopeful that the demand for emergency food will decrease but will continue to strive to nourish hope for all our neighbours who request assistance.

*Terry Reidl from Frank Cowan Foundation presenting a cheque for \$13,500 to Wendi Campbell. One of the many donations received over the holiday season.*



# The Work Continues...



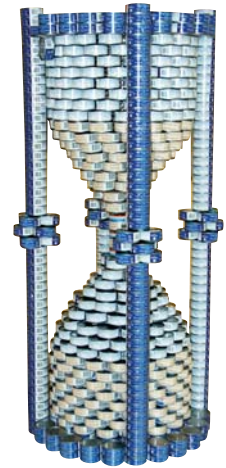
**CANSTRUCTION®**

WATERLOO REGION

Canstruction is just a few weeks away. On March 18th, 14 teams and 30,000 lbs of food will converge at Bingemans. Ten hours later in the early morning of March 19th, fourteen uniquely different can sculptures will stand in "GRAND STYLE".

Canstruction 2010 has changed location and has joined the Grand Home and Life Show, held at Bingemans. The structures will be on display in the Heritage Room on:

March 19th	1:00 - 5:00pm – free admission
March 20 & 21	10:00 - 5:00pm – food donations prior to noon each day or \$8 per adult, \$6 for seniors and students, children 12 and under free.



Research In Motion, the official event sponsor invites you to vote for your favourite structure in the "People's Choice Awards". Ballot/donation boxes will be on display by each structure. Here is the line up of teams that you could vote for:

- Accelerator Centre Clients
- ARIDO – Grand Valley Chapter
- CH2M Hill
- Conestoga College – Architects Construction Engineering Technology
- Leadership Waterloo Region – Class of 2009
- Medicalis
- MTE Consultants Inc.
- Robertson Simmons Architects Inc.
- RWDI
- Stantec
- The Walter Fedy Partnership
- Waterloo Architecture Student Association
- WLU – Students Union
- UW – Engineering Society

Many of these teams of architects, engineers, designers and students have garnered the generous support of community donors and firms who they partner in business with to purchase all the food used in these structures. At the close of the competition this food will be shared with neighbours through our agencies. Other teams' involvement is made possible by generous support from RIM, The Walter Fedy Partnership and Strassburger Windows and Doors.



## Making a Difference



Jake Leiske (with Tim Jackson, Food Bank Board President and Wendi Campbell) is the 2008-9 Nelson Jarvis Distinguished Volunteer. This award is presented to someone with a passion for the community and has had a significant impact on the organization's operations and profile.

For 5 years Jake Leiske has donated her musical talents to educate her students about hunger in this community through a very hands-on project. They produce a professional quality holiday CD with proceeds given to The Food Bank. The project has raised over \$15,000 for The Food Bank and immeasurable awareness of hunger in our community.

# Attacking Hunger in Waterloo Region

There were over 150 food drives through the past holiday season. With the knowledge that our community needed assistance at a greater level than ever before many companies stepped up to help in new ways. Some examples are RBC Dominion Securities staff volunteering for a day and securing matching funds resulting in a donation of \$12,000; Brock Solutions turning their ever successful holiday food drive into a corporate challenge to entice more companies to get involved and Sun Life turning their CHYM Cares campaign into an extravaganza, with staff raising 5408 lbs and \$1403.

Manulife chose to launch an Attack Hunger campaign as part of the 16th annual Stuff A Bus organized by KOOLFM/KFUN, CTV and Grand River Transit. Staff were challenged to fill as many bags as they could with food donations. Each full bag would be matched with a \$100 donation from Manulife.

The Manulife Distribution Administration Systems



Department increased the stakes. They divided themselves into teams of 6 and competed to see who

could raise the most food. Julie Martin, Assistant VP reports, "While the main motivation was about wanting to help out those less fortunate than ourselves there was definitely huge desire to win bragging rights! Each member of the winning team was presented with a "Certificate of Achievement", which each of them proudly displays at their desk, along with a voucher for lunch on Manulife at Gathers, our cafeteria."

The entire Manulife campaign was an amazing way to Attack Hunger with many bins of food being raised and resulting in a Manulife cheque for \$40,000 being presented for Stuff A Bus!



On May 15 The Food Bank asks everyone to **DIG IN** for a region-wide food drive! Check [www.thefoodbank.ca](http://www.thefoodbank.ca) for exciting events happening that day or to register your own food drive. If we all Dig In we can raise the 150,000 lbs needed to assist our agencies over the summer months.

## TO CONTACT US:

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**Yes! I would like a TOUR of The Food Bank of Waterloo Region**  
*(please detach and send to us)*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Prov.: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

Evening Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Or email [info@thefoodbank.ca](mailto:info@thefoodbank.ca) to request a tour!**

## THANK YOU FOR YOUR SUPPORT!