

Fall 2011

Newsletter



THE
FoodBank
OF WATERLOO REGION

What is **Fair**?

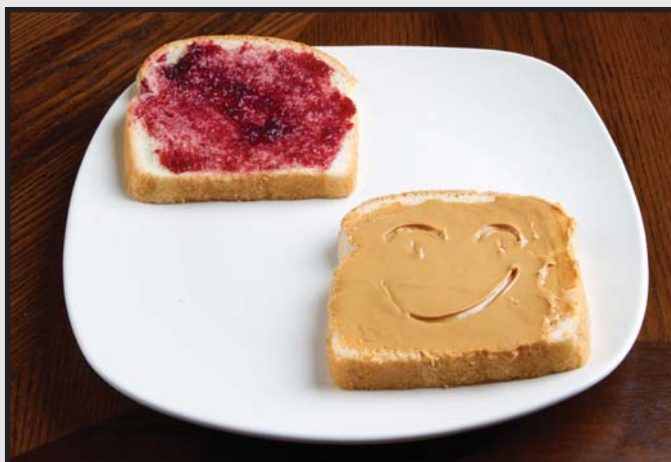
"My sister has more jam on her sandwich than I do. It's not fair," she retorts. As a parent an immediate thought comes to mind, do I treat my children equally, am I being fair to each?

At the store last week I heard a complaint about the 15% increase in the price of the same product over the last two years. The clerk responded, "I understand why you are upset. My salary certainly has not gone up 15% in the past two years. I don't think it is fair either."

A family friend's cancer has returned. One person commented, "She has faced too much hardship. Life has not been fair to her."

How do I make sense of fair? Is it possible to control fair? Can I measure fair? As an organization do we want to measure fair?

Our agencies share food with all who ask regardless their appearance, family circumstances or personal health. If agencies were to measure fair, they may do so on their ability to share. They do not judge one's life contribution when delivering food assistance. They focus on the need for help and do what they can to assist.



Recipients of emergency food may wonder about fairness as well. Is it fair that circumstances dictate that they must ask for help? However Alex, who received a food hamper last week, said that his hamper was fair, it was enough. He and the others who came for help will have a chance to

focus on their other challenges without hunger.

I reflected on the values of The Food Bank of Waterloo Region and words such as flexible, accountable, shared responsibilities and respect for all stakeholders were present but no language of fair

or fairness. Perhaps a new definition of fair may be ...the ability to share so that all people have enough.

*Personal reflections by Gwenanne Jorgenson,
Donor Relations Manager.*

Upcoming Events:

November 19	Santa Claus Parade
November 25 - December 16	Zehrs Extra Helping Food Drive
December 2, 7 p.m.	Reading of a Christmas Carol - Waterloo Region Museum
March 10-18, 2012	Canstruction

So No One Goes Hungry... www.thefoodbank.ca or call 519-743-5576

Fresh Approaches. Every day.

“The provision of food and funds through community partnerships enables us to effectively deliver on our mission. Responsible financial management has allowed us to develop strength and maximize our community impact.”

--Carol Leaman, Treasurer

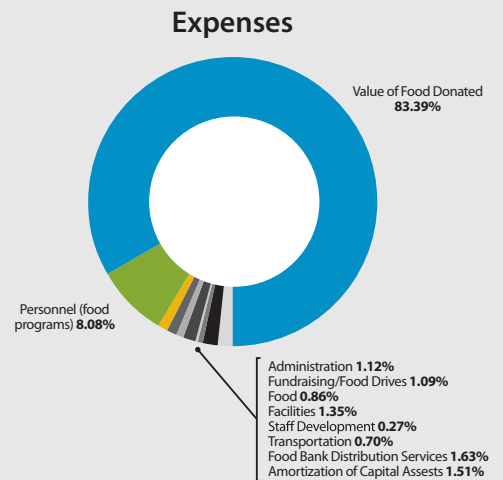
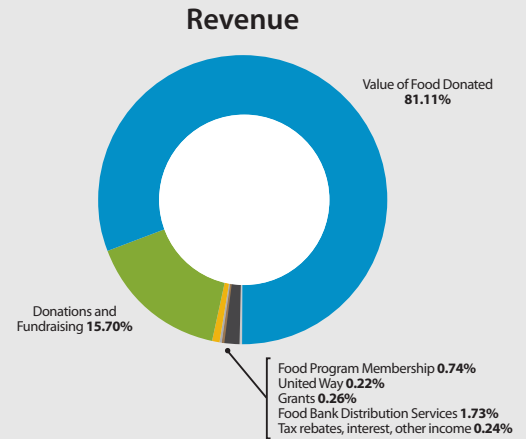
The root causes of poverty still exist in our community and as the community grows so does the need for emergency food programs. Fresh approaches to feeding the hungry will continue to sustain families and lead to continued organizational strength.

In 2005, with no operating reserves to handle emergencies, the Board of Directors at The Food Bank set a goal to build a reserve fund. With some prudent spending and generous gifts from the community we

currently have an Operating Reserve Fund plus a 3 year Capital Maintenance Reserve Fund and Plan. This will ensure our facility and vehicle fleet is functional with capacity for infrastructure improvements, allowing us to improve food service delivery and increase community awareness.

In a full time role, our Food Procurement Manager concentrates on developing new relationships in a quickly changing food industry while increasing the support to provincial and national food acquisition initiatives. Feedback from member agencies indicate we are on the right track and we look forward to continued growth in quantity and nutritional value of food donations. The Food Purchase Fund has also grown to provide for emergency food shortages and innovative new food purchase programs.

Special project funding will enable us to educate and engage our community with programs ranging from school tours to corporate volunteering. There are many opportunities for us to learn from community partnerships and we recognize that they are the essential key to ensuring that... no one goes hungry.



Annual Award Winners

Thank you to the following groups for their exceptional support

Corporate Leaders

Green Shield Benefits Association
Raytheon Canada Inc.
North Waterloo Farmers Mutual Insurance Company

School Leaders

Bluevale Collegiate Institute

Food Industry Supporters

Bonduelle North America – Strathroy
New Food Industry Supporter
Piller Sausages & Delicatessens Ltd.

Outstanding Community Participation Leaders

Loblaws – Extra Helping Campaign

Milestone Awards

(5 years)
Sobeys
JM Schneider Inc./Maple Leaf Foods
CTV
BMO
Region of Waterloo

President's Award

Research In Motion



Raytheon President Brian Smith and Julia Digby receiving tile award.

Help Me

The lyrics to the Beatles hit “Help” resonated with the second year Recreation & Leisure Services students at Conestoga College. In particular “Help me get my feet back on the ground. Won’t you please, please help me?” rang true as they thought about those in our community needing food assistance.

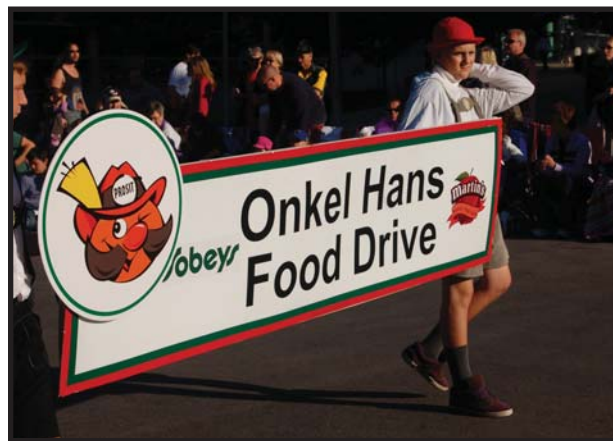
“Asking for help can be the hardest thing in the world,” said one student. “We wanted to help get the message out to the community so everyone can get their feet back on the ground.”

The flash mob gave the students an opportunity to partner with the media and broadcasting students on campus to put theory into practice.



“Our goal is to raise 375,000 lbs in total for the Region. We are grateful to the Recreation & Leisure Services students and instructors at Conestoga College for their help getting the word out,” said Wendi Campbell, Executive Director of The Food Bank of Waterloo Region. “This food drive goal includes the targets set by our partners in the food assistance network: Cambridge Self-Help Food Bank, Wilmot Family Resource Centre and Woolwich Community Services.

Throughout the drive there were many examples of our community working together for a common goal. Food donations were made at local grocery stores, fire halls and The Food Bank. Lots of food raising and fundraising events were held including: the Mayor’s Luncheon in Waterloo, Kitchener Council’s Grillefest, the Twin Cities Predators Football Game at University Stadium and the Onkel Hans Food Drive during the Oktoberfest Thanksgiving Day Parade. The Golden



Triangle Sikh Association pledged to raise 10,000 lbs of food and donate \$2100 for The Food Bank and \$550 for the House of Friendship. In addition, Wilfrid Laurier University’s varsity athletes collected food for the United Way’s Day of Caring, and with the help of Laurier President and Vice-Chancellor Max Blouw and Laurier senior administration, loaded the Golden Hawk varsity bus with food for transport to The Food Bank.



Thanks to the Food Drive Sponsors:

- Sobeys, Foodland, FreshCo
- Dundee Wealth Management/Gary H. Attack Financial Planning Inc.
- Tim Hortons
- The Cowan Foundation
- Kitchener Utilities
- Sybase
- McIntyre Office Services Inc.
- Home Hardware
- North Waterloo Farmers Mutual Insurance Company

So No One Goes Hungry...

Community Outreach Program

The Community Outreach Program in Waterloo Region provides services to low income families with children in 25 local neighbourhoods. Several outreach programs make a special effort to supply emergency food to their patrons. This emergency food service often covers a patron until they get their next cheque or can get to the food bank. As the outreach program is located in their immediate neighbourhood it is often easier to access, and as Sue Martin, a local outreach worker notes below food can be the conduit to linking patrons with other much needed services that they may not know are available.

Sue Martin, the Community Outreach Worker with Mosaic Counselling who works in Wellesley Township explains her role, "Our job is to try to reduce the depth of poverty in the Region. Food is a large part of this goal but we do many other things. We try to link families to other resources in the community such as free clothing, furniture, bikes, baby and children's items/needs. We offer links to educational programs, counselling, employment, recreation and transportation. We offer food because food is such a basic need of everyone. It is also the link to so many other pending issues. Without food a family's health declines; without food, children and parents cannot think clearly, their minds need food. Food addresses a large issue but it also allows

us to assist with other opportunities families might not know about that are in our Region. In the rural areas we often bring food to people because of lack of transportation." For more information on this program, visit www.regionofwaterloo.ca.

12 Days of Christmas Gift Idea



This illustration is taken from the picture book, *The Twelve Feasts of Christmas*, a work of fiction based on the popular Christmas carol, *The Twelve Days of Christmas*. The Plasticine illustrations depict the twelve gifts, each set in a quilt panel.

Books can be purchased at the book launch held in the Woolwich Township Administration Building on Saturday, November 5 at 11:00 a.m. or after the launch at Rumble Tum Café and Gifts (Conestogo), Quilter's Nine Patch (Elmira), Køkken Village Café (St. Jacobs), or by email: editor@conestogopress.com. The author and illustrator, Della vanDokkumburg, is pleased to give a portion of the proceeds to The Food Bank of Waterloo Region. Launch is free with a donation of non perishable food.



THE
FoodBank
OF WATERLOO REGION

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Charitable Registration #: 11923 3310 RR0001

Calling sponsors and teams

Construction Waterloo Region will be at Conestoga Mall from March 10 – 18, 2012

- I would like more information on becoming a corporate sponsor,
- I would like more information about entering a team in 2012.

Name: _____

Email: _____

Phone: _____



CANSTRUCTION®

WATERLOO REGION