

Fall 2010

# Newsletter



## Hope for a Plentiful Harvest

Many individuals and families in our community do not have adequate incomes to provide themselves with healthy food. Fixed expenses (rent, heat) become a priority over fruits and vegetables.

In a report published by the Region of Waterloo (The Cost of Eating Well – The Health Impact of Food Insecurity) household food insecurity is linked to nutritionally inadequate diets (lower intake of milk, fruits, vegetables and meat), chronic diseases (associated with insufficient nutrition), and school success (growth and developmental problems in children as a result of inadequate diets).

As part of the Food Assistance Network, The Food Bank of Waterloo Region works on a number of advocacy initiatives to improve the lives of those we serve. While we are waiting for longer term solutions to have an impact – it is essential to focus on the health of our community today. We can ensure a healthy and vibrant community by meeting the basic need of food that is fresh and nutritious in addition to non-perishable staple items.

2010-2011 will be important years as The Food Bank reinvests in core competencies of Food Acquisition and Distribution. Our plan includes increasing the time, human resources (staff and volunteers) and financial support dedicated to enhancing our food sourcing efforts while creating new systems to get food to agencies & program participants.

Our main focus for new source acquisition will be on local food – working with agricultural partners in Waterloo Region to increase the supply of farm fresh fruits & vegetables, locally processed meat

and dairy products.

We will be launching a multicultural project that helps source new products. This food will be distributed to programs serving the diverse needs of New Canadians in our community who require support services while they adapt to the economic and social realities of their new country.

We continue to monitor trends in the Food Industry. We work closely with the Ontario Association of Food Banks and Food Banks Canada on the coordination of provincial and national relationships that can bring food resources to Waterloo Region. And of course we will continue to be grateful for the support of the community through food drives and special events. Locally donated food is an essential part of our inventory and we thank you, our generous donors, for your continued

contributions of non-perishable goods. The most needed items on an annual basis that we are unable to source from the food industry are: peanut butter, rice, canned fruit, canned meat & beans.



### Upcoming Events:

<b>November 20th</b>	<b>Santa Claus Parade</b>
<b>November 26th- December 16th</b>	<b>Loblaw's Extra Helping Food Drive</b>
<b>December 10th-12th</b>	<b>Stuff a Bus</b>

# Outstanding Support Recognized

The Food Bank is fortunate to receive outstanding support from the community. Each year we endeavor to recognize some supporters that have gone over and above in their support over the past 12 months. This year we recognize the following outstanding donors:

## *Business Category:*

*Conestoga-Rovers & Associates Ltd.  
Research In Motion Ltd.*

## *School Category:*

*St Luke Catholic School*

## *Faith Group Category:*

*Highland Road United Church*

## *Organizations:*

*CANS (Citizens Always Need Supper)*

## *Food Industry:*

*North American Tea & Coffee*

## *Community Participation:*

*Music & Movies in the Park  
(The Beat Goes On and Princess Cinema)*

## *Milestone Awards:*

*For support over a period of 5 years or longer*

*Waterloo & Halton Regions Elks and Royal Purple Lodge*

*Herrle's Country Farm Market*

*Trick or Eat (Wilfrid Laurier University and University of Waterloo Students)*

*Waterloo Region Record*



*Each year local artists are commissioned to create awards for our donors. The tile above is by Carol Bradley of River Tiles, and the bowl below is by Judy Donaldson.*



## Farewell with Applause

Recipient of the Nelson Jarvis Award, Tim Jackson announced his departure after 9 years of serving on the Board of Directors for The Food Bank of Waterloo Region.

Staff, volunteers, fellow Board Members and Incoming President Michael Dye gave Tim a standing ovation when he received the Nelson Jarvis Award at the September AGM, held at Herrle's Country Farm Market.

Tim has brought a level of leadership to our organization that has allowed us to grow and expand. He has led the Board of Directors with a goal to improve services while maintaining the organization's high degree of trust and recognition as a viable charity in our community. The results of Tim's passion for leadership and philanthropy will continue to impact The Food Bank for many years to come.



## President's Award

Manulife Financial has made a longstanding commitment to support hunger relief in Waterloo Region. Records dating back 15 years reveal yearly support from employees and the corporation. In 2000, Manulife made a \$10,000 donation towards our Capital Campaign. They have been constant supporters of the United Way campaign, offering matching funds to The Food Bank through employee contributions and have coordinated countless employee food drives.

But in the past year Manulife Financial surpassed all their other records. An employee food drive with a corporate commitment to match employees' food donations with a financial donation offered a wonderful gift to "Attack Hunger" – 30,352 lbs of food and over \$54,000. Thank you for your corporate and employees' energy and support.

# Countdown to 375,000 lbs

Grade 6 students at Bridgeport Public School launched The Food Bank's Fall Food Drive by issuing a "One Ton Challenge" to their school community. To help explain why the food drive was important the students spoke on behalf of those who need food assistance in Waterloo Region:

*"We are the voices of children who wouldn't have enough food to eat without help from our community.*

**Child 1:** *My Mom would keep me home from school some days because she couldn't send me to school with a lunch. I don't like to miss school but I feel bad when everyone else is eating lunch and I don't have anything. With the help of food programs I don't have to worry about missing lunch.*

**Child 2:** *If I forget and eat what is in the fridge when I get home from school, the rest of the family might not get dinner.*

**Child 3:** *Lots of times I know my Mom & Dad don't eat dinner to make sure we have enough. They say they aren't hungry. But I think they just don't want us to be hungry.*

**Child 4:** *I represent the voice of all the people who take the time to volunteer at The Food Bank. I know that there are hungry people in our community, and I can't sit back and do nothing, so I help out as a volunteer. Helping at the food bank is a great reward, and I know that I am doing something to make a difference."*



The school's goal of raising 2,000 lbs of food will help The Food Bank meet the goal of 375,000 lbs for the Region.

*What can you say to someone who you have never met who provides you with what you need to survive?*

THANK YOU

*Randy,  
meal program  
participant*

Many others have come forward to help:

**David Schooley - Remax Twin City** raised 442 lbs of food by "Stuffing the Hummer".

**Temple Shalom Beechwood** raised 645 lbs with pre-packed bags of needed food items.

**The Golden Triangle Sikh Association** has pledged 10,000 lbs of food and \$1100 to help The Food Bank this fall! In addition, they have already delivered about 1,000 lbs of food to The House of

Friendship. This food drive is in honour of Guru Nanak Dev, the founder of the Sikh Faith.

**Raytheon** employees challenged one another raising 7,736 lbs of food and over \$1200.

**Campbell's Soup Help Hunger Disappear** campaign is providing promotional support for Canadian food banks, plus a donation of 6,000 cans of soup locally.

## Special thanks to the following Food Drive Sponsors:

- **Sobeys, Foodland, Price Chopper**
- **DundeeWealth Management/Gary H. Attack Financial Planning Inc.**
- **Tim Hortons**
- **The Cowan Foundation**
- **Kitchener Utilities**
- **North Waterloo Farmers Mutual Insurance Company**
- **McIntyre Office Services Inc.**
- **Home Hardware**

## Can you name this vegetable?

A recent donation of vegetables from a local farmer created discussion among the staff at The Food Bank.



One person said "When I was a child, "Mom served it raw with dip. Its taste reminded me of cabbage, turnip and radishes.

The vegetable is Kohlrabi from the German word kohl (cabbage) and rabi

(turnip). It can be either green or purple.

Commonly eaten raw, it is tasty when combined with apples and a creamy dill dressing. Kohlrabi can be cooked and complements curried dishes. In Kashmir, families eat Kohlrabi 3- 5 times per week.

# Nourishing Hope at Bridges

Doris Falkenburger, Glencairn Church - Bridges Coordinator shares the following story:

George came to Bridges struggling with being a single dad, going through job loss and not knowing where the next meal would come from, especially for his baby. George needed encouragement mostly to keep his hope up. In spite of having a good education he was finding little time to look for a job and no money to find day-care for the baby. Lacking support, he came to Bridges and was grateful to receive food and encouragement through kind volunteers and food program donors.

## FOLLOW US ON:



**CANSTRUCTION®**

WATERLOO REGION

Awesome event to attach your corporate name to:

Calling all teams and sponsors to challenge your business rivals in support of The Food Bank.

Canstruction Waterloo Region, a competition where teams build structures out of thousands of cans of food, will once again be held at Conestoga Mall, March 12– 20, 2011. With incredible public profile this is a great place to display your employees' talent or attach your corporate logo to Canstruction advertising.



Canstruction team registration forms and build regulations can be found at [www.thefoodbank.ca](http://www.thefoodbank.ca).

For more information contact Gwenanne at 519-743-5576.

Mr. Name: \_\_\_\_\_

Mrs. Address: \_\_\_\_\_

Miss City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Ms. Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

*Method of payment:*

Cheque enclosed payable to **The Food Bank of Waterloo Region**

Please charge my credit card:  Mastercard  VISA

Card #: \_\_\_\_\_ Expiry Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_

\$500.00  \$250.00  \$100.00  \$50.00  Other \$ \_\_\_\_\_

*I would prefer my contribution to be used:*  For acquiring and distributing food.  
 Where it is needed most.

*I would prefer to:*  Remain anonymous  Receive no future mailings.



THE  
**FoodBank**  
OF WATERLOO REGION

**Sharing with my community.  
Every day.**

50 Alpine Court, Kitchener, ON N2E 2M7  
Tel: 519-743-5576  
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E-Donate: [www.thefoodbank.ca](http://www.thefoodbank.ca)

Charitable Registration #: 11923 3310 RR0001