

Winter 2011

# Newsletter



## How Often Are Your Children Hungry?

If you were to ask Juan and Ursula, they would respond:

*“Thankfully never! Since moving to Canada our family has learned to accept the generosity of others. Without gifts of winter coats, food and friendship, we would have suffered greatly.”*

Juan and Ursula represent many of the newcomers to Canada who are anxious to work, but need some help until they complete language training or recertifying credentials to Canadian standards.



Families with children under age 18 represent 45% of the people who you helped feed in the last year.

For families with children, parents will do what they can to make sure that their children do not suffer the effects of poverty and hunger, often by going hungry themselves. Even so, in a recent survey completed by Daily Bread Food Bank in the GTA, 15% of children still go hungry once per week because of lack of money. Hunger is not always about quantity but can also be reflected as a limitation of variety and quality of food, especially perishable food.

Thankfully, food bank usage in our region decreased slightly in 2010. We are still not down to pre-recession numbers, so it is clear that recovery after a recession is a long process. Challenges are still evident as The Food Bank shipped more than 60,000 lbs of food to the House of Friendship Christmas Hamper warehouse – the most food

we have contributed in the last five years. Reports from hamper distribution across the region indicated a significant increase in the number of requests for this special holiday gift – 3,875 hampers distributed through The House of Friendship and 480 distributed by the Society of St. Vincent de Paul in KW parishes. It seems a new normal for many families in Waterloo Region includes retraining

for new employment, making significant lifestyle changes and ultimately gaining strength and confidence to move forward.

We enter 2011 with optimism that the labour market will improve, that jobs matching skills will be found and that families will get back on track and improve their lives. We thank you for your continued support of the work we do to sustain food assistance programs. Your financial support allows us to evolve our food acquisition efforts and ensure that no one goes hungry in Waterloo Region.

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

# Caring *is not just a slogan*

From October through to December The Food Bank of Waterloo Region was overwhelmed by the generous and creative ways you chose to support us. Here are a few of the ways our community shared:

## Extra Helping™ Food Drive

The staff and customers of Waterloo Square valu-mart realize how important financial support is to helping feed the hungry in Waterloo Region. During their recent Extra Helping™ food drive customers and employees showed their support by purchasing and donating nutritious non-perishable food items and making cash donations at the checkout. They raised \$7991.05 and approximately 1200 lbs of food. The Extra Helping Food Drive was held in all Zehrs, valu-mart, No Frills and Real Canadian Super Stores in Waterloo Region.



## Social Media aids Food Bank



@angrycelery tweeted #bottlesforbeans? You give me your empties (beer, wine, liquor) I return them + donate the \$\$ to @FoodBankWatReg! So easy!

As a result, Bottles for Beans raised \$750.86 + 86 lbs of food. Thanks to Seven Shores for providing the space and the many supporters who retweeted, brought their empties and donations of food or funds, helped sort them and transport them to the Beer Store. Special thanks to Hilary Abel (@angrycelery) for her work organizing and making #bottlesforbeans into a success story.

## Stuff a Bus

Volunteers from KOOL FM and KFUN, GRT and CTV were onboard from Dec 10 to 12th gratefully accepting non-perishable food items and cash donations from caring members of our community. This year's combined totals for both Stuff a Bus locations in Kitchener and Cambridge was 61,147 pounds and \$21,396 dollars. These incredible totals would never have been achieved if it wasn't for our amazing community and the never ending desire to help those in need. In addition, it was a banner year for corporate donations as more caring companies than ever before stepped up to lend a helping hand.



Paul Cugliari, VP/General Manager of KOOL and KFUN offers "Congratulations to everyone who gave of their time, food and funds, showing once again ...caring is not just a slogan."

# The Work Continues...

## Behind the Scenes

*"Volunteering at The Food Bank for the last five years has become my own way of giving back to the community. It's been amazing to see the positive impact my time has on so many people in the region. Family sort nights are extremely special as it provides an opportunity to share the joy of giving back with younger family members. Volunteering at The Food Bank has taught me how important it is to give back to the community". -Randy Hubbard*



*Randy Hubbard with Aaron and Adam Exley*

*Oscar's Friendly Family Restaurant staff*



## In the Community

Oscar's Friendly Family Restaurant asked their customers to "Turn the tables on hunger and remember that a city without hunger is a city with heart." Their one month food drive raised 305 lbs of non-perishable food donations and the restaurant donated 526 lbs of hams and turkeys for agency Christmas food programs.

First Response Restorations Inc. believes in supporting the community that supports us. Since 2005, we have solicited support from our insurance industry friends to assist in the food drive for The Food Bank of Waterloo Region. Each year our efforts have been rewarded with growing support. We look forward to working with The Food Bank of Waterloo Region for many years".

-Jim Moore, First Response

## For the Community

Ray of Hope has been feeding and working with people in poverty for more than fifteen years. In the fall of 2010, two agencies joined together in their fight against poverty. The volunteers of the former Dream Centre and the staff and volunteers of Ray of Hope's Oasis Drop In Centre came together to serve the vulnerable and marginalized people at the newly formed Ray of Hope Community Centre at 659 King St.E. in downtown Kitchener.



We have quickly formed a completely new team of 200 volunteers serving nine meals per week to approx. 250 people a night in two dining rooms. The centre is open seven days a week and has a large clothing room, food hamper distribution room, industrial kitchen, laundry facilities, and showers. We serve over 4,000 meals and 650 food hampers a month. We are so grateful for the Food Bank's support in offering us food, training and networking with the numerous agencies that they provide for, so together we can more effectively serve marginalized people. -Jon Hill, Ray of Hope

# Thinking Spring - Nourish Hope

The Food Bank needs to raise 150,000 lbs of food and funds to support food programs by May 31, National Hunger Awareness Day! We will be asking the community to help us achieve this goal in a variety of ways:

**March 10-12** Bring your food donations to the second Uptown Waterloo Comedy Festival [www.waterloocomedy.com](http://www.waterloocomedy.com).

**March 12-20** Visit Conestoga Mall to view amazing, gravity defying can structures. Please vote for your favourite structure as a way to encourage the great support of community architects, engineers, designers and students.



**April 24 Easter Sunday** You can help by organizing a food or fund raising drive at your church, school or organization. Please register your drive at [www.thefoodbank.ca](http://www.thefoodbank.ca) or by calling 519-743-5576 or email [info@thefoodbank.ca](mailto:info@thefoodbank.ca)



**May 12** Empty Bowls at the Canadian Clay and Glass Gallery by the Waterloo Potters Workshop. Tickets go on sale April 1 and sell out quickly [www.waterloopottery.ca](http://www.waterloopottery.ca)

**May 14 DIG IN!** One day food drive with events and donation sites throughout the Region. Find out how to get involved [www.thefoodbank.ca](http://www.thefoodbank.ca)

**May 19** Golf and Make a Difference. Please register your foursome by May 1st. Information about the tournament can be found at [www.thefoodbank.ca](http://www.thefoodbank.ca)



**May 31** National Hunger Awareness Day. One in 20 people in Waterloo Region needed food assistance in 2010. The Food Bank was able to distribute 3 million lbs of food through 76 food programs to help them. How are we doing in 2011?

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## Tag your corporate logo with events/programs of The Food Bank of Waterloo Region

Business Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email address: \_\_\_\_\_

### Golf Tournament 2011

- Dinner - \$5,000
- Platinum - \$3,000
- Corporate - \$1,500
- Hole - \$500

### Food Drive 2011/2012

- Leadership - \$5,000
- Partnership - \$2,500
- Friend - \$1,250

**Fleet Sponsor** - Logo on one of multiple trucks (negotiable price)

*Please complete this form to receive more information about sponsorship opportunities.*