

Media Release

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Fire to Food Bank 365 Helps to Rescue Those in Need

“Fire to Food Bank 365 capitalizes on what Waterloo Fire Rescue is already doing, and makes it better,” said Richard Hepditch, Chief, Waterloo Fire & Rescue, at the Tuesday launch event. “This new program promotes food donations 365 days a year. This is a move toward sustainable food assistance in Waterloo Region. When people think of the fire service we want them to think beyond the fire truck, beyond the fire hose, that we are a community service and are committed to end hunger in our community alongside our primary roles of fire safety education, the application of the fire code and emergency response.”

The public is asked to christen the program by participating in a Donation Photo Contest:

1. Fill a food drive bag.
2. Take it to a Waterloo Fire Hall.
3. Tweet a selfie showing the donation going into the donation bin to @FiretoFoodBank and @FoodBankWatReg by Oct. 14. The prize is dinner with Chief Hepditch and Wendi Campbell, Executive Director of The Food Bank.

Chief Hepditch knows that not having enough food can be a barrier 365 days of the year. Fire to Food Bank 365 was announced at the second annual Waffles in the Warehouse at The Food Bank of Waterloo Region. The more than 100 guests present voted to decide the logo to be used in marketing the initiative as it is rolled out locally and will be accessible to fire departments across Canada.

The goal is to help meet food bank needs 365 days a year through greater community support and corporate sponsorship. Fire to Food Bank 365 is aiming to raise more food and funds consistently so food banks can deliver services, distribute food and purchase food year round to lift the hunger barrier.

The program has been made possible through the support of multiple community partners. Conestoga College Renovation Technician Program students provided the design and labour for the food collection bins. Swanson’s Home Hardware donated the materials to build the bins. Volunteers from Waterloo Fire Rescue will be supporting data collection, food deliveries and marketing support.

“Launching Fire to Food Bank 365 during Hunger Awareness Week as part of the Fall Food & Fund Drive is a great way to engage our community in helping Waterloo Region’s food assistance network so no one goes hungry,” said Wendi Campbell, Executive Director of The Food Bank of Waterloo Region.

This fall The Food Bank needs to raise food & funds to provide 435,000 meals. This will provide 14 weeks of food support in Waterloo Region. Each dollar donated provides food for 3 meals. Most needed food items include canned meat & fish, peanut butter, canned fruit and dry beans.

More than 33,000 people received essential food support last year in Waterloo Region. Nearly 825,000 Canadians needed food support last year. One in five of these people are working. There is no one type of person that turns to food banks for help. More information can be found at thefoodbank.ca.

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