



# COMMUNITY CHAMPION TOOLKIT

FALL 2021

# Welcome and thank you!

**Thank you for raising your hand to be a Community Champion for Daily Bread Food Bank.**

Prior to COVID-19, food bank use had already increased by 5% compared to the previous year, with close to one million visits in the city of Toronto—the same level as the peak following the 2008-09 financial crisis.

This year we are projecting the highest number of food bank visits ever recorded in Toronto, with approximately 1.4 million visits. Emergency responses—including food banks and drop-in meals—do not solve food insecurity, as 85% of clients reported not always having enough food to eat even after food bank use. As a result, 43% went hungry at least once a week.

Insufficient income, precarious employment, and unaffordable housing are the primary barriers to people achieving the right to food. By hosting a food or fundraising drive, you will make an immediate difference for individuals and families experiencing hunger across Toronto. Advocating to government on behalf of the issues that are important to you is an additional step to finding solutions to end poverty and food insecurity.

In this era of physical distancing, your ability to meaningfully connect, galvanize and mobilize people in your network is vital. Your leadership and creativity will help ensure that no one is left behind, and we are so grateful you've decided to take action. Thank you for helping to ensure that everyone's right to food is realized—this fall and beyond.

If you, or anyone in your circle, have been economically impacted by COVID-19, please do not hesitate to reach out to Daily Bread to be connected to food programs across the city.

Learn more at [dailybread.ca/need-food](http://dailybread.ca/need-food).



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# What's Inside

In this toolkit, you will find information and tips to help you launch a fun and safe food or fundraising drive.

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## Have questions? Need help?

If you have any questions about launching an online fundraising drive (or if you'd like to incorporate a fundraiser into your food drive), please contact Kathleen Nicoll at [knicoll@dailybread.ca](mailto:knicoll@dailybread.ca) or (416) 203-0050 x 312.

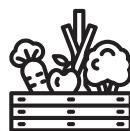
For questions about running a food drive, please contact Michelle Silva at [msilva@dailybread.ca](mailto:msilva@dailybread.ca) or (416) 203-0050 x 241.

# Why your leadership is needed

**From job losses and evictions, the economic impacts of COVID-19 continue to be realized.**

While we have all been affected by the pandemic, our neighbours from historically marginalized communities and those already living in poverty have been hit the hardest.

**Here are some of the reasons we need your leadership right now:**



Since January 2021, Daily Bread's network has seen an average of 110,000 client visits per month vs 68,000 in 2019. This figure hit an all-time high in June with a record-breaking 124,000 visits.



If current usage rates continue, it is projected that Toronto food banks will see 1.4 million visits in 2021, the highest number ever recorded in the city's history.



Systemic racism is closely tied to food insecurity in Canada. Food insecurity is highest among Black households (28.9%) and Indigenous households (28.2%), despite making up less than 5% of the population. Nationally, Black households are 3.56 times more likely to be food insecure than White households.



Many people sacrifice food to pay for other necessities; 67% of food bank clients reported skipping a meal to pay for something else. More than half skipped a meal to pay rent, while others skipped meals to pay for transportation or phone/internet bills.



One third of food bank clients in the city are children and youth.

**Visit [dailybread.ca/covid19](https://dailybread.ca/covid19) to read more about the impact of COVID-19 on food insecurity in our city.**



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# Need inspiration?

Here are a few examples of community leadership in action that might inspire you.



- **Suzanne W** Octogenarian firecracker challenged her friends and family to sponsor her daily 4 km walks through our online fundraising platform and raised a phenomenal \$10,000 for Daily Bread.
- **Ryan A** launched a contactless 'porch pick-up' food drive for his friends and colleagues. Not only that, he developed a Google form that made it easy for people to sign up as food givers or food drivers. This innovative system helped him coordinate the pickup and delivery of hundreds of pounds of non-perishable food! We can even share this tool with you!
- **Pastor Castro** and his congregation at APC Ministries put their faith into action to assist those impacted by the pandemic by organizing a food drive. Together with volunteers, he scheduled times for people to make parking lot drop-offs at their church. In two weeks, they collected 2,277 pounds of food!
- Commercial real estate company **Colliers International** ran an 'office' food drive. Each Friday, employee volunteers collected food donations from their colleagues' home offices and dropped them off at Daily Bread.

# I want to fundraise

Thank you for raising your hand to help raise funds for Daily Bread!

Financial gifts are vitally important – especially now during the pandemic when we've had to greatly increase our food purchasing.

Through discounts, bulk or wholesale pricing, Daily Bread can purchase two or three times as much food as someone buying items at a grocery store or through an online grocer. Financial donations also allow us to distribute fresh food like eggs, dairy and fresh produce – our most-requested items.

You can [create a personalized fundraising page](#) in minutes and share a custom link with your peers and friends. It's a quick, easy way to rally your friends and family around a cause you are passionate about.

## What's the first rule of fundraising?

**ASK!** Don't be shy. People want an opportunity to give and support your efforts. And remember, no gift is too small: \$1 provides food for a meal.

## 3 DAYS' WORTH

\$9 PROVIDES AN **INDIVIDUAL** WITH FOOD FOR THREE DAYS' WORTH OF MEALS

\$36 PROVIDES A **FAMILY OF FOUR** WITH FOOD FOR THREE DAYS' WORTH OF MEALS

## Don't forget to get social.

Post about your campaign on your social channels. Let people know you are a proud Daily Bread Community Champion and invite them to join you at the proverbial 'table'.

Visit our online Resource Centre to download posters and access other tools to help with your drive: [dailybread.ca/resourcecentre](http://dailybread.ca/resourcecentre).

## What's the second rule of fundraising?

Say **thank you**. While your donors will automatically receive tax receipts, we encourage you to thank your donors as their gifts are made. Publicly acknowledging them on social media also provides another way for you to talk about your initiative!

# STEP 1 COLLECT

## I want to run a food drive

By running a food drive on behalf of Daily Bread, you will help ensure that a steady supply of nutritious, shelf-stable food is available for redistribution in the community through one of 120+ member agencies across the city.

While we are all now used to physical distancing protocols, we invite you to review [City of Toronto Guidelines](#) to guide you as you plan your food drive. Your safety – and that of your donors – is paramount.

Check out our **list of most-needed items** on page 11 to help focus your efforts on the most commonly requested non-perishable food items.

### Your Food Drive – as Easy as 1, 2, 3

#### Food collection

**Will you pick up food from donors or will you provide a central drop-off location – such as your front porch, lobby or workplace?**

##### Pick-up

Make arrangements to collect non-perishable food donations directly from your neighbours, friends or coworkers.

OR

##### Drop-off

Ask donors to deliver their non-perishable food donations directly to you or to a central, easy-to-find drop-off location.

**TIP:** No matter which option you choose, be sure to **provide clear instructions including a specific date, time, and location for pick-up or drop-off**. This will give your donors time to prepare, and will ensure a quick, safe and seamless experience for everyone. To help you spread the word, we've created an [editable flyer template](#) you can customize, print and share!



**Download the the editable flyer template today.** Don't forget to customize it by adding your pick-up and/or drop-off instructions in the specified section, circled in red in the image on the left.



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# STEP 2 PROMOTE

## Promote your drive

There are a few ways you can promote your drive – including email, social media, canvassing your neighbourhood and good ol' fashioned (virtual) word-of-mouth.

- **Download a customizable food drive poster/flyer** you can use to announce and promote your drive. Ask for permission to post it in the common areas of your workplace, condo or place of worship. You can also use it to as a flyer to canvas your neighbourhood. **Be sure to add instructions on how your drive will work** (e.g. pick-up / drop-off dates and times, etc.) It's a fillable .PDF and super easy to modify.
- Visit our online [Resource Centre](#) to download additional posters and tools to help with your drive.
- **Don't forget to get social.** Post about your campaign on your social channels. Let people know you are a proud Daily Bread Community Champion and invite them to join you at the proverbial 'table'.
- And, if you have a good connection with your local politicians, perhaps reach out to their offices to see if they can help spread the word and/or have their office as a drop-off location.

### **Will any high school students be helping you?**

Inviting children and youth to help with a food drive is an excellent way to cultivate leadership and empathy. If any secondary students volunteer to help with your drive and they'd like a letter for their high school community service hours, please write an email to Daily Bread with a tally of their hours and the date(s) on which they helped.

### **For how long should you run your drive?**

That is entirely up to you. Some people drop off bags one weekend and pick-up the next. Others allow a few weeks in between. Either way, be clear in communicating your dates and reminders.

### **Don't forget to say "thank you".**

Unlike online donations, we will have no way of thanking and recognizing your food donors. Please thank each and every one of your donors on our behalf. We are so grateful for their generosity. Show them a bit of love on social too. Publicly acknowledging them also provides another way for you to talk about your initiative!

# STEP 3 DROP-OFF

## How (and when) will you get the food back to Daily Bread?

There are several ways to get the food you collect through your food drive back to Daily Bread.

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### You can drop off food donations at:

#### **Daily Bread Food Bank's Thanksgiving Drive-Thru Food Drive**

On Saturday, October 9 from 10 a.m. to 3 p.m. we will be hosting our contactless Thanksgiving Drive-Thru Food Drive event at the Daily Bread warehouse located at [191 New Toronto Street](#). The contactless format will allow you to remain safely in your vehicle while a team of volunteers unloads food donations from your trunk.

**OR**

#### **Any fire hall across the city.**

They are open 24/7. [Find your local fire hall here.](#)

**OR**

#### **Daily Bread Food Bank warehouse**

[191 New Toronto Street](#)

Weekdays from 10 a.m. to 3:30 p.m.



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## Want to maximize your impact?

**Consider adding an online fundraiser to your food drive.**

**Why?** Since the beginning of the pandemic, we've had to greatly increase our food purchasing in order to meet the growing need in the community.

Through discounts, bulk or wholesale pricing, Daily Bread can purchase two or three times as much food as someone buying items at a grocery store or through an online grocer.

Financial donations also allow us to distribute fresh food like eggs, dairy and fresh produce – our most-requested items.

Visit [dailybread.ca/communitychampion](https://dailybread.ca/communitychampion) to create your customized fundraising page today!



# Most-needed items

Non-perishable foods that are high in protein and/or pack a nutritional punch are at the top of our list of most-needed food items. You may also want to consider foods that reflect cultural and dietary restrictions, such as gluten-free and halal items.

- Baby food and formula
- Peanut or other nut butters
- Canned fish and meat
- Canned fruits and vegetables
- Rice and grains
- Lentils and beans
- Dried pasta
- Pasta sauce and canned tomatoes
- Soups and stews
- Tetra-packed milk / milk alternative

## Important note about non-perishable vs. perishable food items:

Please ensure you are only collecting *non-perishable* food items. These include canned, boxed, jarred, dried, or otherwise preserved items such as the ones listed above. We are *not* able to accept fresh or frozen meat, produce, or dairy items through community food drives.

# About Daily Bread Food Bank

Founded in 1983, Daily Bread Food Bank has grown to become one of Canada's largest food banks.

Daily Bread distributes fresh and shelf-stable food, and fresh-cooked meals to 130 member agencies and 170 food programs across Toronto.

We believe that access to food is a basic human right and that no one should go hungry or face barriers to accessing food.

We work towards long-term solutions to end hunger and poverty and runs innovative programs to support individuals living on low income and experiencing food insecurity.

We also publish the influential Who's Hungry report - an annual survey measuring trends in food insecurity and poverty in Toronto to educate the public and spark policy change.

## VISION:

To end hunger in our city.

## MISSION:

We collaborate with all to eliminate food insecurity, and advocate for solutions to end poverty.



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# Thank you for your leadership

Together, we can ensure everyone's right to food is realized—this fall and beyond.



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[dailybread.ca](http://dailybread.ca)

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