

TURKEY DRIVE: 6,094 TURKEYS RAISED

This past December, we held our 14th annual Turkey Drive and were able to meet our goal of raising 5,000 turkeys. Due to an increased need in our communities, Walmart Canada and BDO Canada stepped in to provide an additional 1,094 turkeys for our agency partners, helping us ensure that hungry Torontonians could enjoy a warm, festive meal this holiday season. Thank you to our incredible volunteers who donned festive attire to spread awareness about Second Harvest and sell turkeys to generous shoppers. Thank you to all valued supporters who donated food or funds to our Turkey Drive, and lastly, thank you to our long-standing partner Loblaws, who donated \$2 per turkey, up to a maximum of \$20,000.



PAST COMMUNITY EVENTS

One of a Kind Christmas Show



This past holiday season, Second Harvest was the charitable partner for the Toronto One of a Kind Christmas Show & Sale. Donations garnered through ticket sales, coat check, and on-site fundraising activities generated almost \$11,000 in funds, providing enough food for more than 22,000 meals for people in need.

ECHOage



ECHOage is an online birthday party service that teaches children the value of giving and receiving while celebrating. Party guests RSVP online and their gift contribution is divided between a gift for the birthday child and the chosen charity. Over the past year, more than 100 ECHOage parties chose to support Second Harvest, raising \$21,000 for food rescue.

Salad King: 25 Years



Toronto's legendary Salad King celebrated 25 years in 2016. To mark this milestone, Salad King launched the Hot Rod food truck, which toured throughout the summer. Coupled with a donation from Salad King and fundraising profits from partners Foodora and Ritual, the campaign raised more than \$14,000 for Second Harvest.

Evening at the Market



This past November, Second Harvest was the charitable recipient of the St. Lawrence Market's Evening at the Market fundraiser. This annual culinary adventure invites guests to the market after hours to enjoy dishes from each of the South Market 64 vendors. The event raised over \$32,000 for Second Harvest's food rescue program.

UPCOMING COMMUNITY EVENTS

California Wine Fair



Each April, California's wine community arrives in Toronto to showcase incredible wines, talented vintners and the diversity of the region. Join us for the 2017 California Wine Fair at the Fairmont Royal York Hotel on Monday, April 3. \$40 from every ticket purchased will be donated to Second Harvest. Contact eva at eva@secondharvest.ca to purchase your ticket and receive \$5 off.

Trashed & Wasted



This new charitable event benefiting Second Harvest is rethinking food waste, repurposing trash, and reclaiming refuse in a one-day celebration on March 1. Guests will enjoy delicious dishes, cocktails, and treats made from the most unexpected ingredients, and explore installations relating to the theme. Visit [Facebook.com/trashedandwasted](https://www.facebook.com/trashedandwasted) for tickets.

TORONTO TASTE RETURNS



SUNDAY, JUNE 4, 2017

AN INCREDIBLE CULINARY FUNDRAISER TO LOOK FORWARD TO IN 2017

Second Harvest's signature fundraiser, Toronto Taste, will be held at Corus Quay, a beautiful, lakeside venue, on Sunday, June 4, 2017 to mark its 27th anniversary. Presented by The Daniels Corporation, this legendary culinary fundraiser invites over 90 of the city's top chefs and beverage purveyors to partake in offering sumptuous summer dishes and beverages for 1,500 food and wine lovers.

Guests have the opportunity to sample unlimited dishes and beverages while enjoying live entertainment. The evening also offers guests the opportunity to interact with celebrity chefs including Michael Smith, Mark McEwan, Food Network's Bob Blumer and others, as well as a riveting live auction, an action-packed chef cooking challenge, and extraordinary silent and fine wine auctions.

In 2016, the event raised over \$890,000 for Second Harvest, enough funds to provide food for over 1.7 million meals for people experiencing hunger across Toronto.

This year, we are pleased to offer a limited number of tickets in advance of the public sale. For access to the early bird sale, dine at a Toronto Taste restaurant between March 18-31 to receive your access code. Visit torontotaste.ca for a list of participating restaurants. The public sale of tickets will begin on April 1 and can be purchased through torontotaste.ca.

SECOND HARVEST HERO RAFFLE

The Second Harvest Hero Raffle is back and packed with incredible prizes! Fly away to your dream destination, enjoy a fully catered suite at a Blue Jays game or enjoy a luxury kitchen upgrade by winning one of 15 prizes in this year's raffle. Raffle tickets are 1 for \$10, 3 for \$25 or 10 for \$80 and the draw will take place on Friday, March 31, 2017. All proceeds from ticket sales go will support Second Harvest's food rescue program. Contact Eva at evam@secondharvest.ca or call 416.408.2594 x286 to purchase tickets.



(Top) Choose Your Own Adventure prize; (Centre Left) Blue Jays Suite; (Centre Right) Electrolux Washer & Dryer; (Bottom) Luxury Staycation in Yorkville

HEROES: RBC GLOBAL ASSET MANAGEMENT FUNDS FOR 43,300 HEALTHY MEALS



Committed to providing services and solutions to investors, RBC Global Asset Management is also a dedicated Second Harvest Hero workplace fundraising partner. For the past 8 years, employees at RBC GAM have joined together to raise funds for Second Harvest's Hero campaign over a chosen week. Activities have ranged from dress down days, food drives and raffle ticket sales. To date, the team has raised an incredible \$21,848 and they are looking to raise even more this year.

Beecher Rusin has been a part of the social committee for the past 3 years and notes, "The team at RBC GAM loves contributing to this cause and have realized we can make a huge difference even with small contributions."

"Last year we were able to raise enough funds to provide food for over 8,000 meals and so, without a doubt, we see the value it contributes to those that are less fortunate."



RBC Global Asset Management



NO WASTE. NO HUNGER.

FRESH CONNECTIONS

WINTER 2017



SEEDING THE FUTURE

Preparing for the Future: One Step at a Time

We see it first-hand every day. The need for food in our communities is great and it continues to grow. Last year, approximately 370,000 children, adults and seniors in Toronto experienced food insecurity. In fact, 82 per cent of the 225 agencies we serve reported an increase in the demand for food, and we know that

many of them struggle to meet that need. By 2020, it's estimated that the number of people facing food insecurity in our city will surpass 380,000.

To prepare for this increased need, Second Harvest is making a commitment to growth by launching the *Seeding the Future* campaign, which will enable us

continued inside...



...continued from cover SEEDING THE FUTURE

to feed more people experiencing hunger in Toronto by increasing our food rescue and expanding our social service agency network.

INCREASE THE FOOD

Our goal is to rescue and deliver 15 million pounds of food by 2020 — an increase of 58 per cent from the 9.5 million pounds we rescued in 2016. We will continue to increase our food rescue pounds steadily over each year, working with like-minded organizations to share large volume donations until we are in a position to add more agencies and utilize the food within our own network.

INCREASE SERVICE TO AGENCIES

While our focus starts with building food volume, year three and four of our plan will see the addition of a total of 55 new social service agencies to our delivery network. These front line agencies have direct impact on the communities they serve and support the need for food through a multitude of services and programs.

FEED MORE PEOPLE

By 2020, Second Harvest plans to provide food to 240,000 unique individuals in Toronto, a 14 per cent increase over present day. To deliver this plan, we must raise \$28 million over the next four years. This is a tremendously aggressive goal. But the needs of the communities

“We must raise \$28 million over the next four years. This is a tremendously aggressive goal. But the needs of the communities we serve are equally tremendous.”

we serve are equally tremendous. Shoestring budgets and precarious funding make Second Harvest food donations a vital resource and often a critical factor in their ongoing operation. And as the number of people who struggle to put food on the table continues to grow, the demand on agencies will become greater.

We give thanks to our supporters who made the last 31 years of food rescue possible. And we know that they will continue to help us go further. In fact, many donors have already stepped up to help us launch the plan and get started on this important work to rescue more food and serve more people in the years to come. We extend our true gratitude to The Nikita Foundation and the Ontario Trillium Foundation, an agency of the Government of Ontario, for the multi-year grants they have provided, as well as the individual supporters who have already responded to our call to action.

To find out how you can make a difference to the future of food rescue in Toronto, contact our Director of Development at jennifer@secondharvest.ca or 416.408.2594 x231. We look forward to welcoming many more partners as we seed the future of food rescue, one gift at a time!

ENRICHING WESTON



GEORGE WESTON EMPLOYEES TAKE A BIG BITE OUT OF HUNGER

Every October, employees of George Weston Limited add to their already fast-paced work days by taking on fundraising activities — like hosting a pizza lunch, delivering candy-grams, and even staging a dub-smash competition.

All of these activities are part of a six year old program call Weston Seeding Stronger Communities. The program encourages employees at Weston bakeries and offices across Canada and the US to select a not-for-profit organization that helps children become more healthy and active. Employees then make personal donations and organize fundraisers to support their charity of choice. Every dollar raised by the employees is matched by George Weston Limited.

This year, three George Weston Limited locations in Toronto selected Second Harvest as their charity of choice, inspired after learning that food from Second Harvest fed over 60,000 children and youth last year through nearly 300 community programs delivered by our agency network. Our after-school nutrition program, which nourishes over 8,800 children each year through 57 after-school programs, captured their attention immediately.

“Being able to select a charity that is meaningful for employees is part of what makes the program so successful,” says Nadine Gucciardi, HR Business Partnerships at Weston. “We usually have someone from the charity come in and present so we can learn about the work of they do and the impact that our fundraising will have. Learning about Second Harvest’s work and how many children face food insecurity in our city really motivated our teams.”

At each of the three locations, every department is encouraged to form a team and run a fundraising activity — from jeans week to bake sales. One department even ran a raffle to win a vacation day. “It’s a great opportunity for employees to interact and get creative,” says Gucciardi.

In Toronto, the three Weston locations supporting Second Harvest raised \$113,483, which will almost fully fund the After-School Nutrition Program. Food provided through this program creates even more value by attracting more kids to the program, by increasing cooperation and harmony, and by providing an opportunity to break bread together — all powerful aspects that foster a greater sense of community amongst the kids, in addition to providing much-needed nourishment.

On behalf of those we serve, we here at Second Harvest would like to tip our hats to everyone involved in the Weston Seeding Stronger Communities campaign for your leadership and commitment to improving the lives of children and youth.



clothing and supplies to those in need. After securing the support of a dozen sponsors, her team prepared over 100 packages for marginalized community members, complete with groceries, clothing, backpacks and other back-to-school supplies.

Since then, YWY has expanded its programming to focus on the whole family and focuses its work in Weston, a low-income neighbourhood in northwest Toronto with a reputation for high crime, as well as Keele and Rogers and Jane and Finch. One of YWY’s greatest strengths is identifying needs within the community. Hidden poverty is often not addressed but Mellina’s passionate outreach identifies these individuals and is able to offer support.

With weekly Second Harvest deliveries, YWY now receives fresh, nutritious food that Mellina and her team of volunteers sort into food hampers, along with additional food donations from local retailers. Her resourcefulness knows no bounds: she also receives donations of empty boxes from a local retailer for her food hampers as well as used bed linens from a hotel in the neighbourhood.

Every Monday, YWY personally delivers 5-10 boxes of food to families in the community, tailoring each kit to the family’s needs. Michael McLaughlin is one such recipient. After meeting her in the neighbourhood, Mellina learned about his challenges as a single father to two twin boys with a permanent injury preventing him from working.

Recently, she began to deliver a food hamper to him each Monday, replete with school snacks for his kids and other much-needed essentials. A previous food bank client, he is now able to provide healthier, nutritious food for his family.

Mellina’s passion for enriching the community is driving several new projects forward: a recent winter clothing drive and a toy drive drew crowds lined up around the block, highlighting the need that is often not visible to the eye in this eclectic, historic neighbourhood.

Currently, YWY provides food hampers for 15 families, a number that is growing monthly. Securing more funding for a permanent space is the next step, which will enable YWY to re-introduce its music program as well facilitate a homework club and a home base for hamper pick-ups. The future is bright as residents of the Weston neighbourhood continue to benefit from the growing support of this burgeoning community pillar.

Mellina also decided to organize a back to school drive in the fall of 2014, after working on a successful project in Trinidad to provide

EATING LOCAL IN THE WINTER



Event throughout our cold Canadian winter, fresh and delicious local food is still accessible. With a bit of planning, you can stock your fridge with hearty meals for these colder days.

Here are our top five tips for eating local in the winter:

- **Be aware of what’s available.** Check out Foodland Ontario’s Availability Calendar to plan your meals. In winter, you can not only find locally grown root vegetables like potatoes, carrots, parsnips, leeks, and beets, but also greenhouse veggies such as cucumbers, lettuce and tomatoes from local greenhouses. Don’t forget to read labels on items like mushrooms, peanuts, pulses and honey to find varieties produced near you.
- **Check out winter or year-round farmer’s markets.** In Toronto, you can find markets any day of the week, even throughout the winter. Dufferin Grove Organic Farmers’ Market, Evergreen Brickworks’ Farmers Market, and St. Lawrence Market North are just a few of Toronto’s markets open all year-round.
- **Head to a local farm.** You can find farms close by and directly purchase local produce. If you can’t make it out there, see what retailers closest to you stock local goods.
- **Plan a weekly menu.** Try seasonal recipes like a squash risotto or a leek, mushroom and cheese frittata. Find more recipes using winter vegetables at www.ontario.ca/foodland/page/season-recipes.
- **Join a winter Community Shared Agriculture (CSA).** Pick up a weekly variety of delicious winter produce from a location near you through this program. Some local winter CSAs include Creekshore Farms in Niagara and Lunar Rhythm Gardens in Durham, or find a CSA program near you by visiting the Ontario CSA farm directory.

**Content sourced from Toronto Farmer’s Markets Network (tfmn.ca), Foodland Ontario (ontario.ca/foodland), Greenbelt Fresh (greenbeltfresh.ca) and EatRightOntario (eatrightontario.ca).*

SecondHarvestTO secondharvest.ca

2ndHarvestTO 416.408.2594

Second Harvest: 1450 Lodestar Road, #18,
Toronto, ON, M3J 3C1
Charitable registration # 13386 5477 RR001



VOLUNTEER OPPORTUNITIES

COMMUNITY EVENT VOLUNTEERS

Represent Second Harvest at events across the GTA by staffing the information table or helping with other tasks, including silent auctions, ticket sales and collecting donations. Volunteers should be approachable, outgoing and comfortable promoting Second Harvest and awareness of food rescue. Training is provided.

Upcoming Events:
Trashed & Wasted, March 1, 2017
California Wine Fair, April 3, 2017

SECOND HARVEST COMMUNITY LEADER

Represent Second Harvest in the community through public speaking and outreach initiatives, including volunteer fairs, trade shows, community events and more. Volunteers should have proven leadership skills, passion for food rescue and an outgoing personality. Training will be provided and resume submission is required.

TORONTO TASTE: Sunday, June 4, 2017

Our biggest fundraiser of the year, Toronto Taste is the city’s premier culinary event with more than 60 chefs and 30 beverage purveyors offering all-you-can-eat tastes to 1,500 guests. The event requires more than 400 volunteers for setup, tear down, auction assistance, catering assistance, pre-event support, and more.

Shifts: Over 30 event day positions and shift times available. Visit torontotaste.ca for more details.

For more information, please contact Marjorie Richards, Volunteer Program Coordinator at marjorier@secondharvest.ca or 416 408-2594 x243.



WALMART TRUCKS, TURKEYS AND A WHOLE LOT MORE

Delivering 9.5 million pounds of food takes a lot of people, partners and cooperation. We rely on the generous of support from partners like Walmart Canada to help us fulfill our mission.

Since rescuing and delivering food is at the heart of Second Harvest — keeping our fleet running smoothly and efficiently is vital to our organization. Thanks to Walmart Canada, we were able to put a new truck on the road this past December, allowing us to replace an older truck and eliminate downtime for maintenance.

Walmart Canada also helped us meet the overwhelming requests for turkeys from our agencies. While our annual Turkey Drive collected over 5,000 turkeys for our agency partners, the need in the communities was great this year. Walmart Canada provided us with 1,000 extra turkeys for our agency partners, making sure those in need could enjoy a healthy hot meal holiday meal.

And turning misfortune into an opportunity, when a fire decimated almost \$4 million in stock at a Walmart store in Trenton, Walmart Canada called Second Harvest to assist with distributing undamaged food products in Toronto, Halton, Manitoulin, Hamilton and Cobourg — including Trenton’s Care and Share Food Bank.

Thank you to everyone at Walmart Canada for their ongoing partnership and support.

