



# TURKEY DRIVE 2018

## VOLUNTEER TOOLKIT

Second Harvest  
1450 Lodestar Road, Unit 18  
Toronto ON M3J 3C1  
t. 416.408.2594  
f. 416.408.2598  
[email@secondharvest.ca](mailto:email@secondharvest.ca)  
[secondharvest.ca](http://secondharvest.ca)



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## ABOUT SECOND HARVEST

Second Harvest rescues surplus, unsold food that is donated by over 700 food supporters and delivers it to 373 community agencies across Toronto & the GTA. 94% of the food we rescue is healthy, perishable food: fresh produce, dairy and protein.

Second Harvest provides food for over 34,000 meals a day to our network of agencies such as food banks, community centers, shelters, schools, religious institutes and meal programs across the city.

## ABOUT TURKEY DRIVE

Turkey Drive is a food-raising campaign which began in 2002. Since its inception, we have raised over 77,900 Turkeys! Second Harvest volunteers are stationed at Loblaw stores across Toronto to encourage customers to purchase and donate a turkey to Second Harvest. The turkeys will be distributed to our partner agencies for communal holiday meals and holiday hamper programs. Our goal for 2018 is to collect 5,000 turkeys! Our twitter hashtag is #TurkeyDrive.

## STORE GOALS

DATE	Store Number	LOBLAW STORE	ADDRESS	SAT TARGET	SUN TARGET	TOTAL TARGET
				<b>1,175</b>	<b>1,100</b>	<b>2,275</b>
<b>Wknd #1: Dec 1 &amp; 2</b> 9:30am- 5:00pm	<b>1092</b>	Millwood/Laird- 11 Redway Rd.	11 Redway Rd	170	170	<b>340</b>
	<b>1079</b>	Queens Quay- 10 Lower Jarvis Street.	10 Lower Jarvis St	225	225	<b>450</b>
	<b>NEW</b>	Superstore -51 Gerry Firzgerald Dr.	51 Gerry Firzgerald Dr.	100	100	<b>200</b>
	<b>1066</b>	Burnhamthorpe -380 The East Mall	380 The East Mall	200	200	<b>400</b>
	<b>1029</b>	Dupont/Christie - 650 Dupont Street.	650 Dupont St	180	180	<b>360</b>
	<b>1004</b>	Leslie and Lakeshore - 17 Leslie Street	17 Leslie Street	300	225	<b>525</b>
		<b>SECOND WEEKEND</b>	<b>TOTAL</b>	<b>1,415</b>	<b>1,310</b>	<b>2,725</b>
<b>Wknd #2: Dec 8 &amp; 9</b> 9:30am- 5:00pm	<b>1021</b>	Victoria Park - 50 Musgrave Street	50 Musgrave St	300	300	<b>600</b>
	<b>1194</b>	Yonge/York Mills - 3501 Yonge Street	3501 Yonge St	225	225	<b>450</b>
	<b>1155</b>	Bayview/Moore - 301 Moore Ave.	301 Moore Ave	300	225	<b>525</b>
	<b>1099</b>	Humbercrest -3671 Dundas Street W.	3671 Dundas Street W.	150	150	<b>300</b>
	<b>1212</b>	Forest Hill Market - 396 St. Clair Ave. W.	396 St Clair Ave W	265	235	<b>500</b>
	<b>1004</b>	Leslie and Lakeshore- 17 Leslie Street	17 Leslie St	175	175	<b>350</b>
<b>GOAL</b>		<b>TOTAL IN-STORE TURKEYS</b>		<b>2,590</b>	<b>2,410</b>	<b>5,000</b>

## KEY DETAILS

### Main Contacts

Ashley Ferguson: 416-312-0759 (December 1-2 only)

Marjorie Richards: 416-312-0759 (December 8-9 only)

### What To Wear

All volunteers:

- Please dress in layered, warm clothes (including gloves and a scarf) as you might be either near the doors or outside for part of the time.
- Comfortable footwear, as you will be standing for the duration of your shift.
- If you have your own Santa Hat or fun holiday head gear, please bring it with you.

### What To Bring

- Please bring water and snacks with you. You will receive breaks throughout the shift.
- Small bag for belongings if needed (we are not responsible for lost/stolen items)

### Volunteer Positions

**Greeter:** placed at the store entrance/exit to promote Turkey Drive. You may also be placed near our signage which may not be at the entrance. Greeters will share our key messages to customers (see speaking points).

**Turkey Runners:** take turkeys to the truck and record turkey values. Gloves will be provided to volunteers handling turkeys and you must be careful when handling frozen turkeys, as they are heavy and solid. This is a physical task. *Important – volunteers need to be at least 16 years old to help with this task and you need to complete the truck waiver on site.*

**Tax Receipt Volunteer:** offer and document tax receipts requests for turkey donors. This volunteer needs to have a professional manner and clear handwriting.

**Promoters:** placed in the meat department next to the frozen turkeys. As customers walk by, promoters will ask them if they'd like to purchase a turkey to donate to Second Harvest. Volunteers in this role should be outgoing and comfortable approaching people. Included in this role is someone to wear the Turkey Mascot Costume!

## TURKEY DRIVE VOLUNTEER SPEAKING POINTS

- Support Second Harvest and donate a turkey today.
- Help those experiencing hunger in our city.
- Buy a turkey today and help feed people during the holiday season.
- Turkeys will be delivered to Second Harvest's partner community agencies who provide warm holiday meals.
- Second Harvest's goal is to deliver over 5,000 turkeys this holiday season.
- For more information about Second Harvest or to donate funds to support delivery of those turkeys, visit [secondharvest.ca](http://secondharvest.ca).

### **Speaking Points – if customers ask about Loblaw support**

- As presenting partner of Turkey Drive, Loblaw's sponsorship enables Second Harvest to deliver over 5,000 turkeys and other food over the holidays.
- Loblaw's has kindly donated the printed materials and apparel for Turkey Drive.
- Loblaw's has been a top food donor to Second Harvest for 33 years.
- Throughout the year, Loblaw donates surplus produce, meat and bread to Second Harvest.
- Loblaw's has priced their turkeys virtually at cost for our Turkey Drive and is donating \$5.00 for every turkey we raise up to \$20,000.



## TURKEY DRIVE FACT SHEET

<u>FACT #1</u>	<u>FACT #2</u>	<u>FACT #3</u>
<b>This is the 16<sup>th</sup> year of Second Harvest's Turkey Drive, presented in partnership with Loblaws.</b>	<b>Second Harvest's goal is to raise 5,000 turkeys.</b>	<b>Second Harvest rescues surplus, unsold food and delivers it to community agency partners.</b>
<b>Supporting fact 1</b>  This year, Turkey Drive takes place on December 1-2 and 8-9 (two weekends).	<b>Supporting fact 1</b>  Customers can visit <a href="http://secondharvest.ca">secondharvest.ca</a> to find the nearest participating Loblaw location, or can donate directly online if they are unable to make it to a store during the Turkey Drive.  <b>\$1.00 = 2 healthy holiday meals</b>	<b>Supporting fact 1</b>  Second Harvest provides 34,000 meals a day.
<b>Supporting fact 2</b>  Customers at select Loblaw stores in Toronto can donate a turkey directly to Second Harvest, which will be delivered to community agencies across the city and individuals in need of a holiday meal this season.	<b>Supporting fact 2</b>  The 5,000 turkeys will enable us to provide 30,000 meals to those in need over the holiday season.	<b>Supporting fact 2</b>  Second Harvest rescued 12.3 million pounds of food last year alone.
<b>Supporting fact 3</b>  There are over 400 Second Harvest volunteers stationed at 11 stores across the city of Toronto to help collect turkeys for the Turkey Drive.	<b>Supporting fact 3</b>  Over the last 16 years Second Harvest has raised over 77,000 turkeys.	<b>Supporting fact 3</b>  Second Harvest partners with over 700 food donors and distributes food through more than 373 community agencies across Toronto & GTA.

**\*\*Note: Second Harvests fundraising & admin costs are 7%.  
You can direct them to the website [secondharvest.ca](http://secondharvest.ca) for our annual report\*\***

## FREQUENTLY ASKED QUESTIONS

**Q. What are you doing today?**

A. We're asking Loblaws customers to purchase and donate a turkey to Second Harvest.

**Q. What's Second Harvest?**

A. Second Harvest is a food recovery organization that rescues surplus, unsold food from over 700 food donors and delivers it to 373 community partner agencies throughout Toronto & the GTA.

**Q. Where are these turkeys going?**

A. They're going to be delivered to Second Harvest partner agencies, which include shelters, drop-in centres, and community centres in high-priority neighbourhoods in Toronto.

**Q. Who is going to receive these turkeys?**

A. Children, adults, seniors and families who may not have access to a warm meal over the holiday season.

**Q. How many turkeys do you need?**

A. Our goal is to collect over 5,000 turkeys because that's how many we need for our partner agencies.

**Q. How can people donate a turkey?**

A. They can come to select Loblaws stores that are indicated on our website ([secondharvest.ca](http://secondharvest.ca)) or they can call our office (416.408.2594) to find out store locations. They can also support delivery of those turkeys by donating funds online or by calling our office.

**Q. Do we offer tax receipts to those who purchase turkeys?**

A. Yes! We are happy to offer those who purchase a turkey a tax receipt for their donation.

**Q. Do we offer tax receipts to those who purchase food instead of turkeys?**

A. Yes, but we do not encourage these types of donations because we don't have proper means to store the food until Monday (temperature in truck will freeze food). We encourage customers to donate money so that it can go towards our ongoing delivery costs. If the customer insists on donating food, please make sure to obtain a duplicate receipt because we cannot issue a tax receipt otherwise.

**Q. Can I purchase a turkey using my PC Points and still get a tax receipt?**

A. Yes! The same procedure applies regardless of what tender the customer pays with.

**Q. Can I donate on top of my turkey purchase or in lieu of buying a turkey?**

A. Yes but the donation must be cash (we cannot accept debit or credit for a Second Harvest monetary donation). You can complete the same Tax Receipt Request Form for a cash donation.

# Thank you!

St. Felix Centre – one of the 140+ agencies that will receive turkeys from Turkey Drive

