

25th Anniversary Campaign — Heroes Fighting Hunger

On March 9th, community leaders from across the National Capital Region came together to mark the Ottawa Food Bank's 25th year of fighting community hunger. They didn't come together to celebrate over a drink of champagne or with a fancy lunch, but instead came to the Ottawa Food Bank's warehouse to launch the Heroes Fighting Hunger Campaign.

The Heroes Fighting Hunger Campaign will raise much-needed funds so that the Ottawa Food Bank is prepared to meet the growing need in the community.

But this campaign is also about raising the awareness of hunger in the National Capital Region and about engaging the entire community to play a role in helping those who need it most.

With General Rick Hillier, Chief Vern White and Mark Sutcliffe as Honorary Chairs and Michael Sangster as Chair, along with 29 other "heroes", the Ottawa Food Bank is calling on the entire region to make a simple donation of \$25 and to ask 25 friends to donate \$25 as well.

As General Rick Hillier said, "For \$25, you can help the Ottawa Food Bank deliver \$125 of food into our community for a family in need, for a senior on a pension, or for a child who would normally have to go without breakfast. I can't think of a better investment for my \$25."

So if you can, why not join the campaign by going to www.theottawafoodbank.ca and help our Heroes Fighting Hunger make a difference in the community.



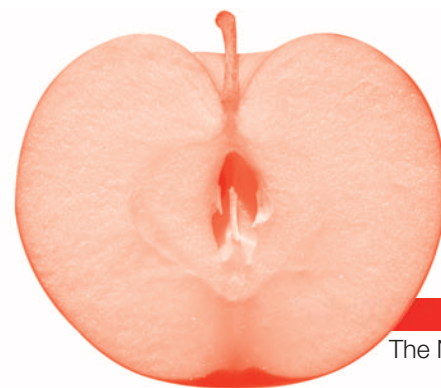
Together with a group of stellar community leaders, the Ottawa Food Bank launched its Heroes Fighting Hunger Campaign in recognition of its 25th Anniversary. It's not too late to become a hero yourself — visit www.theottawafoodbank.ca/

New at the Ottawa Food Bank...

As part of the ongoing necessity of providing greater hope, more support and larger quantities of food to our community, the Ottawa Food Bank has also responded to donors who wish to make a more significant and lasting impact and investment to address local hunger. The Planned Giving program provides more giving options to our donors who wish to make a gift through life insurance, securities or a bequest. Watch for more information in our June issue of FoodBytes but in the interim you are invited to visit www.theottawafoodbank.ca/plannedgiving for more information. We would also be pleased to send you a Planned Giving brochure in the mail.



Volunteers collected a total of \$3,000 and 300 pounds of food along the St. Patrick's Day parade route and afterwards at the Parade Party at Lansdowne Park.



FoodBytes

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March Madness at the Ottawa Food Bank

After a long and cold winter, residents of the National Capital Region tend to look to spring as a sign of relief. For many however, it is the end of their rope.

Each year at this time, the Ottawa Food Bank and its member agencies notice a marked increase in the amount of first-time beneficiaries. The need for assistance tends to increase when those who have managed to stay afloat during the winter months run out of money by the time March hits. An entire season of increased heating and hydro bills, coupled with higher transportation and food costs mean that people who live on or near the edge of financial hardship begin to suffer by spring.

"This winter has been particularly difficult for many low income families who suffered financially because of the lengthy transit strike," says Carolyn Hunter, Agency Relations Manager at the Ottawa Food Bank. "Many of our agencies have reported record numbers of emergency food requests in March and we are anxious to see if this trend will continue as the effect of the economic slow-down continues to be felt in our community."

As the world wide recession continues to become a reality, the Ottawa Food Bank has managed to keep its head above water. With the arrival of March however, comes dwindling resources as food stocks that

were built during the previous holiday season have begun to run low. To meet the demand, purchased food makes up a larger part of the 12 tonnes of food that leave the Ottawa Food Bank's warehouse each and every day.

"For the past few months it has been necessary to purchase food during a period when we would normally have an adequate supply to distribute," says Gary McCarthy, Operations Manager. However, he continues "the Ottawa Food Bank has really been feeling the impact of increased costs for many of the food items it purchases on a regular basis."

Regardless of these efforts, with at least

3,000 more beneficiaries a month as compared to this time last year, this spring has delivered an unprecedented challenge. It's during March when it becomes apparent that hunger truly isn't seasonal.

Fortunately, the community has stepped up its support to help

combat this problem. Since March 9th, many people have come together to help support the Heroes Fighting Hunger 25th Anniversary Campaign, and thousands more helped contribute to the annual Spring Food Drive on Saturday April 4th and 5th at area Loeb and Loblaws stores.



While news headlines these days seem grim and the need for food assistance continues to increase, the Ottawa Food Bank knows that there's still hope.

Upcoming Events

May

- 2-18 > CANstruction
- 7 > Lunch Money Day
- 10 > Friends of the Farm Plant Sale
- 21 > Ottawa Food Bank Night at the Gloucester Fair
- 23 > Great Glebe Garage Sale

June

- 5 > Food Aid BBQ

July

- 16 > Food Bank Golf Tournament

Want more details? Check out our events calendar at www.theottawafoodbank.ca

Lunch Money Day is around the corner!

Lunch Money Day is set to make a big splash this spring, as businesses across the National Capital Region gear up to direct their lunch money to the fight against hunger. On Thursday, May 7th employees of participating businesses are being asked to brown bag it for lunch and donate the money they would otherwise spend to the Ottawa Food Bank. Last year's participants raised over \$18,000.

The Ottawa Food Bank is currently searching

for Lunch Money Day Leaders, the person or people in each office responsible for coordinating the collection. Past Leaders have had a great time distributing kit materials, getting the word out and collecting donations. With great prizes for Leaders, including airfare for 2 to anywhere Air Canada flies in North America and a trip for 4 to Toronto courtesy of ViaRail, there are plenty of reasons to sign up!

Speaking about last

year's edition of Lunch Money Day, Aysha Gil of Global Public Affairs had this to say: "We had a lot of fun as we all ate lunch together!" Lunch Money Day has a way of bringing offices together by encouraging people to stay in and socialize during the lunch period. This is just one of the campaign's many perks.

To register, or for more information, visit theottawafoodbank.ca/lunch.

We look forward to hearing from you!

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A New President & Executive Committee

The Ottawa Food Bank is pleased to announce its new President of the Board, **Larry Mohr**, who has been a member of the Board for 15 years.



Larry is the CEO of Practice Solutions, a subsidiary of the Canadian Medical Association group of companies that is the leading provider in Canada of electronic medical records software to doctors' offices. Prior to that, he worked in government relations

and banking for the Canadian Imperial Bank of Commerce and prior to that in the Federal Department of Finance.

Larry is a native of Stratford, Ontario and an MBA graduate of Queen's University at Kingston. He has lived in Ottawa for close to 25 years, first coming to Ottawa to play professional football for the Ottawa Rough Riders in the mid-1980's after being named the top university football player in Canada while at Queen's.

In addition to its new President, the Ottawa Food Bank welcomes its new Executive Committee. With the exception of Barbara Carroll, who will serve her second term as Treasurer, we welcome the following leaders to their new positions:

Vice-President: **Michael Adams**, Senior Vice President, Brookfield Soundvest Capital Management Ltd.

Treasurer: **Barbara Carroll**, Executive Director, Debra Dynes Family House

Secretary: **Diane Morrison**, Executive Director, Ottawa Mission

We would like to take this opportunity to welcome these appointees and express our excitement to be working under such focused leadership.

Community Kudos: How others are helping the Ottawa Food Bank

Macaroni & Cheese!

This spring, the Ottawa Food Bank was the lucky beneficiary of the Giant Tiger Mac and Cheese Event with the Ottawa 67s! Nine thousand boxes of Ital Pasta Mac and Cheese were distributed to fans before a 67s game in early March. After making a ton of noise in support of the 67s, the boxes of Mac and Cheese were donated to the Ottawa Food Bank in support of the fight against community hunger!

What a Hoot

The Dusty Owl Chocolate House took place in early January, and though the weather was cold, the musicians and performers kept it warm

at Swizzles Bar and Grill! Attendees were treated to hot chocolate as they took in the musical and spoken word performances, and all proceeds were donated to the Ottawa Food Bank.

You've Always Got Time...

Tim Hortons held its annual food drive in February this year, and it was another great success! Participants filled paper bags that they received in the Ottawa Citizen and brought them to one of over 60 Tim Hortons locations in the National Capital Region. When all was said and done, the campaign raised over 15,000 pounds of food

for our beneficiaries!

Knock, Knock

In an effort to fill the Ottawa Food Bank's depleted shelves after a long snowy winter, Ottawa rental property companies banded together to raise an incredible 126,000 pounds of food through door-to-door collections in Ottawa apartment buildings during the sixth annual Spring Hope Tenant-Landlord Food Drive on Tuesday, April 21. The 180+ participating buildings represented 12 different rental property companies! Rogers cable technicians donated their resources to help pick up all the food donations.



Agency Snapshot – Russell Heights Community House

The Russell Heights Community House (RHCH) is a bustle of activity every day and often into the evenings as well. It is an important part of the Russell Heights Ottawa Housing community, offering programs that help improve the quality of life for children, youth and families in this neighbourhood. The RHCH occupies two housing units that have been converted into one easily-accessed community space.

Russell Heights is one of 15 Community Houses in Ottawa, and has been offering programs and services to the community for 19 years.

Today, RHCH offers many diverse programs, including, drop-in programs for youth and adults, ESL classes, a food bank, pre-school groups, a homework club, computer and internet access, community dinners and

recreational activities. The Ottawa Food Bank has worked closely with RHCH for many years, providing food for the weekly Russell Heights Food Bank and now, more recently, with healthy, nutritious snacks for the After 4 Homework Club.

Every weekday afternoon, 30 to 40 children, mostly between the ages of 6 and 14, drop in to the RHCH After 4 Homework Club to get extra help with their school work, for healthy after school snacks and for support with issues like bullying. The Club has a tremendous impact on the academic success of children in the community. One of the reasons for its success is that the After 4 Club has set up a new initiative called the Homework Club Stars program. Children are rewarded with points for completing their homework, helping others and attendance.

According to Homework Club Coordinator, Jennifer Sullivan, kids who have good attendance and who complete their homework regularly have achieved significant improvements on recent report cards.

Sara Dwyer, RHCH House Coordinator, says that the Ottawa Food Bank's KickStart program has also had a big impact on After 4 Homework Club's attendance and success. Children used to come to the house really hungry after a long day of school and had trouble focusing on their studies; with the Ottawa Food Bank's KickStart program and ready supply of nutritious snacks, the children are able to focus and really benefit from the extra tutoring and support.

In 2007, the Ottawa Food Bank launched its KickStart program with a healthy menu tailored to supporting children in school breakfast



A student completes her homework at the After 4 Club.

programs and in 13 of the Community House After 4 Homework Clubs. Healthy snacks and full tummies help keep children focused on learning and give them energy to access the tools and resources they need to help them succeed.

In the 2008-09 school year, the Ottawa Food Bank's KickStart program has provided an average of 600 healthy, nutritious snacks per month to the RCHC After 4 Homework Club!

The Ottawa Food Bank is proud to support the children in the Russell Heights After 4 Homework Club and salutes the RHCH for supporting children, families and individuals in their community.



Super Savvy Staff Profile: James Buffett

We climbed through the cans to track down one of our Warehouse Assistants and to find out what makes him tick.



How long have you worked at the Food Bank? 1 year. Before this, I was in heating and air conditioning for 9 years.

Describe a typical day

for you at the Ottawa Food Bank. In the morning I arrive at the Food Bank at 7:30. I start by packing the daily food orders for our member agencies. When the orders are ready to go, I

organize our warehouse, receive donated food and prepare for the next day's orders. On Tuesday and Thursday, I deliver food to our local school breakfast programs as part of the KickStart program.

What part of Canada are you from? I'm from Cape Breton originally.

What brings you to Ottawa? I came to Ottawa in 1998 because of the ice storm. When things settled down, I decided to stay!

What is your favourite part of your day? I really enjoy it when sorting groups come in to sort

donated food for the Food Bank. You never know who you might meet!

What are your hobbies outside of work? I'm a big fan of fishing, and in the summer season I do a lot of barbequing. I also like to work on cars.

What is your favorite food? I like to make barbequed ribs when I find the time to make them.

What is one place you'd like to travel to and why? I'd really like to go to the Netherlands. My mom was born there, and I have quite a bit

of relatives who still live there that I'd like to see.

What is your favorite band? Def Leppard or Guns and Roses.

What is one of your greatest accomplishments? I'm really proud of my son. His name is Gauge Dean and he is 9 years old.

Tell us a random fact about you. My birthday is on April 1st, April Fools Day!

Any nicknames we should know? Some people call me Caper because I'm from Cape Breton.

The Food Aid BBQ is Back!

The annual Food Aid BBQ is taking place at Festival Plaza, City Hall on Friday, June 5 this year. The BBQ will bring the Ottawa Food Bank that much closer to raising \$150,000 — the necessary funds to sustain its beef program for a year.

For only \$10, hamburgers prepared by The WORKS will be served alongside

chips and a drink. There will be plenty to see and do at Festival Plaza, with music, a live broadcast by 580 CFRA, and a celebrity milking competition all on tap. As well, the Ottawa Food Bank's Capital Beef Cookbook will be on sale for only \$15.

Food Aid is a program that provides nutritious protein to those who

normally would not be able to afford it. All Food Aid fundraising efforts go toward purchasing and processing beef from local producers. Food Aid is an initiative which boosts the local market for cattle; since the program's inception in 2005, Food Aid has provided nearly 400,000 pounds of local beef to the most vulnerable in our community.

