

# New at the Ottawa Food Bank

## — Our Planned Giving Program

The Ottawa Food Bank is pleased to provide a new opportunity 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.

Because a Planned Gift often provides an opportunity for a donor to give beyond their lifetime, and in larger quantities than they thought possible, these types of gifts are viewed as an ideal way to leave a lasting legacy in order to meet the future, and growing needs of the Ottawa Food Bank.

Planned Gifts provide a unique opportunity to realize significant tax

benefits in your current financial planning, and/or will lower the taxes for the beneficiaries of your estate. In addition to the tremendous benefit the Ottawa Food Bank will receive from your donation, our Planned Giving program also provides financial benefits that correlate with your needs. For example, if you wish:

### Immediate tax savings

- A gift of securities
- A gift of an existing life insurance policy

### Deferred tax savings for your beneficiaries

- A Bequest
- Naming the Ottawa Food Bank as beneficiary in your will

### Donating a substantial amount in installments

- A gift of life insurance
- A pledge donated over three to five years

### A gift in memory of a loved one

- A memorial gift
- A gift to a named endowment with a \$10,000 minimum
- Any planned gift

For more information, please visit us online at [www.theottawafoodbank.ca/plannedgiving](http://www.theottawafoodbank.ca/plannedgiving)

We would also be pleased to send you a Planned Giving brochure in the mail. Should you wish to meet to review our program, please contact Peter Tilley directly at 613-745-7001 or email [peter@theottawafoodbank.ca](mailto:peter@theottawafoodbank.ca)



Tammy Murray, LMD Leader at Alterna Savings, won the grand prize of airfare for two to anywhere Air Canada flies in North America.

## Lunch Money Day Fights Community Hunger

Another spring has passed, and with it another successful Lunch Money Day! This year's edition of the region wide office food drive was supported by thousands of people in over 70 offices and organizations. On May 7th, participants "brown-bagged" their lunch and donated the money normally spent on lunch to the Ottawa Food Bank. With enthusiasm for the initiative at an all time high, an astounding \$18,500 was raised for the fight against community hunger, a total that couldn't have been reached without the valuable work of LMD Leaders stationed in each office. LMD 2010 is already in the works and will launch once again next spring. Watch [www.theottawafoodbank.ca](http://www.theottawafoodbank.ca) for a date and registration information. We can't wait to see you and your colleagues for next year's Lunch Money Day!



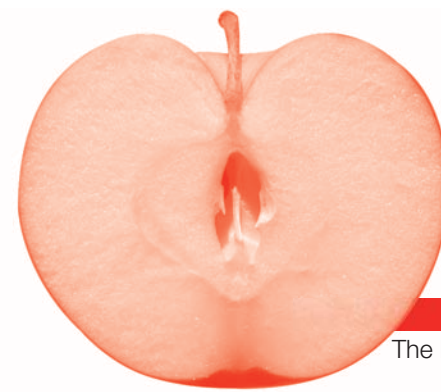
Jack Astor's served delicious burgers and salad at a BBQ to raise money for Food Aid, the Ottawa Food Bank's beef program. The courtyard at Cisco Systems in Kanata provided the perfect venue for the event!

## Upcoming Events

- July**  
25 > NCAO Picnic
- August**  
13 > Mambo Fashion Show
- September**  
> Thanksgiving Food Drive

If you'd like to put on a third party event to benefit the Ottawa Food Bank, please contact Chris Cline at 613-745-7001 or [chris@theottawafoodbank.ca](mailto:chris@theottawafoodbank.ca)

Want more details? Check out our events calendar at [www.theottawafoodbank.ca](http://www.theottawafoodbank.ca)



# FoodBytes

The Newsletter of the Ottawa Food Bank

July 2009

Vol. 2, Issue 4

## Things Are Looking Up for Ottawa Food Bank Beneficiaries

The Agency Lookup Tool is the newest in a line of web-based initiatives designed to improve services and communication for Ottawa Food Bank beneficiaries. It's an exciting development for beneficiaries and social service agencies alike.

The tool itself works by directly connecting beneficiaries and social service agencies instantly to the nearest grocery hamper services in their area. Accessing the tool couldn't be any simpler – it is online at [www.theottawafoodbank.ca](http://www.theottawafoodbank.ca), and requires only an address for the search. Users are given a comprehensive package of information relating to their neighbourhood program, including contact information, hours of operation, links to public transit routes

and a map of its location.

The tool simplifies the process of emergency grocery distribution by putting key information at the fingertips of the community. It also ensures that the information relayed to beneficiaries and social service agencies is kept as accurate and up to date as possible. The new tool increases staff efficiency and provides round-the-clock access to information.

For those who are helping the hungry find food, the look up tool is an invaluable addition to the arsenal. Where Ottawa Food Bank staff once had to consult a long list of hamper programs whose information was subject to change, they can now pull up the necessary information quickly and easily online. The Lookup

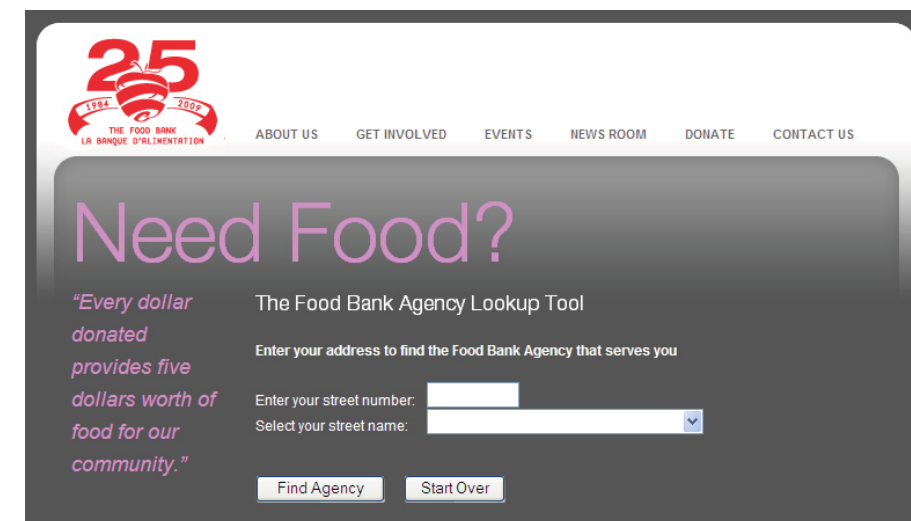
Tool does away with a complicated wall map and street index system that was increasingly time consuming.

The tool is one part of a whole spectrum of electronic database technologies being utilized by the organization. In 2007,

the Ottawa Food Bank launched an electronic food ordering and communication system called FoodNet, which automates a number of processes between the organization and its Member Agencies.

The creation of the Agency Look Up Tool

was a truly collaborative effort. The project was funded by the Ontario Trillium Foundation, and it greatly benefited from the technical expertise of IBM as well as the research support of the Social Planning Council of Ottawa.



A screenshot of the Agency Lookup Tool on [www.theottawafoodbank.ca](http://www.theottawafoodbank.ca). Beneficiaries and social service agencies can search for emergency food assistance programs with just an address and click of a button.

## The Smell of Success

If you work in downtown Ottawa, you could likely smell The WORKS' scrumptious burgers being grilled in support of Food Aid on June 5 at Festival Plaza, City Hall.

When asked about the importance and impact of the beef program, Peter Tilley, Executive Director of the Ottawa Food Bank, has this to say: "It's the most-requested item by our Member Agencies

and one of the most nutritious items we have available. We're relieved that the launch of the Food Aid campaign was so successful on June 5 and thank everyone who contributed to the cause."

On that sunny Friday, more than \$100,000 was pledged to Food Aid, the Ottawa Food Bank's program that buys beef from local farmers to distribute to Ottawa's

most vulnerable.

580 CFRA broadcasted onsite at Festival Plaza, chronicling the Celebrity Milking Competitions and encouraging donations to the Food Aid program. CFRA also showcased Ottawa's agricultural community.

More than 900 cows have been purchased through Food Aid to date.

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## Fighting Community Hunger

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## Ottawa Food Bank Receives United Way Community Builder of the Year Award

Spring was a time to recognize community builders in Ottawa – individuals and organizations who work tirelessly, passionately and collaboratively to make Ottawa a better place in which to live, work and raise a family.

At a gala on May 28th at the Westin Hotel, the Ottawa Food Bank received the prestigious United Way/Centraide Ottawa Community Builder Award for its work assisting individuals and families in need and crisis.

Ottawa Police Chief, Vern White, presented the award to the Ottawa Food Bank's Board of Directors and staff, and shared an example of how a small group of dedicated people can contribute so much to the building of a stronger community. Chief White shared the story of a senior who had not eaten for 4 days and called to ask for a loaf of bread. Worried, one of the Ottawa Food Bank drivers made a special trip to deliver the bread to her and offer her 4 dollars from its petty cash fund to buy butter. The woman hugged the driver for awhile and, breaking into tears, returned 2 dollars, explaining that she could buy some butter at the downstairs commissary for half that amount.

Awards were also presented to organizations for their work in the United Way's five other impact areas. Youth Net/Réseau Ado was recognized for their work with children and youth, the Regional Geriatric Program of Eastern Ontario received an award for their impact on seniors, Causeway Work Centre was recognized for helping people with disabilities, City for all Women Initiatives (CAWI) for their work with new Canadians and immigrants, and Le Patro d'Ottawa won for their community capacity building.

There are many touching stories about how the Ottawa Food Bank has helped those in need and crisis for the past 25 years. But its ability to help make our community stronger is due to its partnership with the community, its member agencies, its donors and its tireless volunteers – true community builders. We share this award with all of you!



## Community Kudos: How others are helping the Ottawa Food Bank

**Help Hunger Disappear** – June 2nd was National Hunger Awareness Day, and Campbell's Canada did a fantastic job of getting the word out. They hosted a campaign at Carlingwood Mall called Help Hunger Disappear. The premise was pure genius – a giant structure in the form of the word "Hunger" was built using cans of Campbell's Soup. Mall patrons were invited to take cans off of the structure and by the end of the day the structure had disappeared, taking Hunger along with it. All 6,000 cans of soup from the structure were donated to the Ottawa Food Bank!

**On Your Mark** – This May, as thousands in the National Capital Region ran for victory in the Race Weekend, Blue Sky Strategies were running for hunger relief. They invited the Ottawa Food Bank to take part in their Health and Fitness Expo booth, and directed the proceeds of the pledges collected by their triathlete team Bytown 171 to the fight against community hunger. It was a record finish for the neediest in our community, with nearly \$7,500 raised!

**Row Row Row Your Boat** – In June, Scotiabank's Dragon Boat team threw a life jacket to the hungriest in our community! As participants in this year's Dragon Boat Festival, the Scotiabank team collected 1,000 lbs of food from generous festival goers!

**Feed the City** – This June, hundreds of participants in eight National Capital based accounting firms came together to support the Ottawa Food Bank. In an initiative dubbed Feed the City, participants collected thousands of dollars for the fight against community hunger. Special thanks are owed to Firas Nasser (pictured below with Peter Tilley), the founder and organizer of this now annual event. Firas thought that a competition between

accounting firms during the summer, a notoriously sparse time for the Ottawa Food Bank, would have the most impact. He was right; in total, Feed the City raised over \$9,000 for the fight against community hunger!

**Always on Time** – This spring, the team at Purolator conceived, organized and executed a food drive that spanned the whole of the National Capital Region. Dubbing their plan Delivering Hunger Relief, the Purolator team recruited hundreds of local area businesses for the fight against community hunger. To top it off, they handled all the logistical details, including drop off of event materials and pick up of the proceeds! In total, Delivering Hunger Relief collected 16,000 lbs of food!



## Summer Slows and Donations Dwindle

As the summer heat slows our senses, mixes up routines, and shifts our focus to cottages or vacations, Ottawa Food Bank beneficiaries still face daily challenges.

This summer, as you stock your pantry or get ready for a summer BBQ, remember that hunger doesn't take a holiday. It impacts this city 365 days a year.

Pick up an item or two from the Ottawa Food Bank's Most-Needed Items list and drop it in the red cage at your local Metro or Loblaws store.

### Most-Needed Items:

Canned Fish & Meat  
Canned Vegetables & Fruit  
Cereal [Whole Grains]  
Cooking Oil  
Dry Pasta & Sauce  
Baby Diapers

Baby Formula  
Household Products  
Juice [Boxes or Cans]  
Legumes [Canned or Dried]  
Macaroni & Cheese  
Peanut Butter  
Personal Hygiene Products  
Rice  
Snacks [Think Nutritious!]  
Soup

## Agency Snapshot – Partage Vanier Food Bank

The Partage Vanier Food Bank is one of many programs offered by the Vanier Community Services Centre (VCSC). Partage Vanier was started by the VCSC in the early 1990's in the basement of Assumption Parish Catholic Church on Olmstead Street at a time when the centre needed to find a solution to the growing hunger problem faced by many of the clients they were serving.

A few years after opening, the need for the emergency food program in Vanier had outgrown the new VCSC's limited staffing capacity as well as the physical space in the church basement, so the VCSC asked the Sisters of Charity, a local order of Catholic nuns, to take over the food program. The Sisters agreed and also purchased a former butcher shop on the corner of Hannah Street and Marier Street to house the expanding food bank. The Sisters operated Partage Vanier

at this location until 2005, when the program then, in turn, outgrew the Sisters' own volunteer staffing capacity, and the food bank became, once again, a program of VCSC. The Sisters also –very generously – gave the commercial site to the VCSC so that they could continue to operate the emergency food program in the same location.

Today the Partage Vanier Food Bank still occupies the former butcher shop and the space lends itself nicely to the format of an emergency grocery program. Unlike most emergency grocery programs, where emergency groceries are pre-packed, clients of Partage Vanier are guided through neatly stacked aisles of shelves, refrigerators and freezers and offered choices of items that suit their dietary needs and personal preferences. This model was developed by the Sisters of Charity and is one that has been emulated in several other programs

across the City of Ottawa. It is a program model that allows the clients to really choose the items that they need and therefore one that offers a lot of dignity to someone experiencing a difficult time in their life.

One of the other wonderful and innovative programs at Partage Vanier is the partnership developed with the City of Ottawa's Home Management team. Every month, a Home Management staff member prepares a recipe at the Partage Vanier Food Bank using ingredients available at the food bank. Inspired by this model, the Ottawa Food Bank is currently working with the City of Ottawa to expand this wonderful program and make it available in other Ottawa Food Bank Agency sites.

On our visit to Partage Vanier, we caught up with Coordinator Diane Nadeau, in her second last day on the job before her well-



Diane Nadeau, former Coordinator of the partage Vanier Food Bank, recently retired. Best of luck, Diane, and thank you for fighting community hunger in Ottawa!

deserved retirement. When we asked Diane what she would miss about working at Partage Vanier, Diane said it was the people – the many volunteers, the clients and the many community supporters such as Your Independent Grocer on Montreal Road and the many supporters from the local churches in Vanier. When we asked her what the most difficult part of her job has been, she said that it was not being able to meet all of the clients' needs and not having enough food for everybody.

The Ottawa Food Bank wishes Diane Nadeau all the best in her retirement and is proud to support the important work of the Partage Vanier Food Bank. Last year, the Ottawa Food Bank provided \$355,860 worth of food to Partage Vanier. In 2008 Partage Vanier served an average of 790 clients per month and in the first 6 months of 2009, the monthly average has increased by 12%, to approximately 900 clients per month.

## Super Savvy Staff Profile: Francine Rukundo

We tracked down our Manager of Finance and Administration to explore her dedication, garden and aspirations.



**How long have you worked at the Ottawa Food Bank?** I started working at the Ottawa Food Bank 10 years ago after working at the Central Accounting department at the Hudson's Bay Company in Toronto.

**Describe a work day for you.** My job varies from day-to-day but it's always very interesting. There is always something new and urgent coming up which keeps things exciting.

**What are your hobbies outside of work?** I enjoy

so many things, among them cooking, gardening, going to the gym and reading. I really like trying new healthy recipes and adding plants to my garden.

**What is one of your greatest accomplishments?** I'm very proud that I was able to relay the importance of education to my children.

**What are some of your favourite books?** Recently, I read an autobiographical novel called "The White Masai" by Swiss writer Corrine Hoffmann, and it's an

amazingly complex and fascinating novel. I read it on a train from Montreal to New York and I couldn't put it down. I'm currently reading a book called "Mindset" by Carol Dweck which is very interesting. It explains how everyone can achieve their goals by having the right mindset.

**What is one place you'd like to travel to in the future? Why?** I would like to go to Fiji. Many years ago I met someone who mistook me for a Fijian person. I've always wanted to go there to find out if he was right!

**If you could meet a celebrity, who would it be and why?** I would love to meet Oprah Winfrey. Her accomplishments as a media leader and philanthropist are inspirational. I watch her show whenever I can.

**Can you describe your garden for us?** I have over 40 roses and lots of perennials and hydrangeas. Gardening keeps me busy in the summer. It's a lot of work, but it's worth it; I just love to relax in my garden on a beautiful day.