

Agency Snapshot: Westboro Region Food Bank



Over 27 years ago, the Reverend Bern Barrett of Westboro's All Saints Anglican Church started the Westboro Region Food Service. Back in 1980 it came as a surprise to many members of the congregation that there

were people in need of emergency food in their community of Westboro. Nevertheless, the congregation responded to the call for help and volunteers from several local churches worked together to create what

is now known as the Westboro Region Food Bank (WRFB).

In the early years, the WRFB relied exclusively on donations from the local churches to stock the food cupboard, purchase food vouchers and deliver food orders. In 2005, WRFB became a Member Agency of The Ottawa Food Bank and now receives about 40% of its food resources from our central warehouse. Also, four congregations – All Saints Anglican, Westminster Presbyterian, Westboro United and First United – as well as many local businesses, continue to provide for much of the local food cupboard's needs.

In the spring of 2007, The Food Bank asked WRFB to expand its area of service to help meet the rising needs of several adjacent communities.

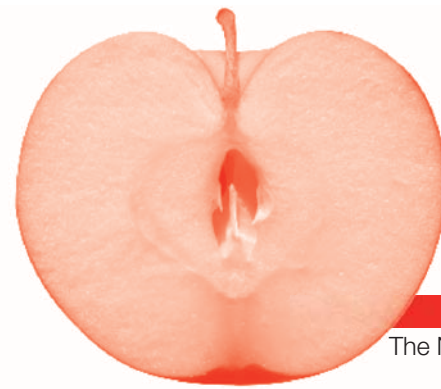
Consequently, the number of people served by the food cupboard increased significantly and, in order to meet the growing needs effectively, WRFB changed its service model from a delivery agency to a drop-in style of food cupboard. WRFB has been working with this new model for five months and they have ironed out most of the kinks involved with the transition. Many thanks to their long-standing volunteer and Operations Coordinator, Janice Gilmartin.

According to WRFB's new Director, volunteer Allan Miller, the organization has also been able to improve the quality of its emergency food service with the new drop-in model. WRFB volunteers have more contact and interaction with beneficiaries, and are better able to

meet the beneficiaries' dietary needs, be they for personal, health or cultural reasons. Moreover, the WRFB now works very closely with Carlington Community and Health Services, who operate a baby supply cupboard – also in association with The Ottawa Food Bank – in a room adjacent to the WRFB food cupboard and during the same hours of operation.

The Ottawa Food Bank and the Westboro Region Food Bank have developed a strong working partnership and are committed to fighting community hunger together.

Quick Facts: WRFB
 Number of volunteers: **18**
 Average number of people served each month: **150**
 Average number of children served each month: **80**



FoodBytes

The Newsletter of The Ottawa Food Bank

October 2007

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Adobe KickStarts a program to feed local children in need



KickStart is The Ottawa Food Bank's new program devoted to feeding children from low-income families year-round. KickStart will provide delivery of nutritious meals and snacks to children from low-income families in school, after-school

and during the summer months. This program will provide food for children who come to school or go home hungry. It will also supply lunches throughout the summer when there are no school meal programs available.

Getting the KickStart program off the ground would have been impossible without the generous support from Adobe, who stepped forward with a 3-year start-up Community Impact Grant of \$150,000 when they learned of the new program. With this grant, The Food Bank will be able to purchase healthy food items such as eggs, milk, juice, bread, cheese, granola bars, fresh fruit and vegetables,

as well as many other healthy items every week. Moreover, The Food Bank will also be able to deliver the food to each program in a new refrigerated cube truck. This truck will serve all the KickStart programs so that teachers and principals no longer need to take time out of their busy schedules to shop for food and so that the healthy food can get to the children who are most in-need.

Connaught Public School was the first school to start receiving delivery of the new food items from KickStart this September. "What a difference this program has made to our school," said Irene Cameron, Principal of Connaught Public

School. "Oh my gosh! We now have a regular supply of really healthy food every week... it has made such a difference having food delivered to the school, what a time saver – we're in seventh heaven..."

In an effort to feed children from low-income families year-round, the KickStart truck was busy every day in July and August, delivering daily prepared healthy lunches to 300 children in Community House summer day camps. In partnership with The Ottawa Food Bank and Adobe, the Sodexo Foundation provided lunches to Ottawa children who would normally have access to school meal programs

during the school year. The Ottawa Food Bank hopes to grow support for KickStart, expand the program and continue to feed children in need – providing them with the nutrition they require to develop and learn.

Keep your eye out on the roads for The Food Bank's Adobe KickStart truck and Phudie, the Kickstart mascot!



Upcoming Events

- October
 - 24 > The Food Bank's Vintage Wine Auction
 - 27 > Trick or Treat Safe Halloween
- November
 - 3 > Scouts Food Drive
 - 18 > Vintage Clothing Sale
 - 24 > Ottawa Senators Food Drive Night
- December
 - 1 > Christmas Cheer Broadcast
 - 7 > Christmas Cheer Breakfast
 - 8 > OC Transpo/Loblaws Food Drive
- January
 - 26 > RCMP Musical Ride Open House

Visit www.theottawafoodbank.ca for more information on these events and more!



Helping to fight Hunger at Home

On Wednesday, October 3, The New Hot 89-9FM and Bayshore Shopping Centre committed to raising food and funds for The Ottawa Food Bank. The dedicated staff and

on-air personalities of The New Hot 89-9 broadcast live from Bayshore Shopping Centre for three days in a marathon effort to fight community hunger. They were

extremely successful, raising twenty-five tons of food!!

Hot 89-9 listeners were encouraged to drop by Bayshore Shopping Centre with their food or cash donations while Ottawa Food Bank volunteers circulated the mall creating awareness for the drive and its purpose.

A huge THANKS goes out to everyone involved!



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The Return of FoodBytes

Wow! Hot off the press!

We are pleased to introduce you to our first edition of FoodBytes, the quarterly newsletter for The Ottawa Food Bank. FoodBytes is our way of reaching out to our supporters, volunteers and member agencies in order to keep them abreast of what's happening at The Food Bank.

It is important to us that our stakeholders – those people who invest either their time, money, or any other form of their support into this organization – are able to share in our everyday activities and come to have a deeper understanding of everything we do.

Please appreciate that our recognition of a specific volunteer, corporate supporter, event, or member agency in any one of our editions in no way lessens our gratitude for the dedicated efforts of the many others who share in our successes on a regular basis. Rather, their mention is likely a matter of timing.

We hope that you will find FoodBytes to be an enjoyable read. Our thanks to our editor – a.k.a. our Events Manager, Liz Wood – for her superb effort in throwing this edition together for us. Please contact her at liz@theottawafoodbank.ca or 613-745-7001 should you have any suggestions for features in the next edition of FoodBytes.

All the best and please keep up the good work.



Peter Tilley
Executive Director



Community Kudos: How Others are Helping The Food Bank



Talk about leadership: MBNA Canada Bank held a food drive this August that raised \$7,500 and more than a ton of food! The drive was anchored by a friendly competition between departments. Volunteer leaders tracked donations and motivated fellow employees in a marathon effort to fight community hunger. Thank you to MBNA for their continued support!

A powerful army: The Food Bank was invited to collect food and funds as admission to the Senators FanFest on September 16. Fans donated a whopping

\$3,883 and 5,100 pounds of food as they enjoyed the festivities – a pancake breakfast, practices, the annual intrasquad game and more. Go Sens Go!

Grand opening: Jim and Debbie Fouchard, the new owners of the M&M Meat Shops at 385 Tompkins Avenue in Orleans, raised \$1,000 through a charity barbeque as part of their Grand Opening celebrations. Patrons received a hamburger or hotdog, drink and chips with a minimum donation of \$2.50. Food Bank volunteers served up the fantastic food as the line-up grew in the parking lot. What a huge success!



Feeding Our Future: Year 2

August 31, 2007 marked the end of Sodexo's second Feeding our Future summer lunch program in the Nation's Capital. In 2006, Robert Gendron and Gaetan Charette of Sodexo Ottawa approached The Food Bank with a proposal to expand the company's charitable operations to this city. For ten years, Sodexo has been partnering with local food banks in cities across Canada and the United States to provide nutritious, prepared lunches to children who would usually have access to school meal programs during the school year. Sodexo employees volunteer their time to make brown-bagged lunches which The Food Bank delivers throughout the city every morning during July and August.

Sodexo's Feeding Our Future program

was a perfect fit for The Ottawa Food Bank and has really helped meet the rising demand for emergency food assistance in this city, especially for children. This year, Sodexo employees made over 12,000 lunches, reaching 300 or more children every weekday during the summer.

Before 2006, summer camp counselors often struggled to find food to prepare lunches for children who came empty-handed. Many counselors also reported that participation in free summer programs would decrease if parents didn't have the means to prepare a lunch for their child.

"This program has made such a difference in our community over the past two summers," said Mary-Lou Knight, Director of Foster Farm

Community House. "The lunches have helped so much. They arrive every morning without fail, they're healthy, and we can distribute them discreetly to children who need them. Our attendance is up and we're able to include all children in the community

for the free summer programs – I really can't say enough about how wonderful it is." Sodexo treated all 300 children who participated in the Feeding Our Future 2007 program to a BBQ and Fun Day at the Canada Agriculture

Museum on July 19. The children had a great time and Sodexo employees who volunteer to make the summer lunches had a chance to meet the kids.

Thank you Sodexo for another super summer with Feeding Our Future!



So you think you can sort?

Donated food is received at The Food Bank warehouse year-round. However, the holiday season affords a unique opportunity for groups to offer their assistance in sorting the tremendous influx of donated food items.

Each holiday season, the volume of food is such that we encourage employers from all sectors to allow groups of employees to volunteer and participate in our "Sorting Challenge".

The group who sorts the largest quantity of food is awarded the much sought after "Food Sorters of The Year" award and is invited

to attend the annual Food Bank Appreciation Lunch. Any group can win, regardless of size, as we employ a formula which takes into account the number of sorters, time spent and amount of food sorted to determine the winning team. Previous winners include

Cisco Systems and Health Canada.

If you are interested in helping out at The Food Bank and having a little fun during the holiday season, please call Tara at 613-745-7001 to book your group.



Super Savvy Staff Profile: George Krasevac

We caught up with our most senior driver to ask him some questions.

How long have you worked at The Food Bank? Since February 2005.

What's your day like? I pick up food such as bread, desserts and produce from various grocery stores like Loeb and Loblaws. I also pick up food from a couple of bagel and coffee shops. At the end of the day, I drop off all the food I've acquired to some of our downtown agencies like The Mission and Shepherds of Good Hope.

What is your favourite movie? Scarface – Al Pacino!

Why do you enjoy working at The Food Bank? I enjoy the people I work with and what The Food Bank stands for. We help the less fortunate in society, give them hope and let them know that people care about their situation.

What is the favourite part of your day? The end of the day when I see the large amount of food that I have picked up. The agencies are very grateful when I drop off the extras they need to get through their daily meals.

Where did you work before The Food Bank? Various high-tech companies.

What are your hobbies outside of work?

Computers, pets, rollerblading, biking, fishing, motorcycling, collecting unusual/hard to find items like antiques, watches, ornaments, etc.

Tell us about your motorcycle. It's a K1200LT BMW, a fast luxurious, sport touring motorcycle. It's a pleasure to drive – gives me a sense of freedom and power under me that only two wheels and an open road can provide. One of the best things I've done for myself was to get my motorcycle license. It's very enjoyable to ride



with my spouse and biker friends.

What is one place you'd like to travel to? Why? Africa would be amazing! I'd love to go on a wildlife safari and see lions, elephants and giraffes

– not to mention a ton of other exotic creatures and wildlife – in their natural surroundings.

What is your favorite food? A good steak and broiled potatoes.