

# Help Drive Away Hunger this Holiday Season

As the holiday season approaches, Drive Away Hunger 2008 is rapidly becoming a reality. From November 3rd to December 13th, businesses and organizations in Ottawa will come together to Drive Away Hunger by raising food and funds for needy families.

As a sponsor of the Drive Away Hunger campaign, the Ottawa Business Journal is providing valuable advertising prizes to six lucky participants. Nando's Flame Grilled Chicken is also kicking in gift certificates for the lucky winners. The first winners of the 2008 campaign were Tanner Insurance, long-time Food Bank supporters.

During 2007's campaign, participants came

together to raise over \$30,000 and 45,000 pounds of food. These generous donations helped The Food Bank battle hunger in our community during the holidays and into a tight spring season. This is an accomplishment that would have been much more difficult without local businesses and organizations. According to Food Bank Executive Director Peter Tilley, "Drive Away Hunger shows the generosity of the business community in the National Capital Region. Without their support over the holidays, it would be tough to make ends meet for hungry families in our most demanding times – winter and early spring."

Need some creative ideas to get your

organization's drive off the ground and maximize donations? Last year, the ideas were flowing as participants got into the holiday spirit of giving! Several offices held food collection competitions between floors and departments, while H & R Property Management challenged their employees and tenants to fill a vintage sleigh with food. These are great ways to increase donations and to have fun while doing it!

You and your colleagues will have the chance to

fight community hunger during the holidays. If you or your office is interested in participating in Drive Away Hunger 2008, look for the registration page at our website:

[www.theottawafoodbank.ca](http://www.theottawafoodbank.ca). We'll see you this holiday season when we come together to Drive Away Hunger!

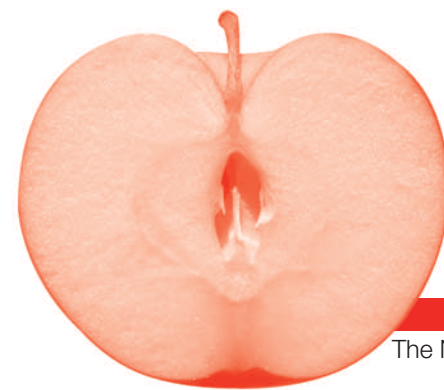


**Watch for our Winter Appeal Letter**

Did you know that less than 5% of The Food Bank's resources comes from government funding? The community's generosity truly determines our ability to help those in need.

When our winter appeal letter comes to your doorstep in the next few weeks, please consider the individuals and families in Ottawa who may not have had dinner last night, or who were forced to send their children to school without breakfast. Donate to The Food Bank and help fight hunger right here in our community.

Donate securely online at [www.theottawafoodbank.ca](http://www.theottawafoodbank.ca)



# FoodBytes

The Newsletter of The Ottawa Food Bank

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## The Food Bank Is Gearing Up For Holiday Demands

It's hard to visualize the immense 12 tons of food that leaves The Food Bank's Michael Street warehouse each and every working day. Early mornings are a frenzy of activity as drivers finalize agencies' orders and load their trucks. The sight becomes even more amazing during the busy month of December, when special holiday food items are added into the mix.

Food Bank agencies experience an increase in demand leading up to the holiday season and The Food Bank purchases turkeys, hams, extra Halal beef and fresh vegetables specifically for the December period. Thanks to the Christmas Cheer Foundation events (see article below), this

year's budget is \$75,000.

Last year, The Food Bank provided hampers to 2,600 families and individuals in the National Capital Region and hopes to be able to do the same or better this year!!!

Feedback from the Member Agencies has been overwhelmingly positive and several remarked last year on the tremendous food quality and quantity which assisted them during this busy time of year. Agencies were particularly pleased that we had opted to focus our purchasing on the items which they do not commonly receive through donation, like fresh meat and vegetables.

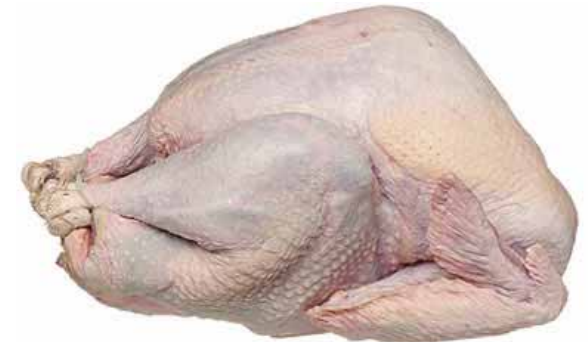
"The extra items at Christmastime really helped us. We received enough turkeys so each of our seven homes would have a turkey meal with all the trimmings... it truly was a special occasion," said Marilyn Denison, Coordinator of Jericho Road Christian Ministries.

Kerry Kaiser, Coordinator at the Centretown Emergency Food Centre, wrote: "I would like to thank you again for the wonderful donations of gift certificates, hams and turkeys through the month of December 2007. It made all the difference in helping those individuals that had fallen through the cracks of other Christmas Programs."

Would you like to donate a turkey, ham or other holiday meal item? The Food Bank is able to accept perishable food donations, either fresh or frozen, at its warehouse at 1317B Michael Street from 8am-4pm, Monday to Friday. Keep in mind that these special holiday food items are often sent to Member Agencies

the second week of December to allow distribution to individuals and families who have fallen upon hard times.

Contact Gary McCarthy, Operations Manager or Carolyn Hunter, Agency Relations Manager at 613-745-7001 for further information about The Food Bank's holiday items.



This December, The Food Bank will distribute turkeys, hams, halal beef and fresh vegetables to its Member Agencies to supplement their holiday programs.

## Upcoming Events

- November**
- 3 > Drive Away Hunger begins
- 8 > Nando's Food Drive on The Bear
- 22 > Scouts Food Drive
- 29 > Help Santa Toy Parade
- 26 > Parade of Lights
- 26 > Vintage Wine Auction
- December**
- 5 > Christmas Cheer Breakfast
- 5 > Christmas Cheer Broadcast
- 6 > OC Transpo Food Drive at Loblaws
- 11 > Ottawa Senators' Food Drive Night
- 12 > A TV's Fame for Food
- 12 > Hot 89.9 Hunger at Home 2008
- January**
- 19 > The Food Bank's Annual General Meeting

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



The Nepalese Association of Ottawa raised more than \$12,000 worth of food and funds at their annual Multicultural Dance & Music Show and door-to-door food drive. Volunteers delivered the donations to The Food Bank after a wonderful day of diverse entertainment and family-oriented activities. Thank you to all the volunteers and donors who made this event a continued success!

## Spread Some Christmas Cheer

On December 5, The Westin Ottawa, 580 CFRA, and the Rideau Centre are joining forces to create this season's ultimate fundraisers for The Ottawa Food Bank and The Christmas Exchange – The Christmas Cheer Breakfast and Broadcast.

Taking place at The Westin from 7am-9am, the Christmas Cheer Breakfast is the largest networking event in our community. Tables of 10 are \$500 or

individual tickets are \$60. In addition to great entertainment and exciting raffle prizes, this fundraiser promises to be the event that kick-starts your office's holiday season. Buy your tickets online at [www.christmascheer.ca](http://www.christmascheer.ca) or call The Westin at 613-560-7375.

After the Breakfast, tune in to 580 CFRA or drop by the Rideau Centre's Eaton Court for the Christmas Cheer Broadcast from 9am-

7pm. This lively radiothon will showcase festive Christmas entertainment, local celebrities and more! Pledges will be accepted onsite and over the phone on December 5 to benefit both charities.

The Food Bank and The Christmas Exchange will use the proceeds of these events to help agencies and beneficiaries this holiday season.

## Menu

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## Revised "Most-Needed Items" List

As the price of food has increased exponentially over the past year, The Food Bank has revised its "Most-Needed Items" list to help alleviate its food purchases and ensure that healthy food is always available for those who need it. Next time you make a donation, consider some of these 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

While the above donations are greatly appreciated, we also welcome your family's favourite nutritious items. The following is a list of grocery stores with The Food Bank's red donation bins:

### West

- Loblaws ..... 190 Richmond Rd.
- Loblaws..... 1460 Merivale Rd.
- Loblaws..... 1980 Baseline Rd.
- Loblaws..... 2085 Carling Ave.
- Loblaws..... 59A Robertson Rd.
- Real Canadian Superstore ..... 700 Eagleson Rd.
- Loeb..... 1360 Richmond Rd.
- Loeb..... 1512 Merivale Rd.
- Loeb..... 1705 Merivale Rd.
- Loeb..... 3655 Richmond Rd.

### Central

- Loblaws..... 363 Rideau St.
- Loblaws..... 64 Isabella St.
- Loeb..... 245 Rideau St.
- Loeb..... 314 Booth St.
- Loeb..... 754 Bank St.
- Your Independent Grocer..... 296 Bank St.

### South

- Loblaws..... 2210C Bank St.
- Loblaws..... 3201 Greenbank Rd.
- Loeb..... 2515 Bank St.

### East

- Loblaws ..... 1266 Orleans Place Dr.
- Loblaws..... 100 McArthur Rd.
- Loblaws..... 1910 St. Laurent Blvd.
- Your Independent Grocer..... 2241 Riverside Dr.
- Loeb..... 1021 St-Laurent Blvd.
- Loeb..... 1675 Tenth Line Rd.
- Loeb..... 1930 Montreal Rd.
- Loeb..... 2261 Walkley Rd.
- Loeb..... 2636 Innes Rd.
- Loeb..... 4510 Innes Rd.
- Loeb..... 50 Beechwood Ave.
- Loeb..... 6509 Jeanne D'Arc Blvd.
- Your Independent Grocer ..... 1619 Orleans Blvd.
- Your Independent Grocer ..... 596 Montreal Rd.

## Community Kudos: How Others are Helping The Food Bank

### Hunger Gets a Red Card:

In August, the Spitfires Soccer Club held their long running annual soccer tournament to benefit The Food Bank. Over a beautiful weekend, teams from Eastern Ontario and beyond came together for the dual goals of playing soccer and fighting community hunger. In all, players and spectators raised 300 pounds of food and nearly \$3,000.

**Over the Rainbow:** As summer drew to a close, The Food Bank was invited to take part in the annual Pride Parade festivities. As The Food Bank float made its way through the parade route, colourfully costumed volunteers accepted donations from the energized crowd. Parade participants raised over

\$1,000, something we can all be proud of!

### Buy Local, Share Local:

In October, The Food Bank was happy to be invited to the Farmers Market at Lansdowne Park to take part in a collection of fresh, local foods. The event was part of Buy Local Share Local, an initiative which aims to provide fresh food from local area farms to Ontario Food Banks. Over 2,300 pounds of food was collected. Thanks to sponsors Royal Bank of Canada and the Ontario Association of Food Banks for a job well done.

### Every Vote Counts:

While the country was busily becoming wrapped up in election fever this fall, employees of Acart Communications decided

to hold a different kind of election. The 2008 Fall Food Election challenged staff to vote in support of the fight against community hunger by donating blue, red, orange or green food items. The result: a colourful plethora of food donations and a victory for hungry people in our community!

### An Excellent Harvest:

This summer, several Cub Scouts from the 72nd St. Mark's Ottawa Cub Pack took part in a new venture – gardening for The Food Bank. The Cubs received hands on experience in planting, watering and weeding their small crops. In addition to green beans harvested in August, the final harvest in September included carrots, parsnips, potatoes and beets.



Photo by Robert Wilson Photography

## Introducing our new Volunteer Coordinator!

Many of our FoodBytes Readers are avid volunteers at The Food Bank, and for that we salute you! Here at The Food Bank we're busy welcoming our new Volunteer Coordinator, Rob Clippingdale.

Even though Rob is just settling in, feel free to introduce yourself next time you're at the warehouse, or call him at 613-745-7001.

Rob is an Ottawa native and a huge Sens fan! He'll be the new point

person for scheduling food sorting groups, recruiting volunteers for upcoming events, and more!

Want to join The Food Bank's volunteer email list? Email Rob at [rob@theottawafoodbank.ca](mailto:rob@theottawafoodbank.ca)

## Agency Snapshot – The Caldwell Family Centre

When the Caldwell Family Centre opened its doors in 1984 in an Ottawa Community Housing unit, it was the first 'family house' of its kind in Ottawa. Sister Thelma Marion of the Sacred Heart Order of Sisters in Ottawa was the driving force and the founder of this unique and innovative community centre. The Caldwell Family Centre occupies one of the 477 low-income housing units in the heart of the Caldwell community. In 1979, several Sacred Heart Sisters moved into a house on Caldwell Avenue, not far from the housing community, for the purpose of getting involved and helping to empower people in this community who were struggling with social and economic challenges.

Today the Caldwell Family Centre is a hub of activity and a model program

that has been emulated across the city. There are many programs at CFC including a drop-in centre day program, English as a Second Language classes (with a daycare for parents who are taking ESL), a homework club program, computers for public access and links to a network of community organizations that provide support and information to CFC clients. However, the emergency food cupboard, located in the basement of the Family Centre unit, remains the most utilized program.

Caldwell food cupboard Coordinator Helen Synek has been with the Family Centre for over 20 years and her colleague Andrée Williams has been by her side for 17 years. They are supported by 8 volunteers from the community who help stock shelves and

prepare emergency grocery bags daily. Helen and Andrée have both seen the need for emergency groceries rise over the years and they have recently noticed an increase in the number of working people that also come in for help to put food on the family table. They say that the food cupboard at Caldwell makes a big difference for people in this community who are trying to get back on their feet or who are struggling with life's other unforeseeable circumstances.

Although CFC is a secular, community-based organization, it has maintained its connection to the Sacred Heart Order, with three Sisters on staff and Sister Lorena Morris at its direction for the past 11 years. It is obvious that Sister Lorena, Helen, Andrée, and the other



Helen Synek and Andrée Williams have been long-time staff at Caldwell Family Centre.

staff and volunteers at CFC really care about the Caldwell community. Sister Lorena describes people who make use of the programs at CFC as hard-working, caring and community-spirited. The very same is to be said about Sister Lorena and her colleagues; they are inspiring in their commitment to the work that they do in this community and that they have done with such dedication for so many years.

The Ottawa Food Bank is proud to support the important work at the Caldwell Family Centre.

### Quick Facts

**Average number of adults served each month:** 1,100

**Average number of children served each month:** 550

**Value of food delivered from The Ottawa Food Bank in 2007:** \$436,698

## Super Savvy Staff Profile: Cliff Ware

We tracked down our Transportation Manager and managed to squeeze some answers out of him.



**How long have you worked at The Food Bank?** Since May of 2000.

**What is your favourite movie?** Training Day.

**Describe a typical day at The Food Bank.**

There isn't a typical day

physical work and that's good because I don't workout like I should. I enjoy the people and volunteers that I work with.

**What is your favourite part of the day?** I enjoy every part of the day. I enjoy life, each hour – I learned that life is expendable when I worked in the Marines.

**Where did you work before and what was your position?** I drove an 18-wheeler for a company called Celadon, driving mostly to Laredo, Texas.

**What is your favorite food?** It's a toss-up between seafood and steak.

**You're The Food Bank's movie star – what films have you been in?** I have met movie stars but I'm not one of them. I have been in films and I have representation that gets me work, but I'm not a star. [For the record, our modest staffer had an appearance in the major motion picture *Colors* and has been in a few independent films.]

**What are your hobbies outside of work?** I have hundreds of blues records and an old record player. I'm always looking for old blues artists and new ones, too. I met B.B. King at a concert once, he's a great musician.

**What is one place you'd like to travel to? Why?** New Zealand – Auckland, to be exact. I feel a connection with the people there and it is a beautiful country.

**If you could meet a celebrity or historical figure, dead or alive, who would it be and why?** There are two – Robert Kennedy and Muhammad Ali. They are the best men that man has to offer.

**What else should we know?** Nothing, you know too much already. LOL