

# How times have changed at The Food Bank

It is hard to believe that The Food Bank is on the verge of approaching its twenty-four year anniversary. As someone who has been with the organization for greater than half of those years, it is always interesting to go back even further in time to the days when The Food Bank was originally founded. Back then, the organization was set up as a "stop-gap" measure to combat the unfortunate reality that hunger and poverty existed within our very community. In the original Guiding Principles that they used to establish their mandate, the founding members wrote, "We are committed, fully, to the temporary nature of our mission. We hope ... that in the foreseeable future food banks will prove unnecessary in the National Capital Region."

There are only a few of us here today, whether staff members or volunteers, who actually worked out of the old warehouse on Bayview Avenue over 10 years ago. We remember the constant effort to rotate and hand-bomb refrigerated and dry goods in order to make room for incoming product. We only had two second-hand vehicles back then. Gary McCarthy, our Operations Manager, and I still laugh in disbelief over the fact that we would crowd three employees onto the back of the forklift in order to weigh it down so we could unload a shipment of canned goods.

My, how times have changed. As we are aware, The Ottawa Food Bank is needed more today than ever

become our own worst enemy, that we have become a part of the 'poverty industry'. I often counter that we live in a democratic society and that, with less than 10% of our support coming from government sources, it is the people who decide which organizations they choose to support and which causes are closest to their hearts. Obviously, the public has responded in our case. To again quote from our original founding members, "We are motivated by the strongest of beliefs that

no one in the National Capital Region should ever go hungry because they lack the resources to acquire the food they or their families need."

And so it is that we shall continue to carry on with our mission to the best of our abilities; our thanks to everyone who has a part in ensuring that we are able to do so.



Peter Tilley  
Executive Director

## Volunteer Translator Needed

Would you like to volunteer from the comfort of your home or office? The Food Bank is in need of a volunteer French translator or translation agency to assist with ongoing projects ranging from policies and procedures to marketing collateral. Experience and proficiency is a must.

*Étes-vous à la hauteur de la tâche?* Contact Francine Rukundo at 613-745-7001 or francine@theottawafoodbank.ca. You can help fight community hunger, one word at a time.

## Upcoming Events

**February**  
3 > Tim Hortons Jamboree  
9 > Great Bowls of Fire  
11 > Tim Hortons Food Drive Week  
28 > LawZfest

**March**  
9 > Giant Tiger Mac & Cheese Day at the Ottawa 67s  
11 > Ottawa Sentators' Food Drive Night  
15 > St. Patrick's Day Parade

**April**  
TBC > Tenant-Landlord Food Drive  
**May**  
8 > Lunch Money Day  
TBC > Food Aid Day  
TBC > Capital Food Blitz

**Our website has a new look!**  
Visit [www.theottawafoodbank.ca](http://www.theottawafoodbank.ca) for more information on these events and more!



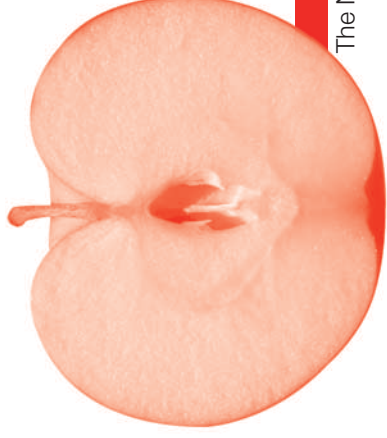
Volunteers from area Lions Clubs pose for a picture before starting to cook the free burgers and hotdogs at last year's Food Aid Day.



THE FOOD BANK  
LA BANQUE D'ALIMENTATION

## Fighting Community Hunger

1317B Michael Street, Ottawa, ON K1B 3M9 | T: 613-745-7001 | F: 613-745-7377  
[www.theottawafoodbank.ca](http://www.theottawafoodbank.ca) | [info@theottawafoodbank.ca](mailto:info@theottawafoodbank.ca)



# FoodBytes

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## More than 175 offices helped Drive Away Hunger this holiday season!

This past holiday season marked the return of Drive Away Hunger, The Food Bank's annual city-wide food drive challenge. More than 175 local businesses and organizations banded together to raise over \$30,000 and 45,000lbs of food between November 20 and December 14! Food and funds raised during Drive Away Hunger fed the hungry during the holiday season and will continue to do so into the winter. This year's campaign was a qualified success!

Participants had the opportunity to be entered in a draw for a company photo featured in our Drive Away Hunger advertisement in the Ottawa Business Journal. Six lucky organizations

were featured: Addition Elle South Keys, Transcore, Dell Ottawa, Konica Minolta, Changes for Women and Merivale Chiropractic.

Several of the participating organizations found creative ways to encourage their employees to donate. Dell held competitions between floors in their building with prizes as incentives for donating. They were even kind enough to bring a large crew of volunteers to unload the food at The Food Bank when their drive was complete. Their efforts resulted in a whopping 7,000 lbs of food and \$1,300! H & R Property Management at 160 Elgin St. encouraged its employees and

residents of the building to donate by dropping food into its vintage sleigh. The sleigh was filled several times over, and it made for quite the holiday scene!

The campaign could not have been successful without the help of dozens of devoted volunteers who helped out by picking up and sorting food. Thanks also goes to the Ottawa Business Journal and A-Channel, this year's Drive Away Hunger sponsors. And finally a great big thank you goes out to all those who participated in making Drive Away Hunger a great accomplishment!



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## Holiday Food Items a Big Hit

Thanks to the Christmas Cheer Foundation, The Ottawa Food Bank was able to provide extra support to its 127 Member Agencies in December through extra purchases of holiday essentials. The distribution of these items was in addition to the regular food staples that Agencies order.

In the month of December, The Food Bank purchased and distributed:

- Over 300 hams
- Over 1,320 turkeys
- 1179 Lbs of Halal ground beef
- Over 4,000 lbs of potatoes
- Over 1,000 lbs of carrots
- \$30,000 in \$10 Loeb & Loblaws grocery gift cards
- \$50,000 in direct mail vouchers to registered beneficiaries

Feedback from the Member Agencies has been overwhelmingly positive; many have remarked on the tremendous food quality and quantity which assisted them during this busy time of year. Agencies and beneficiaries were particularly pleased that we had opted to focus our purchasing on fresh and perishable items which are difficult to receive through donation, such as the turkeys, hams, beef, fresh vegetables and grocery gift cards.

## Rogers Shares The Joy with The Food Bank

The Ottawa Food Bank received a generous donation of \$50,000 from Rogers as part of their Share the Joy holiday program.

The funds will go towards The Food Bank's KickStart program to support and increase healthy, nutritional school meals and snacks for children whose families struggle to make ends meet. The funding will purchase food for the program and hire a nutritionist to develop an educational kit for schools, homework clubs and after 4 clubs. The kit will provide a nutritional framework and enable teachers and caregivers to provide balanced meals and snacks for the kids using the programs.

Through KickStart, The Food Bank currently provides meals for 500 children in 16 member schools – this equates to approximately 10,000 meals and snacks per month. An additional 150 children in 15 community house homework clubs receive 3,000 healthy snacks per month.

"We're thrilled that we can help The Food Bank's KickStart program and share the joy during the holiday season by giving something back to the community," said Robin McIntyre, Regional President, Rogers Cable Communications Inc. "We chose to give to food banks because of the work we do throughout the year with them across Canada, including the Phones 4 Food program, so the KickStart program is a great way to ensure that kids get a healthy meal."

Sara Dwyer, Assistant House Coordinator of Russell Heights Community House said, "The healthy snacks from The Food Bank's KickStart program have really made a difference at Russell Heights. The kids get more homework done and find it easier to pay attention – they especially love getting the fruit."

"We're delighted to have Rogers on board and greatly appreciate their contribution to the KickStart program; this will make a real difference for needy children in our community," said Peter Tilley, Executive Director of The Food Bank.



A young student gets ready to enjoy his snack of juice and a fruit cup while tackling his homework.

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



### Wheels on the Bus:

On December 8, OC Transpo and Loblaw's came together to fill over fifteen OC Transpo buses with food for The Food Bank. The initiative was a massive success, raising over 100,000 lbs of food! It was no small feat and it was accomplished thanks to the efforts of dozens of volunteers and staff at both OC Transpo and Loblaw's!

**Grab A Stool:** On November 26, Moe's World Famous Newport Restaurant invited Ottawa residents to enjoy a night of 50s fun! Attendees were regaled

with music and teeny-bop dancing from the 50s while being served dessert and coffee. And to the delight of his many fans, Elvis himself made an appearance! Guests were also able to bid on photographs from local photographer and event organizer Leslie Hossack's "Diner" series in a silent auction. Grab A Stool raised over \$5,000 – what a fun way to help out!

**So Retro:** The Food Bank was invited to take part in the Annual Vintage Clothing Sale once again this year by event organizer Penelope Whitmore. On November 18, hundreds of style-seekers converged on the Chateau Laurier to hunt for that perfect find in the 23rd edition of this event. Surrounded by fashions of old, volunteers raised over 700 lbs of food and \$500 for The Food Bank!

**Giant Cheque:** Two east-end Giant Tiger stores announced mid-December that they were going to donate \$5,000 to The Ottawa Food Bank to assist in the growing demand for food during this holiday season. The St. Joseph Boulevard and Watters Road locations teamed up to help fight community hunger.



## Agency Snapshot – St. Luke's Lunch Club

lunch meal is served.

Nestled in the heart of Ottawa's Chinatown, on the corner of Somerset and Bell streets, sits St. Luke's Anglican Church. This 136 year-old church is home to one of the few day-time drop-in programs offering a complete hot noon-meal in Ottawa – the St. Luke's Lunch Club and Drop-in Centre.

St. Luke's Lunch Club opened its doors in 1983 as an outreach program of St. Luke's Church with a mission to offer support services for the disadvantaged. The program is as busy as ever, operating daily from Monday to Friday in a big bright basement room of the Church. The doors open at 8:00 a.m. for breakfast and a do-it-yourself brown bag lunch station for people on their way to work or for parents to make lunches for their children to take to school; at noon a hot

working on computers, others reading the daily papers and a woman with her young children browsing through the free clothes cupboard. Inside the kitchen, 3 women in aprons and hairnets stir big pots and get ready to serve lunch. One of these women is June Stoneburner, a kitchen helper. June – affectionately called 'The Dessert Lady' – has been helping in St. Luke's kitchen 5 days a week for almost 17 years!

In order to run St. Luke's comprehensive drop-in and meal program it takes a crew of 17 volunteers, 2 part-time floor staff, 2 full-time kitchen staff and the wise guidance of Maxine, as well as many community partners.

On top of their regular weekly order, St. Luke's also receives food from The Ottawa Food Bank's

City Harvest and Fresh Harvest programs – fresh and prepared foods, collected from local shops, restaurants and deli counters and delivered on the same day. The Ottawa Food Bank is honoured to be one of the community partners who support the important work of St. Luke's.

**Quick Facts**  
Average Number of Meals served each month: **3,100**  
Value of food delivered from The Ottawa Food Bank in 2007: **\$104,506**

Volunteer June Stoneburner prepares for the day's meal.



## Be a Lunch Money Day Leader!

**On Thursday, May 8.** The Food Bank is inviting employees across the National Capital Region to brown-bag their lunch and donate the money otherwise spent on lunch to The Food Bank.

Be an LMD Leader and register your group to be part of Lunch Money Day. It's easy! Get your friends and co-workers involved to support a great cause. You'll distribute materials that we provide, collect the donations, and keep in touch with The Food Bank. Plus, as an LMD Leader you'll automatically be entered to win great prizes!

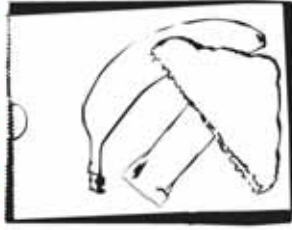
**Follow these steps to help fight community hunger on May 8:**

1. Register at [lunchmoneydayottawa.ca](http://lunchmoneydayottawa.ca)
2. Accept delivery of LMD materials
3. Talk about it! Send emails, visit coworkers, etc
4. Make sure all participants get one of our paper lunch bags
5. Collect the donations
6. Add it up and give us a call!

Feeling creative? Organize a special event or lunch in support of Lunch Money Day. Order pizza or have a gourmet lunch auction; charge

admission to watch a movie during lunch hour or to participate in a potluck lunch. Don't delay – register early! Visit [lunchmoneydayottawa.ca](http://lunchmoneydayottawa.ca) or call Chris Cline at The Food Bank for more information.

## Lunch Money Day



## Super Savvy Staff Profile: Josée Lamarche

We caught up with our administrative assistant extraordinaire with some questions.

**Why do you enjoy working at The Food Bank?**

I really enjoy the feeling at the end of the day like you truly made a difference in the community. Helping people is one thing that I really sincerely enjoy!

**What is one place you'd like to travel to? Why?**

I'd like to visit every part of the world and study different cultures. History and geography are things that always fascinated me ever since I was a kid.

**What is the favorite part of your day?** The end of the day when I feel like I've made a difference in this community!

**When did you start working at The Food Bank?**

March 2004.

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

Well, a typical day for me consists of answering phones and greeting people at our front door. I also refer beneficiaries to their proper food programs and try to help as much as I can in any department.

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

Reading, cooking and camping are three of my favourite things.

**Do you have any New Years resolutions?**

Absolutely! I'd like to start jogging again and be able to run 5km like I used to do.

**What is your favorite season and why?**

I don't actually have one favorite season as I appreciate them all, but there's one time of year I really like and it's Christmas. I love to see how everyone comes together in helping out one another.

**Do you have any nicknames you'd like to share with us?** Well I do have one at work which I go by – my initials J.L.



**If you could meet a celebrity or historical figure, who would you want to meet and why?** I'd love to meet Sylvia Brown. I have read many of her books and watch many of her appearances on the Montel Williams show. I think she is an amazing woman and she does great work. She has helped many spiritually and has guided them through bad and good times.