

Purolator's **RED BAG** School Challenge

JOIN US AND SUPPORT DAILY BREAD FOOD BANK



Daily Bread
Food Bank



**School
Challenge
Toolkit**

Help join the fight to end hunger and provide emergency food
access to families in your community!

Attention: Student councils, leadership clubs, and parent councils!

Hello,

Thank you for raising your hand to help end hunger in our city by mobilizing your school community to participate in Purolator's Fill a Red Bag School Challenge!

Hunger and food insecurity in Toronto continues to climb, with no sign of slowing down. Month after month, food bank visits continue to shatter records. We are experiencing a crisis. And we need your help.

Your support will help keep food bank shelves full!

This Toolkit is designed to help you organize a food drive in support of Daily Bread Food Bank as part of Purolator's Fill a Red Bag School Challenge.

Feel free to get creative in a way that works for your school and school community.

Please do not hesitate to reach out to us if you need any help!

The school that collects the most food by June 16 (proportional to its student population) will win an afternoon with an ice cream truck parked at their school. The school will also receive four Toronto Argonauts tickets to be given out to a student.*

If you have any questions about running your food drive, please contact Michelle Silva at msilva@dailybread.ca.

Thank you in advance for your generous support, and good luck!

*See page 3 for more details.

**Did you know
that nearly 1/3
of food bank
clients are
children?**

Guidelines

Purolator's Fill a Red Bag School Challenge is open to all elementary and secondary schools (Catholic, Public, and Independent) within Toronto, Etobicoke, and Scarborough.

The winning school will be determined by the total amount of food collected (measured by weight) proportional to the student population at the school.

The food must be received by Daily Bread Food Bank no later than 3:00pm EST on Friday, June 16, 2023.

The winning school will be announced by Daily Bread Food Bank and Purolator on Monday, June 19, 2023.

The ice cream truck prize for the winning school includes having the truck parked at your school for a two-hour period, either at lunch or in the afternoon. This prize must take place between June 20-30, 2023.

There will also be four tickets to an upcoming Toronto Argonauts game at BMO Field. It is up to the school's discretion to determine the recipient of the tickets.

The prize cannot be substituted.

Benefits of getting involved

1. Help your neighbours experiencing hunger and food insecurity.
2. Demonstrate compassion and empathy.
3. Become a leader in your school.
4. Inspire friendly competition and creativity.
5. Learn to work as a team.
6. Increase school spirit.
7. Make a difference in your community.

Running a school-wide food drive in support of Daily Bread Food Bank supports the Ministry of Education's strategies for student success, equity, social citizenship, and character education.

Why we need your leadership now

Before the pandemic, Daily Bread Food Bank's network of 128 member agencies saw an average of 65,000 client visits each month.

Due to the economic impacts of COVID-19, this figure nearly doubled to 120,000 – and now, with the effects of inflation, this figure reached a record-breaking high in March 2023 with nearly 270,000 visits. And the numbers continue to climb.

The average food bank client has just over \$8 per person per day after their rent and utilities are paid to pay for all other essentials. For racialized clients, this drops to \$7.75, and for clients who are recent immigrants, this drops to \$3.81. This is not nearly enough for food and other necessities.

And sadly, 28% of food bank clients are children and youth ages 18 and younger.

Tips for success

Here are a few tips you might want to consider when planning your food drive:

Set a start & end date. We recommend running your food drive for one to two weeks. Give students enough notice so that they can bring in their donations on time.

Set a plan and goal. Goal-setting is a great way to predict the impact that you are going to have in the community. Set a goal for the school and develop a plan to achieve or even surpass it! Check on your progress regularly and update the school community along the way.

Get competitive! Generate excitement through an intra-school challenge. Give each class a goal. Have classes or grades compete against each other for bragging rights – or even an incentive prize.

Encourage empathy. Holding a food drive at your school offers a teachable moment in empathy. Encourage students to imagine what it would be like to go a day without food. How would they feel going to bed hungry or having to focus in class on an empty stomach?

Give students a chance to lead. Assign food drive ambassadors in each class and help cultivate the next generation of social impact leaders.

Spread the word. Demonstrate your school's leadership and inspire others to help end hunger in your community and keep the campaign top-of-mind. Spread the word during your school's morning announcements. Share a letter with parents. Share posters on your school's website and social media accounts.

Say thanks. After your food drive is complete and we've shared your final weight, be sure to thank your school community and celebrate your collective efforts.

"Something that helped a lot was doing announcements to the entire school every morning to remind them about the food drive. Also, going to their classes and checking up on their progress was very helpful. We also decided to add a prize for the classes that brought in the most items, and this really encouraged them to continue donating their items. We gave each class a goal and many classes reached their goal as well."

– **Student Food Drive Organizer**

Amplify your drive using social media

Engage with your fellow students and your school community online.

IDEA: Create a social media plan, then prepare content ahead of time to be scheduled and posted by a teacher or a member of your parent council.

IDEA: Post about your drive on relevant communities on platforms like Facebook.

Follow Daily Bread's social accounts and tag us in your content so we can share your campaign with our followers. We love seeing photos of your ideas and events, so please share them with us.



@DailyBreadFoodBank
@PurolatorInc



@dailybreadto
@purolatorinc



@DailyBreadTO
@PurolatorInc

#WeAreDailyBread

#TackleHunger

#PurolatorTackleHunger

REMEMBER, always follow your School Board's social media policy.

MOST NEEDED ITEMS



CANNED FISH
(TUNA, SALMON, SARDINES)



CANNED FRUIT



CANNED TOMATOES
(WHOLE, DICED, CRUSHED)



CANNED VEGETABLES



OATMEAL



NUT BUTTERS
(PEANUT, ALMOND)

Important note about nonperishable vs. perishable food items:

Please ensure you are only collecting nonperishable food items. These include canned, boxed, jarred, dried, or otherwise preserved items such as the ones listed above. We are not able to accept fresh or frozen meat, produce, or dairy items through community food drives.

Sample Letter to Parents

We're participating in Purolator's Fill a Red Bag School Challenge!

Dear parents and caregivers,

Did you know that nearly one-third of food bank clients are children?

With the rapidly rising cost of living, parents experiencing poverty and accessing food banks spend most of their income on housing and utilities, leaving as little as \$8 per person per day to afford food and basic needs.

When children experience hunger, they're at higher risk of developing severe health conditions, behavioural issues, cognitive and physical impairments, and poor grades. Without enough food, children simply do not have the nutrients or energy they need to learn and grow.

That's why our school will be participating in Purolator's Fill a Red Bag School Challenge and hosting a food drive in support of Daily Bread Food Bank.

If our school collects the most food (proportional to our student population), we will win an afternoon with an ice cream truck parked at our school and four tickets to an upcoming Toronto Argonauts game at BMO Field (school to determine winner of tickets).

Most needed nonperishable foods include:

- Canned fish (tuna, salmon, sardines)
- Canned fruit & vegetables
- Oatmeal
- Canned tomatoes (whole, diced, crushed)
- Nut and seed butter (peanut, almond, sunflower, etc.)

We also invite you to consider donating foods that are allergy-friendly, such as gluten-free, dairy-free, or nut-free items.

We are counting on the entire school community to come together. We hope you will join us. Thank you in advance for your generous support.

Sincerely,
[Teacher/Food Drive Coordinator Name]

P.S. To learn more about Daily Bread, visit dailybread.ca. If you or anyone you know needs food support, please visit dailybread.ca/need-food.

Logistics

We're participating in Purolator's Fill a Red Bag School Challenge!

When you are planning your drive, remember to give yourselves enough time to get your donations back on time.

REMEMBER: All donations are due back to Daily Bread by 3:00 pm EST on June 16, 2023, to qualify for the Challenge.

If you would like food bins for your school, they can be picked up at Daily Bread's Welcome Centre at 191 New Toronto Street, Etobicoke, Mon-Fri between 9:00 am - 4:00 pm. When collapsed, the bins can easily fit into the back of a car. Their footprint when set up is 2' x 2', and they typically hold approximately 175 lbs. of nonperishable food.

If you would like Purolator's Red Bags to distribute, please request these at the time of registration and we will coordinate with you on the delivery of these bags.

If your school would like to schedule a pick up, please complete our [pickup request form](#) no later than Friday, June 9th.

You can also drop off your food directly to Daily Bread Food Bank on or before 3:00pm, June 16, 2023, at our Gate 2 loading dock. (Leading up to June 16th, drop-offs can be made Monday-Friday, between 10:00 am - 3:30 pm).

If you're dropping off, please be sure to let our team know the name of your school so that we can track your total weight for the Challenge.

If you have any questions about getting your food donations to Daily Bread, please contact Michelle Silva at msilva@dailybread.ca or (647) 951-8218.

Thank you for your leadership and generosity.

Together, we can ensure that our neighbours experiencing hunger can access the nutritious food they need.



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416-203-0050
dailybread.ca

If you or anyone you know needs access to food, please do not hesitate to reach out so that we might help connect you to local food programs.

Learn more at dailybread.ca/need-food.