

# SOUNDS OF THE SEASON

Join us and help support local food banks



## SCHOOL CHALLENGE TOOLKIT

Join the fight to end hunger and help provide emergency food access to families in your community this holiday season.



make  
the  
season  
kind

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School  
Challenge  
Toolkit

## 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 the CBC Sounds of the Season School Challenge.

Hunger and food insecurity in the GTA 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 holiday season.**

This Toolkit is designed to help you organize a food drive in support of **Food Banks Mississauga** as part of CBC's Sounds of the Season 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!

**And remember - the school that collects the most non-perishable food items by November 30 (proportional to its student population) will win a pizza lunch for the entire school courtesy of Pizza Pizza AND an assembly visit in January with a CBC VIP guest.\***

If you have any questions about running your food drive, please contact Katie Craig at [kcraig@foodbanksmississauga.ca](mailto:kcraig@foodbanksmississauga.ca).

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

*\*See page 9 for details.*

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

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## Why we need your leadership now

Food Banks Mississauga is the leading food security organization in Mississauga. We lead a network of 60+ agency members, including neighbourhood food banks, pantries, cupboards and meal and snack programs, working together to realize a food-secure Mississauga. Through our network, we provide healthy and appropriate food for almost 6 million meals each year to neighbours facing food insecurity across Mississauga.

Food Banks Mississauga provided over **5.9 million** pounds of healthy and appropriate food last year - that's healthy food for almost **6 million** meals - a **13%** increase from the previous year.

Last year, over **35,500** residents visited food banks in Mississauga - that's **5%** of Mississauga's population. This is an **18%** increase from the previous year and an **82%** increase from 4 years ago (pre-pandemic).

Over half of those residents that visited food banks in Mississauga were first-time food bank users - that's more than double the number of first-time users compared to last year.

Additionally, over **11,000** children accessed a food bank in Mississauga - a **10%** increase from the previous year.

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

## Benefits of getting involved

1. Help your neighbours who experience 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.

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## 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 1-2 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.

**Engage your entire school community.** And neighbours too! Consider creating a flyer for your school and dropping them off at homes nearby. You can invite them to drop donations off during school hours and/or leave a bin outside the main entrance. Alternatively, you can enlist some volunteers to pick up bags from neighbours' front porches on a Saturday or Sunday morning. You can also download [this flyer](#) and add details.

**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.

*"Somethings 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

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## Amplify your drive using social media

Engage with your fellow students and your school community online.

**IDEA:** Create a social media plan, 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 community platforms like Nextdoor.

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Follow Food Banks Mississauga'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.



@foodbanksmississauga  
@CBCToronto



@foodbanksmississauga  
@cbctoronto



@foodbanksmissi  
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#cbcgives

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

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## Most Needed Items



**CANNED BEANS & VEGETABLES**



**CANNED FRUIT**



**PASTA**



**CANNED FISH AND MEAT**



**PEANUT BUTTER**



**FLOUR**



**RICE**



**PASTA SAUCE**



**SOUPS OR STEWS**



**HEALTHY CEREAL**



**COOKING OIL**



**100% FRUIT JUICES**

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## Sample Letter to Parents

### We're participating in the CBC Sounds of the Season School Challenge!

[Date]

Dear parents and caregivers,

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

With the rapidly rising cost of living, parents experiencing poverty 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 the CBC Sounds of the Season School Challenge and hosting a food drive in support of Food Banks Mississauga.**

If our school collects the most food (proportional to our student population), we will **win a pizza lunch for the entire school courtesy of Pizza Pizza and an assembly visit in January with a CBC personality.**

Most needed non-perishable foods include:

- Peanut butter
- Canned fish and meat
- Canned beans and lentils
- Soup and stew
- Fruit juice, canned fruit and vegetables
- Flour, pasta, rice, healthy cereals and mac & cheese
- Pasta sauce
- Baby food and formula
- Cooking oils

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 Food Banks Mississauga visit [foodbanksmississauga.ca](http://foodbanksmississauga.ca). To learn more about Sounds of the Season, visit [cbc.ca/sots](http://cbc.ca/sots). If you or anyone you know needs food support, please visit [foodbanksmississauga.ca/get-support/](http://foodbanksmississauga.ca/get-support/).

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## Logistics

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 Food Banks Mississauga by 3:00 pm EST on November 30, 2023, to qualify for the Challenge.**

Drop off your donations at Food Banks Mississauga's warehouse, located at 4544 Eastgate Parkway, Mississauga, ON, L4W 3W6.

We also offer pick-ups for donations of 1,000 lbs. or more with a minimum of 1 weeks' notice.

To schedule a pick-up, please contact Katie Craig at [kcraig@foodbanksmississauga.ca](mailto:kcraig@foodbanksmississauga.ca).

**Please download this School Tally Form and attach it to each bag / box/ bin of food your school collects so that we can accurately track your results.**



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## \*The Mice Type – aka the Rules

The Sounds of the Season School Challenge is open to all elementary and secondary schools (Catholic, Public, and Independent) in Brampton, Durham, Mississauga, North York, Toronto, and York.

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

The food must be received by your local food bank no later than 3:00 pm EST on November 30, 2023.

The winning school will be announced by the CBC on December 8, 2023.

The Pizza Lunch prize for the winning school includes: two slices of pizza and one juice or water per student, teacher, and administrative staff. The Pizza Lunch must be coordinated with Pizza Pizza, Food Banks Mississauga and Daily Bread Food Bank at least two weeks prior. Pizza selection is limited to two toppings per pizza. The prize must be redeemed by January 31, 2024. The value of the prize is based on the student population of the winning school.

The date of the assembly visit in January will be determined in consultation with the winning school, Food Banks Mississauga, and the CBC.

The prize cannot be substituted.

# Thank You for Your Leadership and Generosity.

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



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 [foodbanksmississauga.ca/get-support/](https://foodbanksmississauga.ca/get-support/).

