



Community Champion Toolkit

Thank you for raising your hand and making an impact

Thank you for joining us in the fight to end hunger as a Community Champion for Daily Bread Food Bank. Your efforts to raise food or funds have never been more important.

In 2024, there were over 3.75 million client visits at Daily Bread member food banks. This was the highest number ever recorded in the city's history and a staggering 4.5 times more than pre-pandemic levels. **More than 1 in 10 people in Toronto are now relying on food banks**, up from 1 in 20 just two years prior.

To meet this unprecedented demand, we are distributing and purchasing more food than ever before. Before the pandemic, we would spend about \$1.5 million per year on purchased food. This fiscal year we've forecasted a \$29 million spend.

The need has never been greater. The staggering cost of living, stagnant wages and insufficient income supports are driving more people to turn to food charities to make ends meet. **By hosting a food or fundraising drive, you will make an immediate difference for individuals and families experiencing hunger across Toronto.** You will help us put food on tables now as we advocate for the long-term policy solutions that will reduce poverty in the future and enable everyone to realize their right to food.

We are so grateful you've decided to take action. On behalf of all of us at Daily Bread Food Bank, thank you for your support and leadership in the fight to end hunger.

In partnership,

Neil Hetherington
CEO, Daily Bread Food Bank

If you or anyone you know is in need of emergency food access, please visit dailybread.ca/need-food

What's inside

In this toolkit, you will find information and tips to help you launch a fun and impactful fundraiser or food drive within your community

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Have questions? Need help? Please contact us at fundraise@dailybread.ca

About Daily Bread Food Bank

Founded in 1983, Daily Bread Food Bank is one of Canada's largest food banks. Daily Bread distributes fresh and shelf-stable food and fresh-cooked meals to 205 food programs at 129 member agencies across Toronto, including food banks and drop-in meal programs.

We believe that access to food is a basic human right and that no one should go hungry or face barriers to accessing food. We work toward long-term solutions to end hunger and poverty and run innovative programs to support individuals living on low incomes and experiencing food insecurity.

We work closely with our member agencies to provide the support that will help meet the needs of each of the diverse communities they serve. Together, we facilitate dignified, low-barrier food access to adults, seniors and children facing food insecurity.

Our network of programs include:

Breakfast programs, which serve a light breakfast.



Food bank programs, which distribute up to three days of fresh and self-stable grocery items. Clients may visit a food bank in the network once per week.



Meal programs, which serve a prepared meal to their community members.



Pre-natal programs, which distribute fresh and shelf-stable grocery items to expecting parents and those with children up to age 5 within their community.



Snack programs, which serve portable snack items that are quick and easy to eat (e.g. granola bars, cookies, etc.).



Tenant programs, which are tenant-led and distribute grocery items (mainly shelf-stable) to members within a specific community.



Why your leadership is needed

Toronto is in a food insecurity crisis. The rising cost of living, stagnant incomes and insufficient supports are forcing more and more people to turn to food banks to feed themselves and their families.

The need has never been greater. Here are some of the reasons we need your leadership right now:

- In 2024, Daily Bread Food Bank served **over 3.75 million** client visits — that's a 26% increase over 2023 and more than 4.5 times pre-pandemic levels.
- Daily Bread distributed **41.1 million** pounds of food in 2024, nearly 10 million pounds more than in 2023.
- **More than 1 in 10** people in Toronto are now relying on food banks, up from 1 in 20 just two years prior.
- **Nearly half (49%)** of food bank clients in Toronto have someone in their household who is employed.
- After paying for rent and utilities, food bank clients have a median of **\$7.78** left per person per day to cover food, transportation and all other necessities.
- **Nearly 1 in 4 (23%)** food bank visits in Toronto were for children and youth last year.
- **29%** of Toronto food bank clients reported going an entire day without eating a single meal.



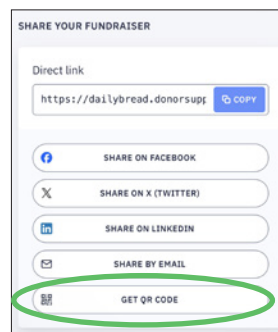
How to run a fundraiser

Step 1: Create a fundraising event and set your goal

- Our online donation page is a secure way to fundraise with your network. You can include a fun photo or logo and customize your message to share why you're raising funds. **Donations of \$10 or more will automatically receive an electronic tax receipt.**
- Set your fundraising goal based on what you'd like to achieve during your fundraising campaign! For every \$1 raised, Daily Bread provides one wholesome, nutritional meal to a neighbour experiencing hunger. If you raise \$5,000, that is 5,000 meals going to neighbours in need

Step 2: Share your link and promote your fundraiser

- Send your fundraiser's custom link to family and friends, inviting them to support your fundraising event. Post your link on social media to reach your wider network or send out emails explaining why friends and family should get behind your cause. For inspiration, check out a [sample email on page 13](#).
- **Download a customizable fundraising poster** that you can use to announce and promote your drive. Your fundraiser's page has an option for you to **get a QR code that people can scan to donate directly to your drive** from their phones, and our flyer has a spot where you can upload that QR code. Ask for permission to post your flyer in the common areas of your workplace, condo or place of worship, or send it out as an email attachment to family and friends.



Step 3: Track your progress and thank your donors

- Keep track of your donations by logging into your fundraising page. You'll be able to see who donated and how close you are to achieving your goal.
- Thank your donors! You can send them an email (we have a [sample email on page 13](#)) or show them a bit of love on social. Publicly acknowledging them also provides another way for you to talk about your initiative!



How to run a food drive

Step 1: Register your food drive, set a goal, and get any needed bins or bags

- Register your food drive with us and let us know if you'll need any paper bags or yellow, Daily Bread Food Bank cardboard bins for donation collection. Bags and bins can be picked up at Daily Bread's Welcome Centre, **191 New Toronto Street**, Etobicoke, Monday-Friday, from 9:00am – 4:30pm.
- Set a goal to motivate your donors! One pound of donated food provides one nutritious meal to a neighbour experiencing hunger, so if you raise 100 lbs of food, you'll be providing 100 meals to those in need.

Step 2: Spread the word and collect non-perishable food donations

- Let your supporters know to donate only non-perishable, shelf-stable food items. These include canned, boxed, jarred, dried, or otherwise preserved items. Make the biggest impact by collecting our most needed non-perishable food items. You can check out [this list on page 12](#) to help focus your efforts.
- **Download a customizable food drive poster** you can use to announce and promote your drive. Ask for permission to post it in the common areas of your workplace, condo or place of worship. You can also use it as a flyer to canvass your neighbourhood. Be sure to add instructions through the fillable text fields to tell donors how they can get food to you. Will you pick it up from them, should they drop it off at your home, or will you be collecting food at an event? You can input these instructions right into the PDF. **We also have versions of this flyer that include spaces for you to upload logos and QR codes if needed.**
- Promote your drive on social media to help you get your message out to the community. Tag us so we can thank and encourage your donors, too!





Step 3: Drop the food off

- There are a **few different ways to get your food donations to us:**
 1. Drop off your food donations in the yellow Daily Bread bins in **any fire hall across the city**. They are open 24/7.
 2. Bring your donations directly to the Daily Bread warehouse. We're located at 191 New Toronto St., and **the entrance at Gate 2** is open for donation drop-offs Monday through Friday from 10:00am to 3:30pm. You'll see a bin for donations right next to the truck bays.
 3. You can **request a pickup** if your food drive collected 750 lbs or more. For reference, 750 lbs of food would be the approximate equivalent of four full Daily Bread yellow bins, 60 full reusable shopping bags or 40 banker boxes. Once you've completed your drive, request your pickup by filling out **this form**.
- **Tip:** Before you drop your food off, take a photo to show your donors what they achieved together!

Step 4: Thank your donors

- We're able to thank and recognize donors who give funds online, but we have no way to do that for your food donors. Please thank each and every one of your donors on our behalf. We are so grateful for their generosity, and for yours. Show them a bit of love on social. Publicly acknowledging them also provides another way for you to talk about your initiative! Tag us and we will thank them, too.

Assigning roles for larger campaigns

Do you have a lot of individuals who want to help with your fundraiser or food drive? Consider forming a committee! A variety of skills and experiences on your team will enable you to share tasks and make your campaign a success. Here are some ideas for roles to assign:

- **Project Manager:** Oversees the planning and execution of the food drive or fundraiser, including setting goals, creating a timeline, delegating tasks, and ensuring your campaign is on track.
- **Marketing and Communications:** Promotes the food drive or fundraiser and builds awareness among your target audience. This person can create a marketing plan with tactics such as social media outreach, email marketing, and event promotions.
- **Fundraising Chair:** Creates a fundraising plan that includes specific goals, target donors, and fundraising tactics. This person can develop a budget, set fundraising timelines and deadlines, and track the fundraiser's progress.
- **Donations Chair:** Coordinates the collection of donations for the food drive or fundraiser. This may include identifying collection points, arranging for transportation of donations, setting up the fundraising page, or tracking the amount and type of donations.
- **Donor Stewardship:** Thanks donors for their contributions. This person ensures that donors receive appropriate recognition and appreciation, which can include thank-you notes, plaques, or other forms of acknowledgement.




Promoting your drive

Spread the word about your campaign as much as possible to get the most out of your fundraiser or food drive. If you're not sure where to start, think of the audience you're appealing to and the best way to engage those potential donors.

Here are a few suggestions for how you can promote your drive:


- **Use one of our customizable posters to spread the word.** Email it to friends and family or print it out and ask for permission to post it in the common areas of your workplace, condo or place of worship. You can also use it as a flyer to canvass your neighbourhood. If you're running a food drive, add instructions on how donors can get food to you. It's a fillable PDF and super easy to modify. We even have versions where you can add logos and QR codes if you have access to Adobe Acrobat.
- **Visit our online Resource Centre** to download additional tools to help with your drive.
- **Send an email to your network** telling them why you are supporting Daily Bread. We have included [sample emails on page 13](#).
- **Promote your campaign on social media.** Talking about your drive on Facebook, Instagram, X or LinkedIn can help you get your message out to the community. If you're raising funds, you can link to your online fundraising page on your social media posts to direct your audience to donate there. Tag us so we can thank and encourage your donors, too!
- **Consider reaching out to local media.** Your local newspaper or news station may be interested in featuring your event.
- **Have a political connection?** If you have a good connection with your local politicians, perhaps reach out to their offices to see if they can help spread the word and/or offer their office as a food drop-off location.

Connect with Daily Bread on social media:

 @DailyBreadFoodBank

 @DailyBreadTO

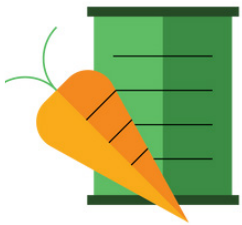
 @dailybreadto

 Daily Bread Food Bank

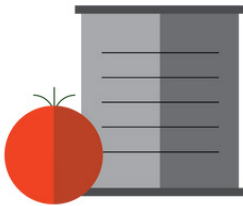
Be sure to tag us in your fundraiser/food drive social media posts so we can engage with your campaign and thank your supporters!

Our most needed items

If you're not sure what sort of non-perishable food items to donate, you can focus on **this list**. These six are what our food bank clients need most:



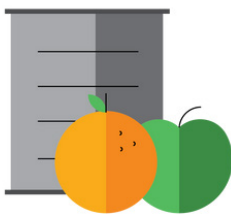
Canned vegetables



Canned tomatoes
(whole, diced, crushed)



Oatmeal



Canned fruit



Nut butter
(almond, peanut)



Canned fish
(tuna, salmon, sardines)

Sample emails

Sample email to request support:

[Recipient's name],

Food bank use in Toronto has reached crisis levels. More than 1 in 10 people in Toronto are now relying on food banks, up from 1 in 20 just two years prior. That is why I am **[raising funds / collecting food donations]** for **Daily Bread Food Bank**.

Your help is needed now more than ever. With our support, Daily Bread will continue to make a difference for families experiencing food insecurity across our city.

[Details of your fundraiser or food drive and your goal]

For every **[dollar raised / pound of food collected]**, Daily Bread provides one wholesome, nutritious meal for someone experiencing hunger in our city.

Together, we can create greater impact. [For fundraisers: **So please help kick start my fundraising campaign and donate here** (← insert the hyperlink to your online fundraiser)]. Let's help end hunger in our community.

Thank you for your support,

[Your name]

Sample thank you email:

[Recipient's name],

We couldn't have done it without you! Thank you so much for contributing to my **[fundraiser / food drive]** for Daily Bread Food Bank.

Together, we raised **[amount of food or funds raised]**, which will provide nutritious food for families and individuals experiencing hunger in our city.

Your support is already making an immediate difference in our community. Thank you again.

[Your name]

Visit dailybread.ca for more information.

Thank you for your leadership

Together, we can ensure that everyone has access to the nutritious food they need



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dailybread.ca

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