



# Workplace Champion Toolkit

# Thank you for raising your hand and making an impact

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Thank you for joining us in the fight to end hunger as a Workplace 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 drive or fundraiser, you will make an immediate difference for individuals and families experiencing hunger across Toronto.** Your leadership as a Workplace Champion 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\*\*](https://dailybread.ca/need-food)

# What's inside

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

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# 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 are for children and youth.



# How to run a fundraiser

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## 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.

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## Step 2: Form your fundraising team

- First, secure support from your senior leadership. This group can play a very important role in your campaign's success. Ask them to pledge their support first before reaching out to other colleagues for donations and encourage them to participate in any special events you are hosting as part of your campaign. (See [page 12](#) for sample messaging from leadership to staff.)

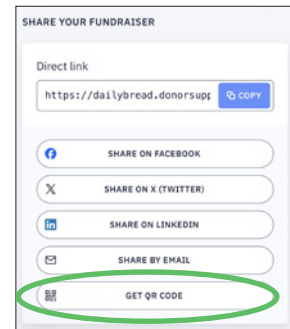
Here are suggestions for how other employees can get involved:

- **Human Resources** can leverage the campaign as a team-building opportunity around the office
- Your **Communications** or **Marketing** team can promote the fundraiser internally and externally on any workplace social media accounts
- If you have an **Employee Engagement** team or a **Social Committee**, they can implement fun, creative ways to get donations, even introducing an element of competition
- Does your company have a **Charity, Sponsorship, Community Giving or Corporate Social Responsibility** group? Find out if they will match donations or make a contribution to your fundraising campaign to further motivate your team.

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## Step 3: Share your link and promote your fundraiser

- Send your fundraiser's custom link to your friends, family and other colleagues, inviting them to support your fundraising event. Post your link on social media to reach a wider network or send out emails explaining why supporters 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. Post your flyer in workplace common areas or send it out as an email attachment to family and friends.



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## Step 4: Track your progress

- 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. Inform your coworkers on your collective progress to encourage donations and maintain momentum!

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## Step 5: Wrap up and thank your donors

- Tally up your total raised and thank your donors! You can send them an email (we have a [sample email on page 13](#)) or thank them on social media. Publicly acknowledging them also provides another way for you to talk about your initiative! Be sure to tag us so we can say thank you, too.
- Also, recognize and appreciate employee contributions to the fundraiser! You can highlight employees who go above and beyond through internal communications or offer small prizes to team members who reach specific donation milestones.

# How to run a food drive

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## 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.

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## Step 2: Form your food drive team

- First, secure support from your senior leadership. This group can play a very important role in your campaign's success. Ask them to pledge their support first before reaching out to other colleagues for donations and encourage them to participate in any special events you are hosting as part of your campaign. (See page 12 for sample messaging from leadership to staff.)

Here are suggestions for how other employees can get involved:

- **Human Resources** can leverage the campaign as a team-building opportunity around the office
- Your **Communications** or **Marketing** team can promote the drive internally and externally on any workplace social media accounts
- If you have an **Employee Engagement** team or a **Social Committee**, they can implement fun, creative ways to get donations, even introducing an element of competition
- Does your company have a **Charity, Sponsorship, Community Giving or Corporate Social Responsibility** group? Find out if they will contribute a financial donation to your drive to further motivate your team

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## Step 3: Spread the word and collect non-perishable food donations

- Let team members 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 11](#) to help focus your efforts.
- **Download a customizable food drive poster** you can use to announce and promote your drive. Post it in workplace common areas or use it as a flyer to canvass your office building or neighbourhood. Be sure to add instructions through the fillable text fields to tell donors when and how they can drop off their food. **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!



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## Step 4: 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!

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## Step 5: 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.

# 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, family and other colleagues or print it out and ask for permission to post it in workplace common areas. You can also use it as a flyer to canvass your office building or 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.** Social platforms can help you get your message out to the community (and update supporters on your progress). If you're raising funds, link to your online fundraising page on your posts to direct your audience to donate there.
- **Organize drive-related events.** Plan engaging activities to raise food or funds, like silent auctions, dress-up days or theme parties where participants bring a donation, bake sales, or team challenges that foster friendly competition between departments to see who can raise more.
- **Inquire about donation-matching programs:** If your company doesn't already have a donation-matching program, where they match employee gifts up to a certain limit, invite them to implement one. This incentive can significantly increase employee participation and overall campaign impact.

## Connect with Daily Bread on social media:



@DailyBreadFoodBank



@dailybreadto



@DailyBreadTO

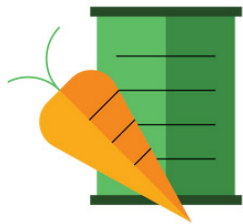


Daily Bread Food Bank

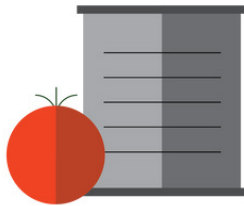
Be sure to tag us in your fundraiser/food drive social media posts so we can engage with your campaign and thank your supporters!

# 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:



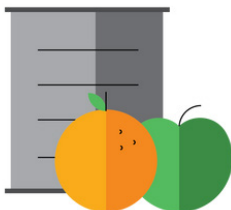
Canned vegetables



Canned tomatoes  
(whole, diced, crushed)



Oatmeal



Canned fruit



Nut butter  
(almond, peanut)



Canned fish  
(tuna, salmon, sardines)

# Sample emails

## Sample email from leadership to employees:

Dear Team,

Join us as we help fight to end hunger in our city.

Here at **[company name]**, we strongly believe that no one in our community should go hungry or face barriers to accessing food. This is why we have chosen to start a workplace **[fundraiser / food drive]** in support of Daily Bread Food Bank during this time of need.

Daily Bread Food Bank works towards long-term solutions to end hunger and poverty and runs innovative programs to support individuals living on low incomes and experiencing food insecurity.

Our neighbours are turning to food banks at an unprecedented rate. In 2024, Daily Bread member food banks served over 3.75 million client visits — a historic high that's more than 4.5 times pre-pandemic levels. As poverty rates rise and the hunger crisis worsens in Toronto, our support will help ensure that some of our city's most vulnerable — including the nearly 1 in 4 food bank clients who are children — can access the nutritious food they need to be healthy.

We have the opportunity to come together to help our neighbours and community. **[Please follow the link below to donate today. / Please see the attached flyer for instructions on how to donate food.]**

Thank you for your support in helping eliminate food insecurity in our community.



# Sample emails

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## Sample email to request support:

[Recipient's name],

Food bank use in Toronto has reached crisis levels. More than 1 in 10 Torontonians 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 link)**]. Let's help end hunger in our community.

Thank you for your support,

[Your name]

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## Sample thank you email to employees:

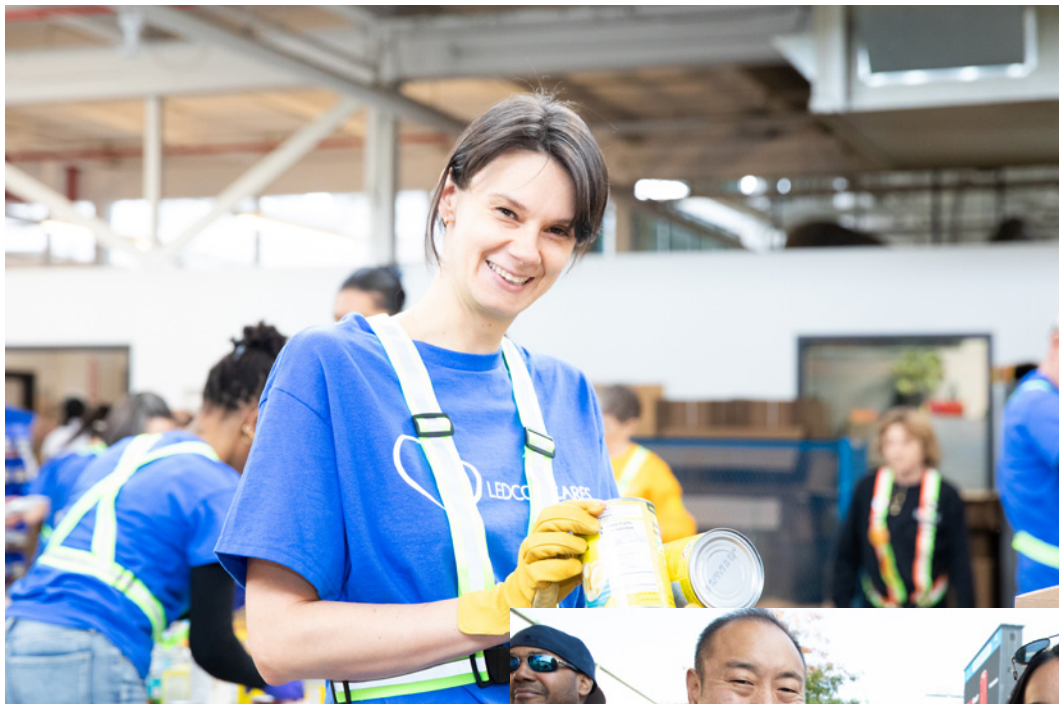
Dear Team,

I am very proud to announce that we raised **[XXX lbs of food / \$XXX]** in support of Daily Bread Food Bank. That is enough to provide food for **XXX [where 1 lb or \$1 = 1 meal]** meals for families and individuals who are experiencing hunger in Toronto.

To those who have donated, thank you so much. Your support is so greatly appreciated — especially now, when the need for food in our city is greater than ever. It is inspiring what we can accomplish when we come together.

[For fundraisers: **If you haven't had a chance to donate yet, it's not too late! This link is still active (link).**]

Thank you again for your outstanding support in helping eliminate food insecurity in our community.





# Thank you for your leadership

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



**Daily Bread  
Food Bank**

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[dailybread.ca](http://dailybread.ca)

Registered Charity Number: 11888 1549 RR0001