



Purolator

Fill a Red Bag School Challenge Toolkit

In support of



Attention: Student Councils, Parent Councils and leadership clubs!

Thank you for raising your hand to help end hunger in our city by mobilizing your school community for [Purolator's Fill a Red Bag School Challenge](#).

Hunger and food insecurity in Toronto continues to climb, with no sign of slowing down. Last year, food bank visits across the city reached an all-time high of 4.1 million – more than half a million higher than the year before, and a 340% increase since 2019.

We are experiencing a crisis. And we need your help.

This Toolkit is designed to help you organize a food drive in support of Daily Bread Food Bank as part of the Challenge. Feel free to get creative in a way that works for your school.

The school that collects the most food by April 24, 2026 will win an afternoon with an ice cream truck parked at their school, courtesy of Purolator.

If you have any questions about running your food drive, please contact Leaura da Mota at fundraise@dailybread.ca

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



Did you know that
1 in 4 food bank
clients are
children?





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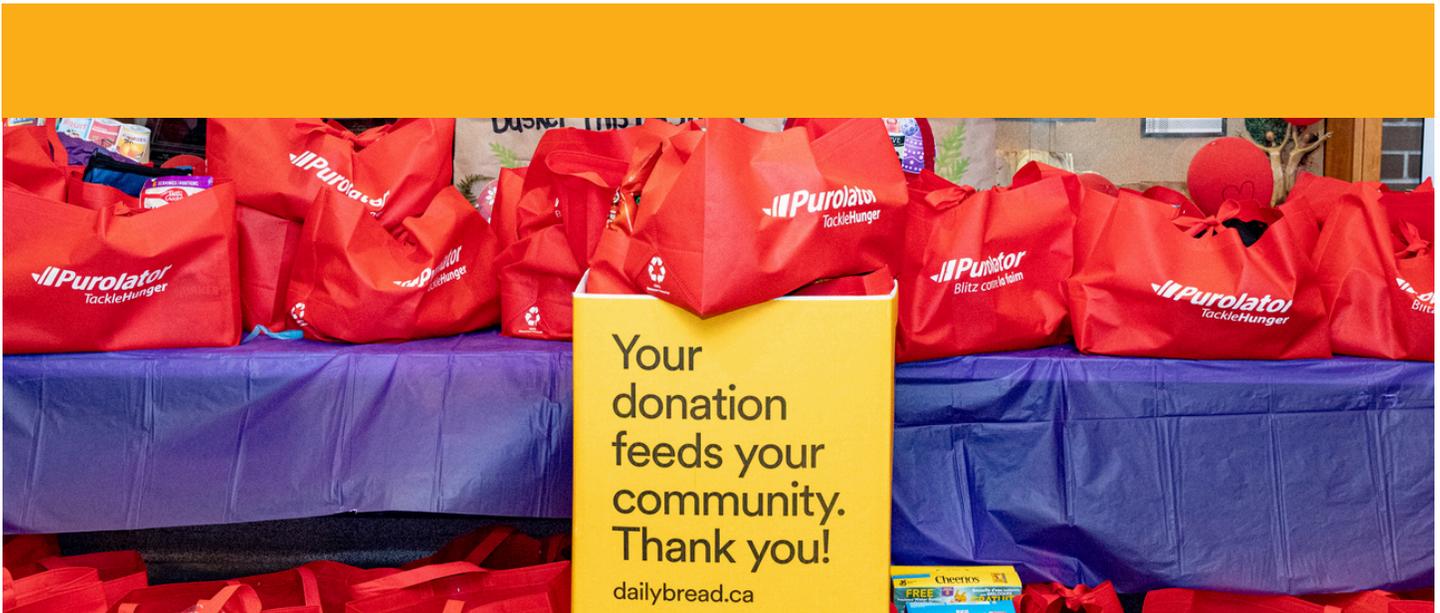
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Challenge guidelines

- **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 whichever collects the highest total number of pounds of food overall as weighed by Daily Bread.
- Purolator Red Bags and/or Daily Bread yellow bins can be delivered to your school for food collection if requested in your **registration form** by **March 13, 2026**. If registering after this date, materials will be available for pickup only from Daily Bread's head office.
- Engage your community to donate non-perishable food items from our **most needed items** list while the Challenge is underway from **March 30-April 24, 2026**.
- Submit a **pickup request form** no later than **April 17, 2026**, to ensure your donations can be collected via Purolator and brought to Daily Bread the week of **April 27**.
- The winning school will be contacted by Daily Bread Food Bank on **May 4, 2026**.
- 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 before the end of the 2025-26 school year.
- The winning school will be asked to provide permission for photo and/or video content to be captured and shared by Daily Bread and/or Purolator for promotional purposes. Consent release forms will be provided in advance.
- The prize cannot be substituted or redeemed for cash.



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.

Why we need your leadership now

- **More than 1 in 10** people in Toronto are now relying on food banks, up from 1 in 20 three years ago.
- Last year, there were **more than 4.1 million** client visits at Daily Bread member food banks, the highest number recorded in our city's history.
- After paying for rent and utilities, Toronto food bank clients have a median of **\$8.83** left per day to pay for all other essentials.
- **1 in 4 (25%)** food bank clients in Toronto are children ages 18 or younger.

Tips for success

Run your drive for the full duration of the Challenge. We recommend running your food drive for the full four weeks that the Challenge is underway. Give students enough notice so that they can bring donations in on time. Leverage Spring break and the long weekend as a time to gather donations from families, guardians, caregivers, and communities.

Set a 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! If you've done a food drive for Daily Bread in the past and want to beat your previous goal, reach out to fundraise@dailybread.ca to learn how much you've raised in the past. Check on your progress regularly and update the community.

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. School food drives can be a teachable moment in empathy. Encourage students to imagine what it would be like to go a day without food and having to focus in class on an empty stomach. It's also important to be aware that some students may be facing food insecurity themselves.

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. Promote your drive 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 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

Testimonials

“

The impact on our students was truly meaningful. Through the Challenge, students developed a deeper understanding of food insecurity and the realities that many families in our city face. It opened important conversations about equity, empathy, and the importance of giving back. Students began to see that community involvement is not just something adults do, it is something they can actively participate in as well.

-Julia, Toronto District School Board Participant, 2025

The Purolator Red Bag School Challenge not only brought our community together, it showed us what we were capable of. We pride ourselves on our community involvement and were so proud of the students' success collecting donations. We were pleasantly surprised when we won. The ice cream truck reward was a sweet bonus they weren't expecting!!! Thank you for encouraging students to get involved in supporting our food banks and seeing the value of supporting their community members who are in need.

”

-Megan, Mountview Alternative School, 2025 Challenge Winner





Promote your drive with social media

Social media is a great way to engage with your school's students and community online. Here are some ideas to get you started:

- Create a social media plan and prepare content ahead of time to be scheduled and posted by a teacher or a member of your parent council.
- Post about your drive to relevant communities on platforms like Facebook, Instagram and TikTok. If your school or neighbourhood has an active Facebook group, promote your food drive there to spread the word to your target audience.
- Plan to post reminders throughout the drive to keep up momentum! Do a last-minute reminder a day or two before your drive ends.
- Tag Daily Bread Food Bank and Purolator so we can engage with your posts and thank your supporters!



[@DailyBreadFoodBank](#)
[@PurolatorInc](#)



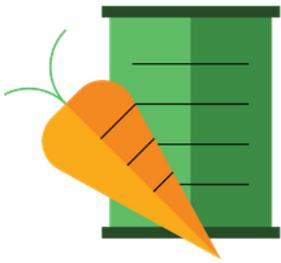
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[@purolatorinc](#)



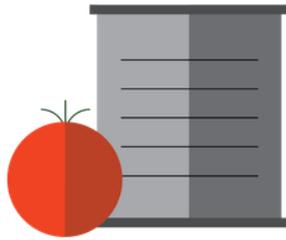
[@DailyBreadTO](#)

Most needed items

We welcome all unopened non-perishable food donations, but these are the categories our clients need most:



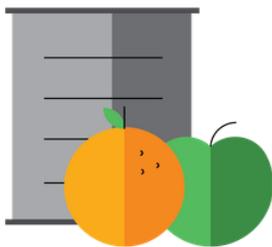
Canned vegetables



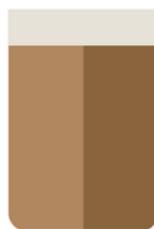
Canned tomatoes
(whole, diced, crushed)



Oatmeal



Canned fruit



Nut butter
(almond, peanut)



Canned fish
(tuna, salmon, sardines)

Sample email to parents

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

Dear parents and caregivers,

Did you know that 1 in 4 food bank clients in Toronto are children? ([2025 Who's Hungry report](#))

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 is hosting a food drive in support of Daily Bread Food Bank as part of Purolator's Fill a Red Bag School Challenge.

If our school collects the most food, we will win an afternoon with an ice cream truck parked at our school!

We invite you to donate non-perishable food items for this drive. Most-needed items include:

- Canned fish (tuna, salmon, sardines)
- Canned fruit, canned veggies or canned tomatoes (whole, diced, crushed)
- Oatmeal, and nut/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.

[insert instructions on when/where to drop off food]

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,
[Your 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

If you would like Daily Bread food bins or Purolator Red Bags delivered to your school in advance, **please register no later than Friday, March 13, 2026**, and indicate how many bags and/or bins you need in your registration form.

If registering after this date, bins or red bags can be picked up at Daily Bread's Welcome Centre at **191 New Toronto Street, Etobicoke**, Monday-Friday between 9:00am-4:00pm. 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 175-200 lbs of non-perishable food. Don't forget to tape the bottoms of the bins for added support!

Consider storing your food donations in a space that is centralized and easily accessible. Make sure that all loose items are bagged or in bins before the end of the Challenge.

Please complete a **pick up request form** no later than Friday, April 17, 2026. Your drive can still be underway at the time of requesting a pickup. The form allows us to gather important details for collection like parking, stairs, etc., to ensure pickups are seamless and efficient.

REMEMBER: the Challenge ends on Friday, April 24 with pickups taking place the following week of April 27, 2026.

You can also drop off your food directly to Daily Bread Food Bank on or before **3:00pm, Friday, April 24, 2026**, at our **Gate 2 loading dock**. We accept drop-offs there on Mondays-Fridays from 10:00am - 3:30pm.

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

If you have any questions about the Red Bag Challenge or getting food donations to Daily Bread, please contact Leaura da Mota at fundraise@dailybread.ca



Thank you for your leadership and generosity!

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

Questions?

Email: fundraise@dailybread.ca
Phone: 647-951-8892
dailybread.ca

Register for the Challenge: dailybread.ca/purolatorredbagschoolchallenge

