Say yes to her... Say no to Hunger.

June 6-14, 2014

18th Annual London Cares Curb Hunger Food Drive

We can’t do it without you!
A Message from The London Food Bank
“We can’t do it without you!”

2014 continues to present new challenges for the London Food Bank. Twenty-eight years after our doors first opened, the London Food Bank continues to see many new people turning to the Food Bank for help. The 300 families a month we helped in 1986 has grown tenfold to an average of 3,644 families per month in 2014. In 2013 almost 27,600 different Londoners were helped during the year!

The ongoing partnership with the Curb Hunger Food Drive is important for the Food Bank because summer traditionally sees the Food Bank stocks decrease. It is this food drive in particular that allows us to provide help to the individuals, families and other agencies during these months.

For this we particularly thank the public for their generosity over the years and ask them to continue to join with us in helping their fellow Londoners. We also thank the City of London for its leadership in this drive, and the ability to bring together so many other community partners that are vital to making this drive so successful.

Jane Roy, Co-Executive Director of the London and Area Food Bank

Facts, Figures and How It Works

About the London Cares Curb Hunger Food Drive

Londoners have been incredibly generous over the last 17 years of the London Cares Curb Hunger Food Drive donating 1,133,210 pounds of non-perishable items. The table below reflects the food donation results for the last 10 years only.

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Grocery Stores / Tim Hortons
12,160
11,230
10,600
8,280
8,590
6,990
7,920
4,005
5,450
7,260
4,830
113,615

Corporate Food Producers
5,250
4,470
18,640
4,010
5,000
23,000
1,460
2,060
5,000
68,890

Total By Year
63,350
68,600
87,300
77,320
83,730
99,000
81,850
75,000
69,800
74,500
63,400
1,133,210

* Denotes which Zone started the Food Drive in each year.
† The city is divided into six collection Zones – see page 4.
How It Works

The London Cares Curb Hunger Food Drive is the longest running food drive of its kind in Canada and it’s never been easier to give! Residents of London can participate in 3 easy ways: at their neighbourhood grocery store, at any area Tim Hortons location or on their recycling day, placed at the curb in the morning beside their Blue Box.

London residents are encouraged to drop off a donation to their grocery store or a Tim Hortons location from June 6 - 14, which will help stock the Food Bank shelves for the summer months. Also, during this time, on the morning of their regular collection day, Londoners may also place their non-perishable food donations next to their Blue Box in either clear bags or plastic grocery bags. A colourful ribbon or cloth should be tied to the plastic grocery bag to make sure it is not picked up as garbage.

The City’s recycling contractors, Miller Waste and volunteer crews will be collecting the food donations early from the curb. Residents in apartment buildings and anyone who misses their regular recycling pickup are encouraged to participate by dropping their donations off at participating neighbourhood grocery stores or Tim Hortons.

About the London Food Bank

Client Information

• On average 3,612 families per month visited the Food Bank in 2013. This translates to 43,344 visits in 2013.

• 32% of clients (families or individuals) visited only once during the year. 76% came five times a year or less and 2% of clients came every month for help. In total 11,500 different families (27,600 individuals) received help at least once during 2013. The average family size is 2.7 persons per family.

• 36% (or 9,900) of the total individuals were children under the age of 18 in 2013.

• The first four months of this year (January 1 to April 30, 2014) has seen an average of 3,644 families per month visiting the Food Bank for help.

Incoming Food

• A total of 1.7 million pounds of food was donated in 2013. It was worth an estimated $4.25 million dollars (using the Canadian Association of Food Banks Canada’s formula of 1lb=$2.50).

• Approximately 58% of food donations in 2013 came from the public through direct donations, employee food drives and the three major food drives (Easter, Curb Hunger, Thanksgiving). The remaining 42% was donated by the corporate food sector.
Recycling and Garbage Collection Zones
Our Partners

In the inaugural year, five partners from the community and local businesses participated in the program. The number of partners currently sits at 43. The London Food Bank is grateful to all past and current partners who have helped to make a difference in our community.

<table>
<thead>
<tr>
<th>Company</th>
<th>Contact Persons</th>
<th>Phone</th>
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<tbody>
<tr>
<td>City of London</td>
<td>Jay Stanford, Director</td>
<td>519-661-2500 x5411</td>
</tr>
<tr>
<td></td>
<td>Erin Helm, Solid Waste Technician</td>
<td>519-661-2500 x0053</td>
</tr>
<tr>
<td>London Food Bank</td>
<td>Jane Roy, Co-Executive Director</td>
<td>519-859-6582</td>
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<tr>
<td>Miller Waste Systems Inc.</td>
<td>Mike Canal, District Manager</td>
<td>905-693-0340</td>
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<tr>
<td>Try Recycling</td>
<td>Jim Graham, President</td>
<td>519-858-2199</td>
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<td></td>
<td>Rick Vandersluis, Vice President</td>
<td>519-521-6221</td>
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<tr>
<td>Sifton Properties</td>
<td>Richard Sifton, President</td>
<td>519-434-1000</td>
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<td></td>
<td>Peter Neil, Vice President</td>
<td>519-471-4590</td>
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<tr>
<td>Covent Garden Market</td>
<td>Bob Usher, General Manager</td>
<td>519-439-3921 x225</td>
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<tr>
<td>Christian Churches Network of London</td>
<td>Ann Clark, Administrative Assistant</td>
<td>519-455-7381</td>
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<tr>
<td>Budweiser Gardens</td>
<td>Brian Ohl, General Manager</td>
<td>519-667-5700</td>
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<td></td>
<td>Gary Turrell, Director of Operations</td>
<td>519-667-5704</td>
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<tr>
<td>Amway</td>
<td>Carmela Ianni, Public Relations Coordinator</td>
<td>519-685-7925</td>
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<tr>
<td>My Green Workplace</td>
<td>Paul van der Werf, President</td>
<td>519-645-7733</td>
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<tr>
<td>Goodwill Industries, Ontario Great Lakes</td>
<td>Michelle Quintyn, President &amp; CEO</td>
<td>519-645-1455 x235</td>
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<tr>
<td>tbk Creative</td>
<td>Andrew Schiestel, Chief of WOW! Projects</td>
<td>519-657-1465</td>
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<tr>
<td>Child and Youth Network</td>
<td>Lynne Livingstone, Chair</td>
<td>519-661-2500 x7207</td>
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<td>WhenisGarbageDay.com</td>
<td>Mike O’Krongli, President</td>
<td>519-432-1185</td>
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<tr>
<td>Tim Hortons</td>
<td>Shauna Duff, South Western Ontario Regional Marketing Manager</td>
<td>905-339-6003</td>
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<tr>
<td>IBM Canada</td>
<td>Mary J. Wood, IT Specialist</td>
<td>519-931-7347</td>
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<tr>
<td>Joe Kool’s</td>
<td>Mike Smith, Owner</td>
<td>519-663-5665</td>
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<td>Ron Scarfone, General Manager</td>
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<tr>
<td>Personal Mail Service</td>
<td>Jeff Baeker, President</td>
<td>519-473-3920</td>
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<td>Express Employment Professionals</td>
<td>Sharon Mercer, Executive Vice President &amp; Co-Owner</td>
<td>519-672-7620</td>
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<tr>
<td>Labatt Breweries</td>
<td>Jake Fenn, General Manager</td>
<td>416-476-6170</td>
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<td>Sharon Mackay</td>
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Neighbourhood Grocery Stores:
Metro, Remark, Loblaw Great Food, nofrills, ValuMart, Superstore, Food Basics, Sobeys, FreshCo, Farm Boy.

Media Partners:
The Christian Churches Network of London (CCNL) connects Christian churches and organizations which are seeking to serve the people of London in the name of Jesus Christ. Through the exchange of news and ideas, the spearheading of events such as the London Prayer Breakfast, and the publication of Christian Life in London Online e-magazine, CCNL promotes and builds more effective relationships among the members of London’s Christian communities. Our Network is pleased to participate in the London Cares Curb Hunger Food Drive.

Garry Fess, Chairman
Christian Churches Network of London

The London Cares Curb Hunger Food Drive continues to prove that it is an easy and convenient way for Londoners to help those in need in the community. After 17 years, it remains the longest running Food Drive and partnership of its kind in Canada. Others have tried but no one has been able to sustain a drive of this kind. The partnership that has been formed between businesses, community organizations, Londoners, media and the City is the reason for its success. Our past success is due to the hard work of many and the true desire to help those in need in the community. We are grateful that so many partners, past and present, are able to set aside time to help the community. It is very unfortunate that the need has increased again in 2014 which just means that the London Cares Curb Hunger Food Drive partnership has to deliver more. We are up for the challenge.

Jay Stanford, Director, Environment, Fleet & Solid Waste
City of London

The need at the Food Bank continues to be high with an average of over 3,600 families a month now turning to the Food Bank for help, there doesn’t seem to be an end in sight. The food raised from the Curb Hunger Food Drive will go to help those families and 10 other social agencies. Over the summer months, this will make the task of helping all those families a little easier.

Jane Roy, Co-Executive Director
London Food Bank

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Labatt’s founder, John Kinder Labatt, likely established London’s first food bank in 1859 when he donated 1,000 pounds of flour to his neighbours and other families during a global depression. In its 167 year history, Labatt has expanded far beyond London, but it remains our hometown and the place where our set of beliefs that value the world beyond our operations and promote the health of the community was born. Labatt and its employees in Local 1 of the Service International Employees Union, who have both been long-time supporters of the London Food Bank, are proud to be part of this year’s London Cares Curb Hunger Food Drive. With the need for food donations growing every year, we urge everyone in the community to step up and make the 2014 drive the most successful ever.

Jake Fenn, General Manager, London Brewery
Labatt Breweries of Canada

Global Spectrum Facility Management at the Budweiser Gardens is proud to again participate in the London Cares Curb Hunger Food Drive initiative. It is our 8th year being involved with such an important program for the community; we applaud all the volunteers that make this event possible.

Brian Ohl, Regional VP & General Manager
Budweiser Gardens

Personal Mail Service Inc. is very proud to lend our scheduled pick-up and delivery expertise to The London Cares Curb Hunger Food Drive. Personal Mail Service Inc. has a long history of giving back to the community through annual cleanups, Community Blooms and various sports programs.

Jeff Baeker, President
Personal Mail Service Inc.
Goodwill creates work opportunities, skills development and social integration for people facing barriers to employment. Goodwill’s work platform engages citizens in recycling thereby diverting millions of pounds from landfill, helping to sustain the environment. “Daily, as we strengthen the potential of people and communities, we recognize the importance of access to adequate and healthy food. We are pleased to support the London Cares Curb Hunger Food Drive”

Michelle Quintyn, President and CEO
Goodwill Industries, Ontario Great Lakes

Tim Hortons has a long history of giving back to the community through annual clean-ups, Celebrate London and Timbits Minor sports programs. It is in this spirit that our London restaurant owners are pleased to participate in the London Cares Curb Hunger Food Drive. Accepting food donations at our restaurants from our loyal guests is simply another way to give back to the London community.

Shauna Duff, Regional Marketing Manager
London Tim Hortons

tbk Creative is a Web Design & Digital Marketing agency based in London, Ontario. For 5 years, we’ve called London our home. We thank the City of London and all the great Londoners who work regularly towards making London a better city for us all.

Andrew Schiestel, Chief of WOW! Projects
tbk Creative | web design & social media marketing
Miller Waste Systems Inc. is very proud to continue its partnership and participation with the City of London in the London Cares Curb Hunger Food Drive for 2014. Miller Waste Systems continues to support the communities that it services and we look forward to the six day challenge. We are honoured to be a participant of this event in the community in its 18th year and it is our hope that last year’s quantities will be exceeded so that more families will be able to take advantage of the generous donations given by the residents in the City of London.

Mike Canal, District Manager
Miller Waste Systems Inc.

We want to help you get your trash to the curb on time! WhenisGarbageDay.com keeps track of London’s rotating garbage collection schedule and emails you a reminder to put your garbage out. Our free service also provides reminders of special collection dates like the annual London Cares Curb Hunger Food Drive. We proudly support this important event and encourage Londoners to give generously in 2014.

Mike O’Krongli, President
WhenisGarbageDay.com

As the Covent Garden Market has been serving London with a smile since 1845, full of food full of life, it seems only appropriate to support the London Cares Curb Hunger Food Drive. May no one be hungry again.

Bob Usher, General Manager
Covent Garden Market

For more than 30 years now, Londoners have been supporting Joe Kool’s and our family of restaurants throughout the city. It is our motto, to give back to the people; we participate in many charitable organizations year to year. In house we support: The Father Joe Nelligan fund that helps children and their families afford to play sports in our city, and as of this April we have partnered now for 19 years with The London Clean and Green Community Clean up.

We are very proud to add the London Cares Curb Hunger Food Drive to our list. It is a pleasure to partner with the City of London to keep making our community a better place.

Mike Smith, Owner
Ron Scarfone, General Manager
Joe Kool’s Restaurant
Amway Canada has been a long time supporter and sponsor of the London Cares Curb Hunger Food Drive. Being part of the London community for over 50 years, we are committed to making a positive difference in changing lives by giving and we encourage all Londoners to support this vital community program.

Carmela lanni,  
Public Relations Coordinator  
Amway

London’s Child and Youth Network (CYN) is comprised of more than 170 agencies and individuals from the education, health, recreation and social service sectors dedicated to doing what is best for our children, youth and families. The CYN is proud to be a partner in the London Cares Curb Hunger Food Drive. We believe all Londoners have the right to sufficient, nutritious food and are working collaboratively with partners and community to increase food security in London.

Lynne Livingstone, Chair  
Child and Youth Network

As environmental consultants, with a focus on helping businesses become greener, “My Green Workplace” recognizes that although our resources are plentiful they are not always used wisely nor are they distributed equitably. We are proud of our longstanding involvement with the London Cares Curb Hunger Food Drive. It allows our team to play a role in our community - reminding us about the need to use our own resources wisely and to understand the importance of sharing with others.

Paul van der Werf, President  
My Green Workplace

For the past 17 years, the team at Sifton has been proud to be part of the London Cares Curb Hunger Food Drive. This year, we will once again be assisting in collection efforts – and we encourage you to support this vital community campaign by donating food on your specific day. With your generous donation, it’s possible to make this year the most successful yet.

Richard Sifton, President  
Sifton Properties Limited

Experience. The Difference.

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Richard Sifton, President  
Sifton Properties Limited

Experience. The Difference.
The local IBM team is still a relatively young player in this event. The team initially became involved three years ago and last year, joined as a full partner. This year we are very proud to continue as a partner and participant with the City of London in the London Cares Curb Hunger Food Drive. As we hear of the rising demand on the local and area food banks, it is important that we assist them in their efforts to provide for those in need.

Mary J. Wood, IT Specialist
IBM Canada

Express Employment Professionals, formerly Contact Human Resource Group, has been servicing the people and the businesses of London, Ontario since 1979, finding good people good jobs with good companies and finding good companies good people.

We are proud to participate for the first year in the London Cares Curb Hunger Food Drive. The London Express office is joining other Express offices in North America at local food banks and pantries to help fight hunger – a growing epidemic that impacts millions of people in the U.S., Canada and around the world every day. We will be involved in a variety of ways, including ‘Brand It Blue Day’ which is on Saturday, June 14th! On ‘Brand It Blue Day,’ Express will be out in the community encouraging donations and volunteering at the London Food Bank.

Other significant philanthropic commitments over the years include Children’s Miracle Network (CMN) and supporting some villages in South Africa through our Shosholoza Foundation.

Sharon Mercer, Executive Vice President and Co-Owner
Express Employment Professionals

The TRY team is proud to be part of the legacy of the London Cares Curb Hunger Food Drive. For twenty two years, TRY has served and worked with London businesses and Londoners “to do the right thing” for the environment and the community. The London Cares Curb Hunger Food Drive makes a positive difference to those most in need.

Jim Graham, President
Try Recycling Inc.
Thank you
Support The Curb Hunger Food Drive

Media partners:

Corporate partners: