

# SOUNDS OF THE SEASON

JOIN US AND HELP SUPPORT LOCAL FOOD BANKS

*Make*  
the season *kind*



**Community  
Champion  
Toolkit**



# WELCOME AND THANK YOU!

## Thank you for raising your hand to become a CBC Sounds of the Season Community Champion in support of Food Bank of York Region.

We are so grateful for your support in this time of great need.

By rallying your neighbours around a food drive, you will help provide emergency food access to families and individuals experiencing hunger this winter.

### Why your leadership is needed

- Highest Inflation we've seen since 2008, and Food Pricing has skyrocketed.
- Toronto & the GTA has the most expensive housing costs.
- We've got more refugees coming in for help, and a steady stream of clients accessing our network's food programs on a regular basis.
- We've begun onboarding schools into our network to support vulnerable school-aged children and their families with nutritious food relief in and out of school.

### Want to get your hands on some CBC swag?

The first 100 CBC fans who post a selfie with their food on social media using the hashtags #cbcgives and #FoodBankYR – **OR** email their selfie to [SOTSchampion@DailyBread.ca](mailto:SOTSchampion@DailyBread.ca) by 5:00 pm EST on December 17, 2022, will receive a special CBC SOTS toque as thanks for their efforts.



# PLANNING YOUR FOOD DRIVE

**Planning a food drive is easy. Here are some helpful tips.**

**SCALE.** Figure out the scale of your drive. Will you canvass your street, the block, your building, or will you work with a group of friends to invite your entire neighbourhood to donate?

**LOGISTICS.** Will you pick up donations from neighbours, or will you ask them to drop them off to you? If you are friends with a local business owner, or are a member of a place of worship, perhaps ask them if they would like to support your efforts by being a donation drop hub for your neighborhood.

**TIMING.** Determine the timing for your food drive and the date by when you will either pick-up donations or by when you'd like them dropped off.

**PROMOTE.** Once you have figured out the above, fill in the customizable flyer with the details of your food drive. Be sure to provide clear instructions including a specific date, time, and location for pick-up or drop-off. This will give your donors time to prepare and will ensure a great experience for everyone. Distribute the flyers to your neighbours. If you are on social media or platforms, such as Nextdoor, you can also put a call out to your neighbors and friends – you could even challenge a friend who lives in another part of town to a friendly competition to see who collects the most food.

**DELIVER.** Drop off non-perishable items at our warehouse at 8201 Keele Street, Units 5-6, Sunday-Saturday any day of the week from 8:00 am - 2:30 pm.

To arrange to use our food collection bins, or for more information, email us at [fooddrives@fbyr.ca](mailto:fooddrives@fbyr.ca) or call (437) 317-3701.

P.S. Be sure to track your food drive progress with lots of photos and videos and tag our social media accounts @foodbankyr.

**Don't forget to snap a selfie before you drop off your food!**

**THANK.** Don't forget to thank your neighbours. Let them know how much food was collected overall and pass along our thanks for their generous support.

**Want to help your local school win a pizza lunch for the entire school?**

Contact the parent council or school administration to let them know about the **CBC Sounds of the Season School Challenge**. Combine forces to canvass the entire neighbourhood. Learn more at [dailybread.ca/SOTS22SchoolChallenge](http://dailybread.ca/SOTS22SchoolChallenge)



# MOST NEEDED ITEMS



**CANNED FRUIT OR  
VEGETABLES**



**BEANS DRIED  
OR CANNED**



**JAM OR JELLY**



**CANNED FISH  
AND MEAT**



**PEANUT BUTTER**



**FLOUR**



**RICE**



**PASTA &  
PASTA SAUCE**



**MEAL  
REPLACEMENTS**



**CEREAL HOT  
OR COLD**



**COOKING OIL**



**100% FRUIT JUICES  
& DRINK BOXES**



**SOUPS OR STEWS**



**APPLE SAUCE**

**Thank you for your  
generous support!**



# Thank you for your generosity.

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

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the  
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If you have any questions about running a food drive, please contact Clay Cudmore at [logistics@fbyr.ca](mailto:logistics@fbyr.ca).

If you, a family member, or any of your friends or colleagues need access to food, please do not hesitate to reach out so that we might help connect you to local food programs.

Learn more at [fbyr.ca/find-food](https://fbyr.ca/find-food).

