



ONTARIO
ASSOCIATION OF
FOOD BANKS



Partnership Opportunities

Ontario Association of Food Banks (OAFB)
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WHY THE OAFB?



The Ontario Association of Food Banks is the province's leading provider of emergency food support to front-line hunger-relief agencies and the leader in province-wide hunger research.

Our mission is to **strengthen communities by providing food banks with food, resources, and solutions that address both short and long-term food insecurity.**

Every month, the OAFB food bank network provides food and support to more than 360,000 adults, seniors and children facing hunger. Through 125 direct member food banks, and over 1,100 affiliates, inclusive of breakfast clubs, school meal programs,

community food centres, and emergency shelters, the OAFB provides over 8 million pounds of fresh and non-perishable food to those who need it most. **For every \$1 donated the OAFB can provide three meals to someone in need.**

The OAFB is not government funded and relies exclusively on the generosity of caring individuals and organizations to support and achieve its vision of a hunger-free Ontario.

PROGRAMS & SERVICES

The Ontario Association of Food Banks' mission is to provide food, resources, and solutions to food banks to address hunger in their community. This is done through a focus on food, member services, and public education.

FOOD

The process of getting food out to hungry Ontarians requires efficient and effective network-wide operations. The Ontario Association of Food Banks' FeedON Network secures large scale food donations from food and grocery manufacturer as well as Ontario's agricultural sector. Thanks to partnerships with a fleet of dedicated carriers, the Ontario Association of Food Banks then moves this food equitably across the province to member food banks. Food banks, including their agencies, in turn distribute this product out to the men, women, children, seniors, and families who are at risk of hunger. This means thanks to the OAFB, a food bank, no matter their size or location, has access to fresh, healthy food.

MEMBERSHIP SERVICES

Food banks across the province work hard to address both emergency food needs and long-term food insecurity through a wide variety of innovative programs. From cooking classes and skill building workshops, to child-care and public health, Ontario's food banks are centres for support, innovation, and community. The Ontario Association of Food Banks supports these efforts through a strategic focus on building the capacity of our network. The OAFB provides a number of exclusive funding and educational opportunities to support the growth and operations of our network.

PUBLIC EDUCATION

Hunger is a solvable issue. To make lasting change in communities across Ontario, it is essential that we create strategies that address both short and long-term food insecurity. To transform research into change, a public dialogue on the issue of hunger and its impact on your community is key. The Ontario Association of Food Banks is the voice of the provincial food bank network and works hard to share their stories to increase public education. The annual Hunger Report is our primary tool for communicating trends, demographics, and recommendations for change. To download the Hunger Report, please visit our website at www.oafb.ca

PARTNERSHIP OPPORTUNITIES

Through a variety of campaigns and different levels of support, there are opportunities for your company to gain exposure to new networks and stakeholders and have the opportunity to showcase their business as a leader in corporate citizenship. Make the Ontario Association of Food Banks part of your community giving strategy.

1

CORPORATE GIVING

The OAFB provides supports and services to 125 member food banks and 1,100 affiliate agencies servicing all regions of the province, and reaching nearly all rural and urban communities in Ontario. The impact of these services are evident. From providing the nutrition necessary to get through the day to instilling a sense of hope, food banks increase the availability and access to healthy, fresh food ensuring that adults, students, seniors and children across Ontario have the food they need to reach their true potential.

Through a corporate donation to Ontario Association of Food Banks you will be helping us to achieve the following goals:

1. **Increase access to healthy and nutritious food.** 360,000 people are helped by the OAFB network each month, including 121,000 children.
2. **Provide nutritious meals to Ontarians in need.** Every dollar donated to the OAFB can provide three meals to someone in need.
3. **Increase the capacity of food banks to service Ontarians.** The OAFB works to meet the ever-changing needs of emergency food support. This means distributing 8 million pounds of fresh and non-perishable food each year.



Benefits:

- Enhanced corporate image
- Year-long exposure on multiple communication channels, including recognition on our website and in our annual impact report
- Sustainable change and impact at the local level through programs and services provide to local food bank
- Increased impact through a proven successful model

2

EMPLOYEE GIVING & MATCHING

Today, corporate giving is no longer just about corporate responsibility. It is also a key part of an integrated employee engagement strategy. Payroll deductions are an easy and efficient way to support the Ontario Association of Food Banks. You may be surprised by your employee's desire to give back to the community.

Thousands of employers across Canada offer employee giving programs to create a meaningful workplace for their staff. Not only does it allow employers to create integrated opportunities for employees to actively be involved in supporting a cause but also allows employees to assign value to their workplace. In many companies, the employer will even match employees' donations dollar for dollar.

Benefits:

- Enhanced corporate image.
- Employees provided with the opportunity to give back to their community.
- Increased employee engagement.
- Low cost and high impact.

3

EMPLOYEE ENGAGEMENT

The Ontario Association of Food Banks offers employee engagement opportunities for teams of up to 25 individuals. Volunteer opportunities through Employee Food Sorts and the Community Harvest Gleaning Program offer team building and the chance to give back to the community.

An **Employee Food Sort** will bring together your team to a local food bank to sort food donations. Food sort events are arranged in four hour intervals. This opportunity allows your employees to get more hands on in the community and witness the direct benefits of their fundraising efforts.

The **Community Harvest Gleaning Program** brings your team to a local farm for a four hour shift, where they will pick and pack excess produce. They will be collecting high quality crops that would otherwise be left in the field after the farmer's commercial harvest. Through their efforts, your team will be diverting waste and helping to provide fresh food for those in need in your community.

Benefits:

- Establishing a positive presence in the wider community.
- Employees provided with the opportunity to give back to their community, increasing employee engagement and team building.
- Photo opportunities to promote your community work.

4**HOST AN EVENT**

Holding a fundraising event in your community for the Ontario Association of Food Banks is a great way to make a difference while having fun and engaging your employees.

From golf or hockey tournaments to casino nights, from live or silent auctions to BBQs, third party events are incredibly important to charities like the OAFB. Further, they can even be integrated into existing company events like annual conferences and customer events. These events not only help to raise funds for the work that we are doing in our province, but they also help to grow positive exposure for your brand while raise awareness of the issue of hunger in Ontario.

Benefits:

- Establishing a positive presence in the wider community.
- Opportunity to engage your vendors or suppliers.
- Opportunity to celebrate employee or corporate achievement.
- Increasing employee engagement.
- Photo opportunities to promote your community work.

5

CAUSE MARKETING

Cause marketing is an effective tool to raise awareness of your brand and role as a good corporate citizen, while making a direct impact in the lives of adults, seniors, and children living with daily hunger.

An online **social media campaign**, creates great brand awareness, greater social impact, and drives sales for your products or services. Working in partnership with your company, the Ontario Association of Food Banks can create a targeted “Like & Share” campaign on social media where for every like and share of associated branded photos, funds will be donated to the OAFB.

At the Cash Campaigns provide the opportunity for your customers to add a donation to their purchase. We can work with you to design a campaign that will have a high impact and maximize your profile. We can also work with you to select a month or day that will suit your giving strategy.

Customer Incentives provide a great way for your organization to promote its brand and give back to the community. For every donation made to the campaign, your company will provide thanks to these participating donors through a downloadable coupon for a select product or service. The OAFB arranges for an online receipt to be sent to each donor, directly promoting your brand and driving purchases.



Benefits:

- Publicity on multiple communication channels, including recognition on our website and in our annual impact report.
- Targeted media release.
- Increased impact on the local community.
- Extensive social media promotion and exposure, establishing a wider presence in the social media community.
- Opportunity to gain exposure to new consumers and raise brand profile.

SUCCESSFUL PARTNERSHIPS

Over the years, the Ontario Association of Food Banks has worked with a number of corporate donors to create partnerships that have both met the objectives of corporate donors and helps to fill the plates of Ontarians in need. The following are examples of some of very successful partnerships:

Flatrock Cellars – Good Karma Wine



The Ontario Association of Food Banks has worked for a number of years with Flatrock Cellars through a cause related marketing campaign. Flatrock Cellars created a specific wine – Chardonnay – called Good Karma which was designed in partnership with the OAFB. The product being, promoting “full stomachs, happy hearts”, is sold in LCBO stores across Ontario for a month in the fall with a portion of the sales going to the Ontario Association of Food Banks.

Metro – Full Plate Program



The Ontario Association of Food Banks is one of Metro’s charities of choice for the Full Plate Program. The Full Plate Program has a goal of bringing people together to feed those in need. Through this employee donation program, Metro is able to build profile while ensuring that communities across Ontario will be positively affected by their employees and vendors.

SUMMARY

The OAFB is not government funded and relies exclusively on the generosity of caring individuals and organizations to support achieving its vision. Help us continue to feed the change by investing in healthy food, healthy people, and healthy communities by supporting the Ontario Association of Food Banks.

No matter your contribution, you can be confident by supporting the OAFB you will be making a real difference in the lives of adults, children, and seniors living with hunger across Ontario. For every \$1 donated we can provide 3 meals to someone in need.

Contact Megan Kotze today at 416-656-4100 x 2937 or via email at megan@oafb.ca to discover how you can help us feed the change.