



BROWN BAG IT TO FEED A CHILD  
AT SUMMER CAMP

## Thank you for being a Lunch Money Day Leader!

Any day in May can be Lunch Money Day. **Join us by hosting your Lunch Money Day today!**

As a Lunch Money Day (LMD) Leader, register your group to be part of the Lunch Money Day campaign. We're asking for your help in distributing materials that we provide, collecting donations, and keeping in touch with the Ottawa Food Bank.

Visit <http://ottawafoodbank.ca/events/lunch-money-day/> for great LMD tips and to download posters and other collateral materials. Your company can also make a corporate donation.

**With your help we can make Lunch Money Day a huge success!**

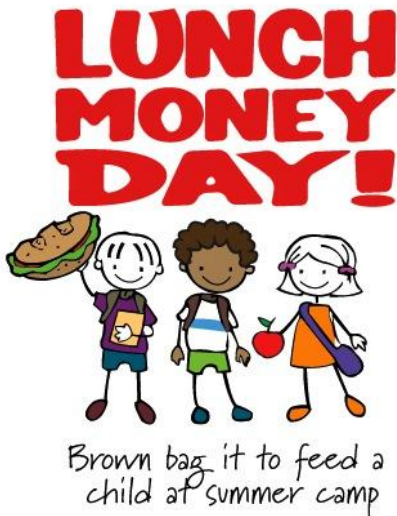
The Ottawa Food Bank distributes on average 14 tons of food each and every working day through a network of 140 social service agencies throughout the Ottawa Region. Of the 45,000 people who will need food assistance this month, 37% are children.

For more information visit our website at <http://ottawafoodbank.ca/events/lunch-money-day/> or contact Maggie Rose at [maggie@theottawafoodbank.ca](mailto:maggie@theottawafoodbank.ca) or 613-745-7001.



**Ottawa Food Bank**

1317B Michael Street  
Ottawa, ON K1B 3M9  
Tel: 613-745-7001  
[www.ottawafoodbank.ca](http://www.ottawafoodbank.ca)



## Organizing Your Lunch Money Day

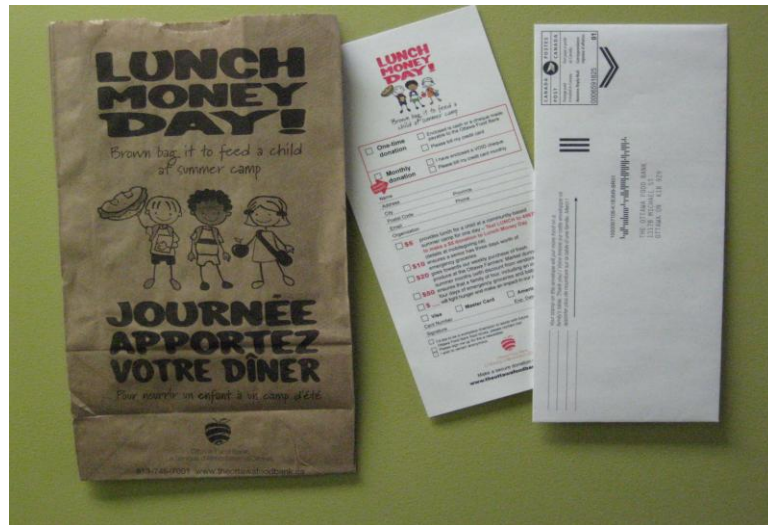
Larger organizations will want to launch and promote their LMD campaigns at least two weeks before Lunch Money Day. This will give participants ample time to prepare themselves and get involved in any related activities.

On a tight schedule? With effective promotion, your Lunch Money Day campaign can be highly successful with just a few days of preparation.

Posters, donor cards, banners, LMD kits, and Ottawa Food Bank speakers are available to help you maximize your Lunch Money Day promotions.

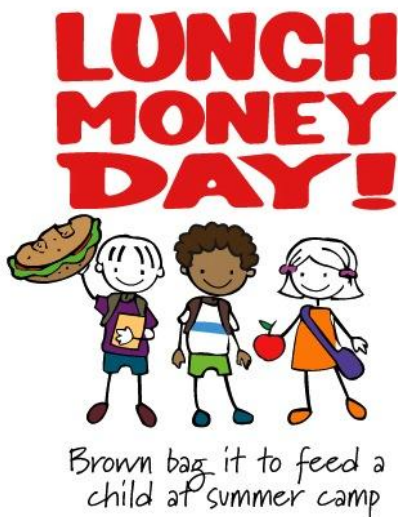
Lunch money day kits (brown LMD paper bags with donation card and envelope within) are available for you to drop off at your colleagues' desk. You may order them by registering your Lunch Money Day.

Example:



**Ottawa Food Bank**

1317B Michael Street  
Ottawa, ON K1B 3M9  
Tel: 613-745-7001  
[www.ottawafoodbank.ca](http://www.ottawafoodbank.ca)



## Here are some important tips:

- Initiate and maintain contact with your participants. Send them reminders and updates to help motivate them. You can include Ottawa Food Bank stats, info about related events, and your LMD collection plans.
- Maximize your promotion potential by hanging posters in high traffic areas. You can download more posters at <http://ottawafoodbank.ca/event-toolkits/>
- Collect your group's donations and share the results.
- Consult the LMD website often to access and share ideas.
- **Most importantly, have fun!**

## Lunch Money Day Ideas

Here are some ideas that have worked in past years to help LMD Leaders motivate their participants and make their LMD campaign as much fun as possible. For more ideas see our Tips & Fun Ideas" page (<http://ottawafoodbank.ca/wp-content/uploads/2011/12/Tips-Fun-Ideas-for-your-Food-Drive.pdf>).

### Lunch Auction

Ask participants to make a gourmet or themed lunch and put them up on the auction block!

### Team Challenge

Challenge members of other divisions or departments in your organization to see which group can raise the most money.

### Pot Luck Lunch

Plan to get your group together on Lunch Money Day. Each person can make a donation and bring an item to share with the group.

### Game Time

Participants provide a donation to gain access to activities which can include card games, board games, bingo and so on.

### Raffles

If you have access to prizes (which can be as simple as a free lunch or a day off) you can ask for donations and enter people into the draws.



**Ottawa Food Bank**

1317B Michael Street  
Ottawa, ON K1B 3M9  
Tel: 613-745-7001  
[www.ottawafoodbank.ca](http://www.ottawafoodbank.ca)

### **Food-Raising**

The Ottawa Food Bank can provide you with boxes to collect food donations in lieu of or in addition to lunch money.

### **Movie Day**

Plan on an extended lunch hour and watch a movie together. Moviegoers can provide a donation for admission and you can even make and sell popcorn and drinks.



**Ottawa Food Bank**

1317B Michael Street  
Ottawa, ON K1B 3M9  
Tel: 613-745-7001  
[www.ottawafoodbank.ca](http://www.ottawafoodbank.ca)

# About the Ottawa Food Bank

***Distribute these facts to your Lunch Money Day participants to educate them on hunger in the Ottawa Region.***

The Ottawa Food Bank has been fighting community hunger for the past 28 years. Today, the Ottawa Food Bank works with **140 Member Agencies**, serving an average of **43,000 people per month** with more than **14 tons of food** distributed daily.

Close to 37% of those currently receiving help from the Ottawa Food Bank are children and infants.

Throughout the months of July and August, 630 lunches are prepared each day for area children at 17 different Community House summer camps.

Nearly half the people on assistance programs accessing emergency food are on disability insurance or waiting to qualify for disability insurance.

1 in 5 people who require food support are the *working poor* – people with jobs who rely on food banks to supplement what few groceries they can afford each month.

Those people receiving assistance include families, single parents, people with disabilities, children, youth, seniors, the unemployed, the working poor, new Canadians, homeless people and people at risk of becoming homeless.

With less than 10% of its funding coming from government sources, the Ottawa Food Banks relies heavily on the community to help provide critical food service to those in need. **Every \$1 donated generates \$5 dollars worth of food into the community.**

**[www.ottawafoodbank.ca](http://www.ottawafoodbank.ca)**



**Ottawa Food Bank**

1317B Michael Street  
Ottawa, ON K1B 3M9  
Tel: 613-745-7001  
[www.ottawafoodbank.ca](http://www.ottawafoodbank.ca)