



Let's start with hunger

FUNDRAISING DRIVE *2007-2011*

Prizes and Honours

- **1990: Prix Persillier-Lachapelle** awarded by the Quebec department of Health and Social Services, for promoting health and community services.
- **1992: Prix Alphonse Desjardins** for service to the community.
- **1997: Prix Gilles Cousineau from Centraide** formal recognition for operations management.
- **2001: Prix Phénix environmental award** in the category reclamation of residual materials for the Kraft Canada project to recover damaged products.
- **2003: Prix Phénix environmental award** in the category reclamation of residual materials for the composting project carried out in collaboration with the regional environmental councils of Montreal and Laval, Collège Rosemont and farmers Normand Legault and Roger Paquette.
- **2005: Ordre des Grands Laurentiens** a distinction awarded by the borough of Saint-Laurent for community involvement by an organization.
- **2005: Municipal merit** public recognition offered by the department of municipal and regional affairs, paying homage to an organization that has made a strong contribution to improving the well-being of the community.

A word from our spokesman

It is my honour to be the spokesman for Moisson Montreal, Canada's largest food bank. While I am now able to eat my fill and feed my family, this has not always been the case. Having known poverty during my student years, I know what it feels like to have an empty refrigerator and a growling stomach. My heart is heavy when I think that this hardship is the daily fare of many Canadian homes. Fortunately, there are many organizations that offer assistance to the least fortunate among us, redistributing food to ensure that all individuals can meet their most basic need—the need to eat. This is why it is only natural for me to associate with Moisson Montreal for its first major fundraising drive, which aims to raise \$10 million over five years. Thank you for your generous gifts that contribute to combating hunger



A handwritten signature in black ink, appearing to read 'Laurent Paquin'.

Laurent Paquin



10-million-dollar fundraise

What is Moisson Montreal?

Moisson Montreal is Canada's largest food bank.

Every day, this organization fights for a fundamental right—the right to have enough to eat and to have access to a variety of good, nutritious food. Every day...for more than 20 years.

Moisson Montreal's mission: to work in partnership with community groups to obtain food security for people enduring hardship on the island of Montreal, while fostering development of sustainable solutions for problems linked to poverty.

OUR MISSION IS BUILT ON THREE PILLARS: :

- 1. The food bank:** recovering and distributing foodstuffs and essential items to support groups around Montreal, free of charge, throughout the year.
- 2. Sustainable development:** contributing to implementation of sustainable solutions that foster self-sufficiency among people experiencing hardship.
- 3. Defending basic rights:** raising awareness in the public and among appropriate government officials of the issues related to hunger and poverty.

Why \$10 million?

For Moisson Montreal, "Giving ourselves the means to do more" means, among other things, refurbishing facilities, replacing or acquiring material resources and equipment to improve efficiency as well as developing new activities.

Moisson Montreal regularly supplies nearly 200 organizations that offer food and nutritional support to people undergoing hardship. A major fundraising drive will give us the means to optimize operations and programs while providing support for development of sustainable temporary food aid solutions. Moisson Montreal's objective is to raise \$10 million over a five-year period.

WHEN YOU INVEST IN MOISSON MONTREAL YOU CONTRIBUTE TO:

- Giving over 100,000 individuals the possibility to eat their fill either by receiving meals or baskets of food. 41% (more than 32,000) of the recipients of our baskets of food and necessities are children.
- Giving Moisson Montreal the means to make its sorting and distribution network more efficient so that we can get more food to the disadvantaged clientele that we serve.
- Supporting our staff, made up of permanent employees and volunteers who work tirelessly to develop sustainable solutions to help make sure people enduring hardship to get enough to eat.

Starting with hunger, Moisson Montreal is fo

I. OPTIMIZING OPERATIONS (COST ESTIMATE: \$4,9 M)

Your investment will help us to manage our pick-up, sorting and redistribution operations more efficiently. With your help, Moisson Montreal will change the way it picks up foodstuffs—minimizing losses of perishables, ensuring good quality control and serving more organizations, by taking the following steps:

- Renovating and refurbishing our building
- Purchasing new equipment
- Purchasing motor vehicles

2. OPTIMIZING PROGRAMS (COST ESTIMATE: \$2,2 M)

Thanks to Centraide, a loyal partner, Moisson Montréal can fund part of our activities. The major campaign will enable us to improve the network of funding partners in order to modernize infrastructure and invest in various areas:

- Adapting and developing existing intervention services and programs according to new operational capabilities (meals for children in day camps, social reintegration, etc.).
- Quality assurance (food quality management and traceability).
- Composting (selective sorting of perishable food items).
- Health and safety in the workplace.
- Expanding our strategic partnerships program to include major flagship organizations involved in providing food as well as corporate donors.
- Diversifying and increasing revenue sources to maximize impact while developing philanthropic partnerships.



the means to do even more!

ocusing on three main areas of investment:

3. SUPPORTING DEVELOPMENT OF SUSTAINABLE FOOD AID SOLUTIONS (COST ESTIMATE: \$2,9 M)

A recent study of the population of Montreal, mentioned in *Le Devoir* in May 2006, showed that “40 % of the working population did not have sufficient income to meet their basic needs . . . Under-educated workers, single women who are the sole breadwinner in their household, youth and immigrants are the hardest hit...”¹

Moisson Montreal is the largest food bank in Canada. Moisson Montreal’s \$10 million fundraising drive will give us the means to develop and optimize our programs while supporting projects that constitute innovative solutions to replace temporary food aid. Moisson Montreal, then, will focus its energies on the following three programs:

■ **A structure for cooperation in the purchase of foodstuffs**

Organizations served by Moisson Montreal spend more than 6 million dollars per year on supplemental foodstuffs. This project aims to establish a structure for cooperation in purchasing these foodstuffs, thus providing a basis for assisting and even strengthening the cohesiveness among different organizations in the fight against poverty.

■ **A project for group purchase of quality fresh fruits and vegetables**

Good Food Box

In order to offer another option besides grocery stores and food banks while, at the same time, encouraging local farmers in Quebec, Moisson Montreal wants to develop the Good Food Box, a pilot sustainable-development project that aims to provide practical and economical assistance. The basic idea is to purchase and redistribute fresh produce for the community. Initial distribution will be carried out starting in seven boroughs that have already expressed an interest in the project.

■ **Food transformation**

The project consists in:

- Creating a space for food transformation to take place, the object being to use and transform Moisson Montreal’s surplus fruits and vegetables for the benefit of the community organizations that we serve in order to minimize losses of perishable foodstuffs. This space will provide the means to recover over two million additional kilos of fresh fruits and vegetables annually.
- Establishing a food transformation training program.

Moisson Montreal: Yesterday and Today

- **1984** : Moisson Montreal is established by its four founders, Pierre Legault, Frédéric Sawyer, Brian Martin and Peter Gantous. It is Quebec's first food bank, established in a parish hall, and provides aid to approximately 20 organizations.
- **1986** : With financial support from several partners, Moisson Montreal leases a refrigerated storage facility, purchases a large truck and hires personnel.
- **1988** : The first "No Christmas Dinner" is held. This is our biggest annual fundraising drive, which consists in organizing a Christmas party...that never actually takes place!
- **1989** : The J.A. DeSève Foundation agrees to back development of Moisson Montreal by financing acquisition of a 34,000-square-foot building in an industrial area of Ahuntsic. This was also the year in which Centraide committed to ongoing annual financial support.
- **1995** : As part of the ongoing quest for sustainable solutions to problems relating to hunger and poverty, Moisson Montreal establishes Renaissance, a non-profit organization providing vocational training and social reintegration services.
- **1997** : To meet growing need, Moisson Montreal moves to a huge, 107,000-square-foot facility located in Saint Laurent, thanks to a substantial contribution from the J.A. DeSève Foundation, the Marcelle and Jean Coutu Foundation, the J.Armand Bombardier Foundation, and the Ministère de la Métropole.
- **Janvier 1998 : the ice storm crisis.** Moisson Montreal is on the front lines, offering humanitarian aide to many municipalities, distributing 300 tonnes of food each day—some five times the average at the time, which is 60 tonnes per day.
Décembre : the first Guignolée Pierre-Péladeau is held, with the collaboration of Quebecor inc. Funds raised benefited Moissons du Québec, which includes Moisson Montreal..
- **Juillet 2001** : the first annual Feed Our Future fundraising event is held with the collaboration of Sodexo. The event raises money to provides thousands of box lunches to children from disadvantaged families.
Décembre : the first grande guignolée des medias is held, with donations of cash and food collected in Montreal being turned over to Moisson Montreal, Sun Youth and The Society of St.Vincent de Paul.
- **2003** : The first annual Classique de golf Moisson Montréal is held.
- **2004** : Moisson Montreal celebrates its 20th anniversary. Moisson Montreal is actively involved in the S.O.S. Haiti initiative.
- **2007** : Moisson Montreal now numbers 30 employees, 50 regular volunteers and 1400 occasional volunteers. Every year, the organization distributes 38 million dollars worth of food. For several months, Moisson Montréal has been working with the Coalition énergie et construction durable (CECD) on a large-scale project to optimise installations. Experts from building associations and building management bodies have put forward an integrated energy efficiency concept against a context of sustainable development (Sustainable Building and Energy Coalition—CECD).

