

Sodexo  
Foundation  
Leading the fight against hunger.

2009

IMPACT REPORT  
CANADA



# Message from Executive Director

As I reflect back over the past twelve months I think the best description that captures the year is “bitter-sweet”. From a fundraising and activities perspective the Sodexo Foundation has been blessed with strong support from Sodexo’s clients and customers, corporate partners and employees. We continue to partner with fabulous like-minded organizations that help us deliver the growing Feeding Our Future program across Canada. Their steadfast commitment throughout this rather trying year is a testament to how people come together in support of each other in time of need.

Sadly though, time has not reduced the need. Without exception as I speak with fellow hunger organizations the need continues to grow. Despite the aforementioned support, the Sodexo Foundation alongside other hunger charities is not currently able to meet the needs of at risk Canadians. Food bank participation along with community requests from recovery agencies is on the rise.

All said I remain committed and optimistic – hunger is a solvable issue in Canada. I leave you with a special request: If you can give a little more – be it food, hours or money please do. Regardless of your ability to give a little more, please do share your knowledge with others that hunger remains a challenge right here and now. With greater strength in numbers we will surely and collectively make progress towards a hunger-free nation.

Respectfully Yours,

**Jon Kristjanson**  
Executive Director, Sodexo Foundation



A group of diverse children are running happily on a dirt path outdoors. The children are of various ethnicities and are smiling. The background shows greenery and a bright, sunny day.

# Canadian Hunger Statistics

**An estimated 5.5 million people are at risk of hunger every day, most of them children and the elderly.**

- People with jobs constitute the second largest group of food bank clients at 14.5%.
- 37.1% of food bank clients are under 18.
- Seniors accessing food banks across Canada is a sad reality - 5.7% in a typical month of 2008.
- Single parent households assisted by food banks is 27.3%, 1 in 4 single-parent families are headed by women.

# Sodexo Programs



## **Servathon (April)**

Servathon is a company-wide month long initiative dedicated to making a difference in the fight against hunger. It's a simple, effective way to create awareness for the plight of the hungry, while providing enriching team-building experiences for employees.

April 2009 was our most active Servathon event to date. In addition to volunteering their time, employees across Canada donated over 13,600 pounds of food and donated more than \$18,000 to hunger-related organizations including the Sodexo Foundation.

## **Organizations supported throughout Servathon 2009:**

- Calgary Inter-Faith Food Bank
- Community Care of St. Catharines & Thorold
- Daily Bread Food Bank
- Edmonton Food Bank
- Franciscan Sisters Benevolent Society
- Fredericton Food Bank
- Habitat for Humanity
- Halton Food for Thought
- Meals on Wheels
- Mulgrave Park Tenants Association
- North Hamilton Community Health Centre
- Ottawa Food Bank
- Second Harvest
- Vancouver Community College Day Care
- Winnipeg Harvest
- Wolfville Food Bank

- Servathon (April)
- Sodexo Foundation Dinner honouring Heroes of Every Day Life (June)
- Feeding our Future® (July & August)
- Sodexo Foundation Charity Golf Tournament (September)
- National Hunger Awareness Day (Sodexo Sponsored) (June)
- Second Harvest Toronto Taste (Sodexo Sponsored) (June)

Spring 2010 marked the 10th anniversary of Servathon in Canada.



### **Feeding Our Future® (July-August)**

From one site (Toronto) to eight sites in nine years, Feeding our Future now serves more than 100,000 meals to at-risk children and youth throughout the summer. To date, over 500,000 lunches have been prepared and delivered by volunteers through our recovery agencies: Boys' and Girls' Club of Greater Vancouver, Community Kitchens of Calgary, Winnipeg Harvest, Mission Services Hamilton, Toronto's Second Harvest, Ottawa Food Bank, Moisson Montréal, and Feed Nova Scotia.

### **We thank our client partners for the use of their facilities:**

Telus BC, Mount Royal University, Greenwood Inn Winnipeg, Trinity College, Canada Post, Collège Jean De Brebeuf, and Dalhousie Student Union.



# Feeding our Future celebrates its 11 year anniversary this summer.

## Feeding our Future Recipient Sites:

- Alice Housing Kids Camp Dartmouth
- Art Heart
- Assistance d'enfants en Difficulté (AED)
- Banff Avenue Community House
- Bayers Westwood Family Centre
- Better Beginnings / Better Futures
- Boys' & Girls' Clubs throughout Winnipeg
- Braeburn Neighbourhood
- Britannia Woods
- Burnaby Boys' & Girls' Club
- Cabbage Town Youth Centre
- Calgary Catholic Immigration Society
- Carlington / Bellevue Community House
- Centre communautaire Hochelaga
- Centre Jean-Claude Malépart
- Centre NAHA
- Centre Sportif de La Petite Bourgogne
- Confederation Court
- Dartmouth Family Resource Centre
- Debra Dynes Community House
- Dixon Hall
- Emily Murphy Non-Profit Housing
- Foster Farm Community House
- Fraserview Boys' & Girls' Club
- Gerrard Kiwanis
- Greystone Family SOS
- John Innes Community Centre
- Kivan Boys' & Girls' Club
- La Maisonnette des parents
- La Place des Enfants
- Langley Boys' & Girls' Club
- Laroche Park
- Le Chic Resto-Pop
- L'Oasis des enfants de Rosemont
- Lowertown Community House
- Metis Family Services
- Mission Services Youth Drop In
- Morrison Gardens Community House
- Mulgrave Park Tenants Association
- Mulgrave Park Family SOS
- North Dartmouth Outreach Literacy Program
- Norvan Boys' & Girls' Club
- Parent & Tot Meeting Place
- Pinecrest Terrace
- Rainbow Lodge
- Répit-Providence, Maison Hochelaga-Maisonneuve
- Rochester Heights
- Salvation Army Uniacke Square
- San Romanoway
- Scott Mission
- Spruce Court Public School
- Surrey Boys' & Girls' Club
- TP Loblaw's Kiwanis
- Tummy Tamers
- University Settlement
- YMCA Youth Program

### **Heroes of Every Day Life (Annually)**

The Sodexo Foundation Heroes of Every Day Life program honours Sodexo employees who devote time, talent, and service spirit to help people who suffer from hunger in their communities. Heroes are nominated by colleagues or friends and are recognized during the annual Sodexo Foundation Dinner. To honour our heroes' efforts, the Sodexo Foundation makes donations to local hunger-related charities of their choice.

### **Food Donations (on-going)**

Sodexo continues to make a difference each day across North America as one of the largest donors of surplus perishable and non-perishable food to recovery agencies. We strongly encourage each of our 6,000 locations to "recycle" surplus food by donating to local food recovery partners supported by the Sodexo Foundation.



### **We congratulate our 2009 Heroes:**

Eric Larocque (Montreal)

Barbara Worwood (Vancouver)

### **Past Heroes of Every Day Life Award Recipients:**

Kathy Jocelyn (Winnipeg)

Suman Roy (Toronto)

Vincent Meehan (Burlington)

Jon Kristjanson (Burlington)

Les Gilholme (Wolfville)

Darlene Russell (Fredericton)

### **Past Spirit of Caring Recipients:**

Robert Gendron (Ottawa)

Raymond Lee (Burlington)

# Sodexo Foundation Supported Programs

## National Hunger Awareness Day (June)

The mission of Hunger Awareness Day is to tell the story of food banks and the people helped by them. In 2009, nearly 800,000 people were assisted each month by a food bank in Canada. This was 18% higher than in 2008. Across the country, over 700 food banks and 3,000 affiliated agencies distribute food or provide meals for hungry people.

Sodexo is proud to continue as a Corporate Hunger Hero and continues to donate funds, provide in-kind creative services, distribute posters to all accounts Canada-wide, communicate via e-bulletins, and link to the NHAD website via [www.sodexo.ca](http://www.sodexo.ca).



## Second Harvest-Toronto Taste (June)

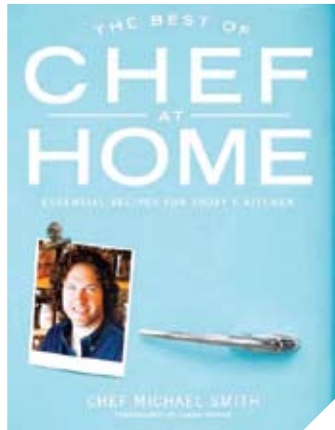
Second Harvest hosts Toronto Taste in June each year to raise awareness about hunger in Toronto and to raise funds to support their efforts. The Gala event welcomes 1,500 attendees who enjoy the very best local food and beverages as donated by top restaurateurs, wineries and local brewers. Sodexo has been a proud supporter of Second Harvest and Toronto Taste since 2001 providing funds, volunteer meals, and a culinary station staffed by Sodexo Chefs.



# Sodexo Foundation Special Activities

## **Chef At Home Book Signing Tour**

Dinner with Chef Michael Smith was a feature event across Canada during 2009. Our Sodexo teams at various accounts along with Chef Michael Smith prepared a culinary feast for our guests. At each event, Chef Michael's Chef at Home cookbook was sold with proceeds donated to local recovery agencies.



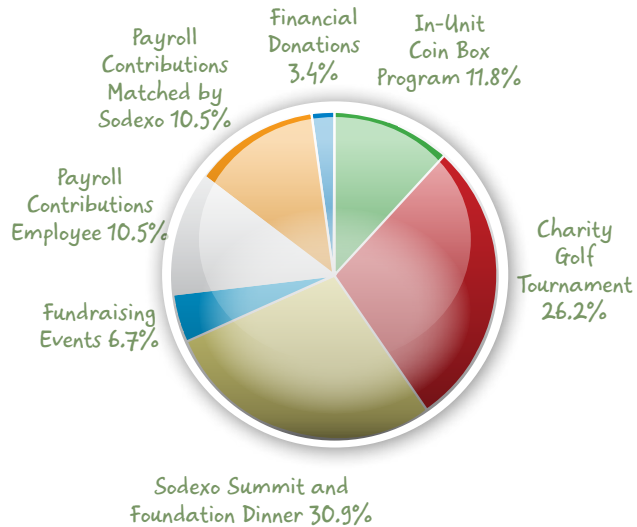
## **Spirit of Competition Contest**

During Servathon, Sodexo sponsored a contest for all accounts. STOP Hunger chocolate bars were featured wherein a contribution was made to the Foundation for each chocolate bar purchased. All accounts who participated, were entered into a contest to win a donation to their local hunger charity. Three grand prizes were drawn and a total of \$5,000 was given to three charities.

## **Holiday Inserts**

A new campaign was started during the Holiday Season. Gift postcards were made available to all employees. Donations could be made to the Sodexo Foundation in honour of someone special. The postcard can then be mailed or given as a gift or along with a gift to that individual. The campaign will continue for the 2010 holidays.

# Funding Sources



# Grant Disbursements

- Canadian Multicultural L.E.A.D. Organization
- Community Care of St. Catharines
- Community Kitchen of Calgary
- Daily Bread Food Bank
- East Plains United Church
- Food Banks Canada
- Franciscan Sisters Benevolent Society
- Fredericton Food Bank
- Fundy Interchurch Food Bank
- Mission Services
- Ottawa Food Bank
- Second Harvest
- St. Vincent De Paul, St. Raphael's
- University of Lethbridge Student Union Food Bank
- Winnipeg Harvest

# "In Kind" Donors

(Food & Supply Partners)

Together, we are making a difference. Sodexo partners donated over \$100,000 in in-kind contributions demonstrating their passion for fighting hunger and support for the Foundation's work.

- Air Canada
- Bamford Produce Company
- Bento Nouveau
- Canada Bread
- Canbra Foods
- Coca-Cola Bottling Company
- Danone Inc.
- Epicus Group
- Frito Lay
- Good Humor-Breyers
- Gordon Food Services
- Hallmark
- Hector Larivee
- ISO Cleaning Solutions
- Java Communications
- Kraft Canada
- La Danoiserie Inc.
- Lassonde Beverages
- Maple Leaf
- Mariner Neptune
- Nestle Waters
- Olymel
- Otis Spunkmeyer
- Parmalat
- Pathways
- Pepsi-QTG
- Sara Lee
- Shafer Haggart
- Starbucks Coffee Canada
- Sun Rich Fresh Foods
- Sysco
- Thyme & Truffles
- Unilever Foodsolutions

## Board of Directors

Marie-Line Beauchamp, Vice-President

Steve Brady, Director

Maarten Galesloot, Director

Dean Johnson, President

Jon Kristjanson, Executive Director

Michel Lanctôt, Director & Secretary

Stephen Simms, Director

*The Sodexo Foundation operates with \$0 in administration and overhead costs as these are borne by Sodexo Canada, Ltd.*

# Sodexo Foundation

Leading the fight against hunger.



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