



Purolator

Fill a Red Bag School Challenge Toolkit

In support of



**Daily Bread
Food Bank**

Attention: Student Councils, Parent Councils and leadership clubs!

Thank you for raising your hand to help end hunger in our city by mobilizing your school community for [Purolator's Fill a Red Bag School Challenge](#).

Hunger and food insecurity in Toronto continues to climb, with no sign of slowing down. In 2024, Daily Bread's network saw over 3.75 million food bank visits — a historic high that was a 26% increase over 2023 and more than 4.5 times pre-pandemic levels.

We are experiencing a crisis. And we need your help.

This Toolkit is designed to help you organize a food drive in support of Daily Bread Food Bank as part of the Challenge. Feel free to get creative in a way that works for your school.

The school that collects the most food by April 17, 2025 (proportional to its student population) will win an afternoon with an ice cream truck parked at their school.

If you have any questions about running your food drive, please contact Leaura da Mota at fundraise@dailybread.ca

Thank you in advance for your generous support, and good luck!



Did you know that nearly 1 in 4 food bank clients are children?





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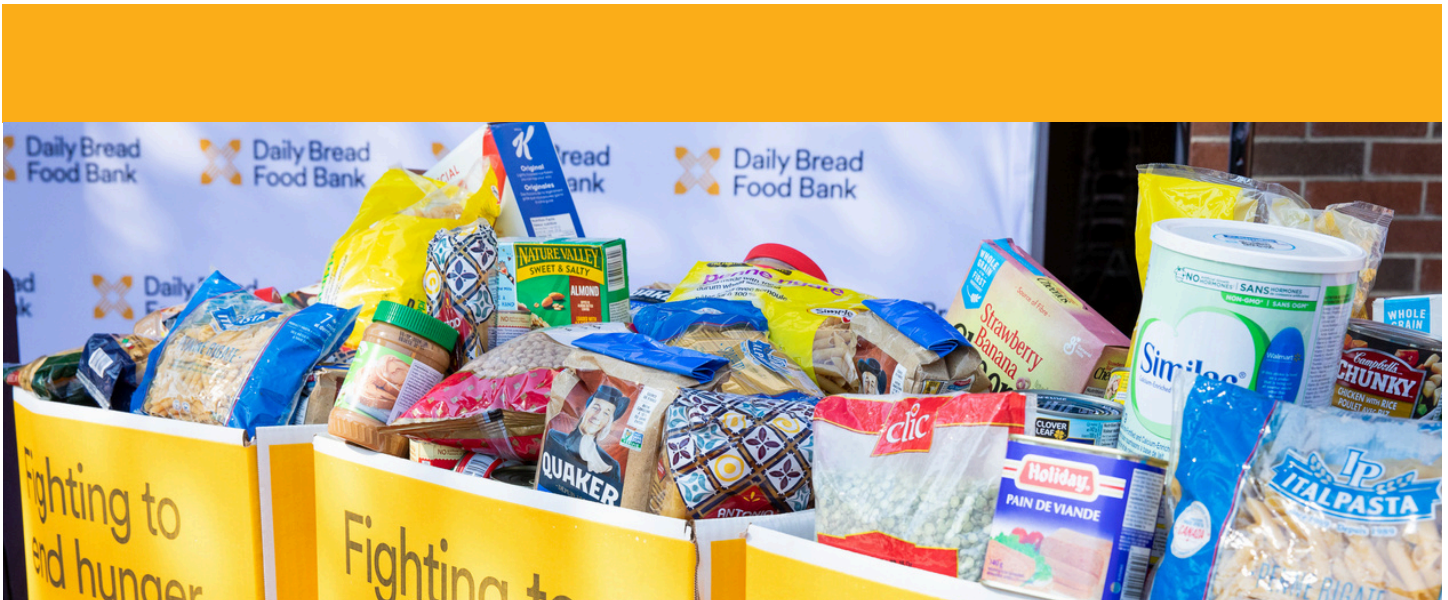
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Challenge guidelines

- **Purolator's Fill a Red Bag School Challenge** is open to all elementary and secondary schools (Catholic, Public, and Independent) within Toronto, Etobicoke, and Scarborough.
- The winning school will be determined by the total amount of food collected (measured by weight) proportional to the student population at the school.
- Purolator Red Bags and/or Daily Bread yellow bins can be delivered to your school for food collection if requested in your **registration form** by March 21, 2025. If registering after this date, materials will be available for pickup only from Daily Bread's head office.
- The food must be received by Daily Bread Food Bank no later than 3:00pm EST on Thursday, April 17, 2025 (unless you have a prescheduled pickup arranged for April 22-24, 2025).
- The winning school will be announced by Daily Bread Food Bank and Purolator on Monday, April 28, 2025.
- The ice cream truck prize for the winning school includes having the truck parked at your school for a two-hour period, either at lunch or in the afternoon. This prize must take place before the end of the 2024-25 school year.
- The prize cannot be substituted.



Benefits of getting involved

1. Help your neighbours experiencing hunger and food insecurity.
2. Demonstrate compassion and empathy.
3. Become a leader in your school.
4. Inspire friendly competition and creativity.
5. Learn to work as a team.
6. Increase school spirit.
7. Make a difference in your community.

Why we need your leadership now

- **More than 1 in 10** people in Toronto are now relying on food banks, up from 1 in 20 just two years ago.
- In 2024, there were **more than 3.75 million** client visits at Daily Bread member food banks, a **26%** increase over 2023 and **more than 4.5 times** pre-pandemic numbers.
- After paying for rent and utilities, Toronto food bank clients have a median of **\$7.78** left per day to pay for all other essentials.
- **Nearly 1 in 4** (23%) food bank clients in Toronto are children ages 18 or younger.

Tips for success

Set a start & end date. We recommend running your food drive for the full duration of the Challenge, or one to two weeks at a minimum. Give students enough notice so that they can bring donations in on time.

Set a goal. Goal-setting is a great way to predict the impact that you are going to have in the community. Set a goal for the school and develop a plan to achieve or even surpass it! Check on your progress regularly and update the community.

Get competitive! Generate excitement through an intra-school challenge. Give each class a goal. Have classes or grades compete against each other for bragging rights or even an incentive prize.

Encourage empathy. School food drives can be a teachable moment in empathy. Encourage students to imagine what it would be like to go a day without food and having to focus in class on an empty stomach. It's also important to be aware that some students may be facing food insecurity themselves.

Give students a chance to lead. Assign food drive ambassadors in each class and help cultivate the next generation of social impact leaders.

Spread the word. Promote your drive during your school's morning announcements. Share a letter with parents. Share posters on your school's website and social media accounts.

Say thanks. After your drive is complete and we've shared your final weight, be sure to thank your school community and celebrate your collective efforts.

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Something that helped a lot was doing announcements to the entire school every morning to remind them about the food drive. Also, going to their classes and checking up on their progress was very helpful.

We also decided to add a prize for the classes that brought in the most items, and this really encouraged them to continue donating their items. We gave each class a goal and many classes reached their goal as well.

– Student Food Drive Organizer



Promote your drive with social media

Social media is a great way to engage with your school's students and community online. Here are some ideas to get you started:

- Create a social media plan and prepare content ahead of time to be scheduled and posted by a teacher or a member of your parent council.
- Post about your drive to relevant communities on platforms like Facebook, Instagram and TikTok. If your school or neighbourhood has an active Facebook group, promote your food drive there to spread the word to your target audience.
- Plan to post reminders throughout the drive to keep up momentum! Do a last-minute reminder a day or two before your drive ends.
- Tag Daily Bread Food Bank and Purolator so we can engage with your posts and thank your supporters!



[@DailyBreadFoodBank](#)
[@PurolatorInc](#)



[@dailybreadto](#)
[@purolatorinc](#)



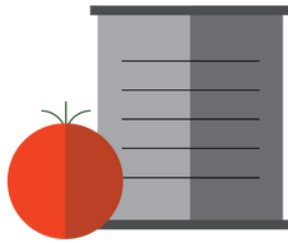
[@DailyBreadTO](#)
[@PurolatorInc](#)

Most needed items

We welcome all unopened non-perishable food donations, but these are the categories our clients need most:



Canned vegetables



Canned tomatoes
(whole, diced, crushed)



Oatmeal



Canned fruit



Nut butter
(almond, peanut)



Canned fish
(tuna, salmon, sardines)

Sample email to parents

Subject: We're participating in Purolator's Fill a Red Bag School Challenge!

Dear parents and caregivers,

Did you know that nearly 1 in 4 food bank clients in Toronto are children? ([2024 Who's Hungry report](#))

When children experience hunger, they're at higher risk of developing severe health conditions, behavioural issues, cognitive and physical impairments, and poor grades. Without enough food, children simply do not have the nutrients or energy they need to learn and grow.

That's why our school is hosting a food drive in support of Daily Bread Food Bank as part of Purolator's Fill a Red Bag School Challenge.

If our school collects the most food (proportional to our student population), we will win an afternoon with an ice cream truck parked at our school!

We invite you to donate non-perishable food items for this drive. Most-needed items include:

- Canned fish (tuna, salmon, sardines)
- Canned fruit, canned veggies or canned tomatoes (whole, diced, crushed)
- Oatmeal, and nut/seed butter (peanut, almond, sunflower, etc.)

We also invite you to consider donating foods that are allergy-friendly, such as gluten-free, dairy-free, or nut-free items.

[insert instructions on when/where to drop off food]

We are counting on the entire school community to come together. We hope you will join us. Thank you in advance for your generous support.

Sincerely,
[Your Name]

P.S. To learn more about Daily Bread, visit dailybread.ca. If you or anyone you know needs food support, please visit dailybread.ca/need-food.

Logistics

When you are planning your drive, remember to give yourselves enough time to get your donations back on time.

REMEMBER: All donations are due back to Daily Bread by 3:00pm EST on Thursday, April 17, 2025, to qualify for the Challenge (unless you have a prescheduled pickup arranged for April 22-24, 2025).

If you would like food bins or Purolator red bags delivered to your school, please **register** no later than Friday, March 21, 2025, and indicate a delivery request in your registration form.

If registering after this date, bins or red bags can be picked up at Daily Bread's Welcome Centre at **191 New Toronto Street, Etobicoke**, Monday-Friday between 9:00am - 4:00pm. When collapsed, the bins can easily fit into the back of a car. Their footprint when set up is 2' x 2', and they typically hold approximately 175 lbs of non-perishable food. Don't forget to tape the bottoms of the bins for added support!

If your school would like to schedule a pick up, please complete our pick up request form no later than Friday, April 11, 2025. Please note your drive can still be underway at the time of submitting a request form.

You can also drop off your food directly to Daily Bread Food Bank on or before 3:00pm, Thursday, April 17, 2025, at our Gate 2 loading dock. We accept drop-offs there on Mondays-Fridays from 10:00am - 3:30pm.

Important: If you're dropping off, ***please be sure to let our team know the name of your school*** so that we can track your total weight for the Challenge.

If you have any questions about your drive or getting food donations to Daily Bread, please contact Leaura da Mota at fundraise@dailybread.ca



Thank you for your leadership and generosity!

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

Questions?

Email: fundraise@dailybread.ca

Phone: 416-203-0050

dailybread.ca

Register for the Challenge: dailybread.ca/purolatorredbagschoolchallenge

