



RISING SUN FOOD DRIVE FOUNDATION IMPACT REPORT

2022-2024





Vision

For all people to live in a world that is free from hunger and poverty.

Mission

To combat hunger and poverty by providing food and basic supplies to those who are in need.

Values

- Honesty
- Integrity
- Transparency
- Safety
- Equity
- Environmental Responsibility

About Us

Based in Scarborough, the Rising Sun Food Drive Foundation (RSFDF) provides practical solutions to relieve food insecurity through several established programs. Our programs are fulfilled and only possible through our strong community of volunteers and network of food banks. We serve as the connection between food banks and donors to support persons of low income. Our valuable programs generate food revenue and funds to supply food and other essential supplies.

Executive Summary

This report captures the activities and impact of Rising Sun Food Drive Foundation (RSFDF, Rising Sun) between March 1, 2022 and February 28, 2024.

During this period, Torontonians were hit hard with increases in general inflation and food inflation. Throughout 2022 and 2023, general inflation averaged 5.35%, and food inflation averaged 8.8%.

In addition to these challenges, a stubborn shortage of affordable housing along with inadequate wages brought on by an inadequate minimum wage (currently \$17.20), precarious work (particular to the App/Gig economies), and insufficient payments in public benefits (Ontario Disability Support Program, Ontario Works) contributed to an increase in the number of visits to food banks over the previous two years.

Further, racialized, Indigenous, 2SLGBTQIA+, and people new to Canada were disproportionately vulnerable to experiencing food insecurity and experienced a greater chance of needing to access food bank services.

Faced with the increase in food bank usage as a consequence of these policy challenges, the volunteers who administer, manage, and operate RSFDF continued to ensure that the charity's traditional food procurement activities were effectively implemented and that new food procurement activities were embraced. And, by doing so (between 2022 and 2024) were able to increase the charity's impact across Scarborough (Ontario).

The administration, management, and operation of Rising Sun Food Drive Foundation is entirely volunteer run. Between 2022 and 2024, RSFDF's traditional food procurement activities included spring and fall door-to-door food drives, hosting food donation box initiatives, food purchases, food rescue, and working with other qualified donees, corporations, and community groups.

Combined, RSFDF volunteers procured and distributed 104,152 lbs of food, supported 21 food banks and meal programs with food donations, provided enough food for 88,189 meals, and served 7,985 households. At the latter part of the 2024 fiscal year, RSFDF reached out to farms in Southern Ontario and was able to secure fresh fruits and vegetables for donation to food banks and meal programs.

Looking ahead, RSFDF is launching a new pilot initiative in collaboration with other charities. This program will deliver healthy, low-sodium, and diabetes-friendly meals to some food banks in Scarborough.

We hope that as 2024 - 2025 unfolds, the City of Toronto, the Government of Ontario, and the Canadian Government will make the necessary policy changes to address the chronic shortage in affordable housing, low wages, and insufficient payments in public benefits. We also hope that across all three levels of government, and amongst other public service, institutions, fundamentally transformative social policies will emerge that would render the groups that are most vulnerable to food insecurity free from systemic biases.

Executive Summary - Cont.

Finally, to our donors who see their values reflected in our work and who have opted to put their donations in support of our mission and in the interest of serving our community's most vulnerable residents, your participation is the lifeblood of all that we do. Your donations matter; your donations are fundamental, and on behalf of Rising Sun's volunteers, inclusive of the charity's Board of Directors, I thank you. Further, the countless volunteers who serve the mission of Rising Sun Food Drive Foundation are deserving of praise and recognition. These volunteers include high school students who support our door-to-door food drives, the adults who supervise our door-to-door food drives, our drivers who support all of our activities and who are present and active in all aspects of RSFDF's mission, our consultants, and the Board of Directors who work to ensure the proper and sound management of the charity. As Board Chair of a charity that punches well above its weight, I would like to recognize all of the over 200 volunteers who annually serve the charity's mission. Thank you for standing with us in this fight. This work can't be done without you.



A handwritten signature in blue ink that reads "Courtney Fisher".

Courtney Fisher, Board Chair
Rising Sun Food Drive Foundation

The Problem



A Historically Devastating Year

5

New Clients Experiencing
Food Insecurity in the GTA

222% ▲

increase compared
to two years ago

Reported by Daily Bread Food Bank
Who's Hungry Report 2024

New Clients Who Had
Someone Employed
in Their Family

51% ▲

Reported by Daily Bread Food Bank
Who's Hungry Report 2024

Rising Costs across Canada

Food Inflation

2.2% ▲

Price Growth for Groceries
in 2024

Reported by Statistics Canada -
Consumer Price Index

Median Amount Food Bank
Clients Have Left Per Day

\$7.78 ▲

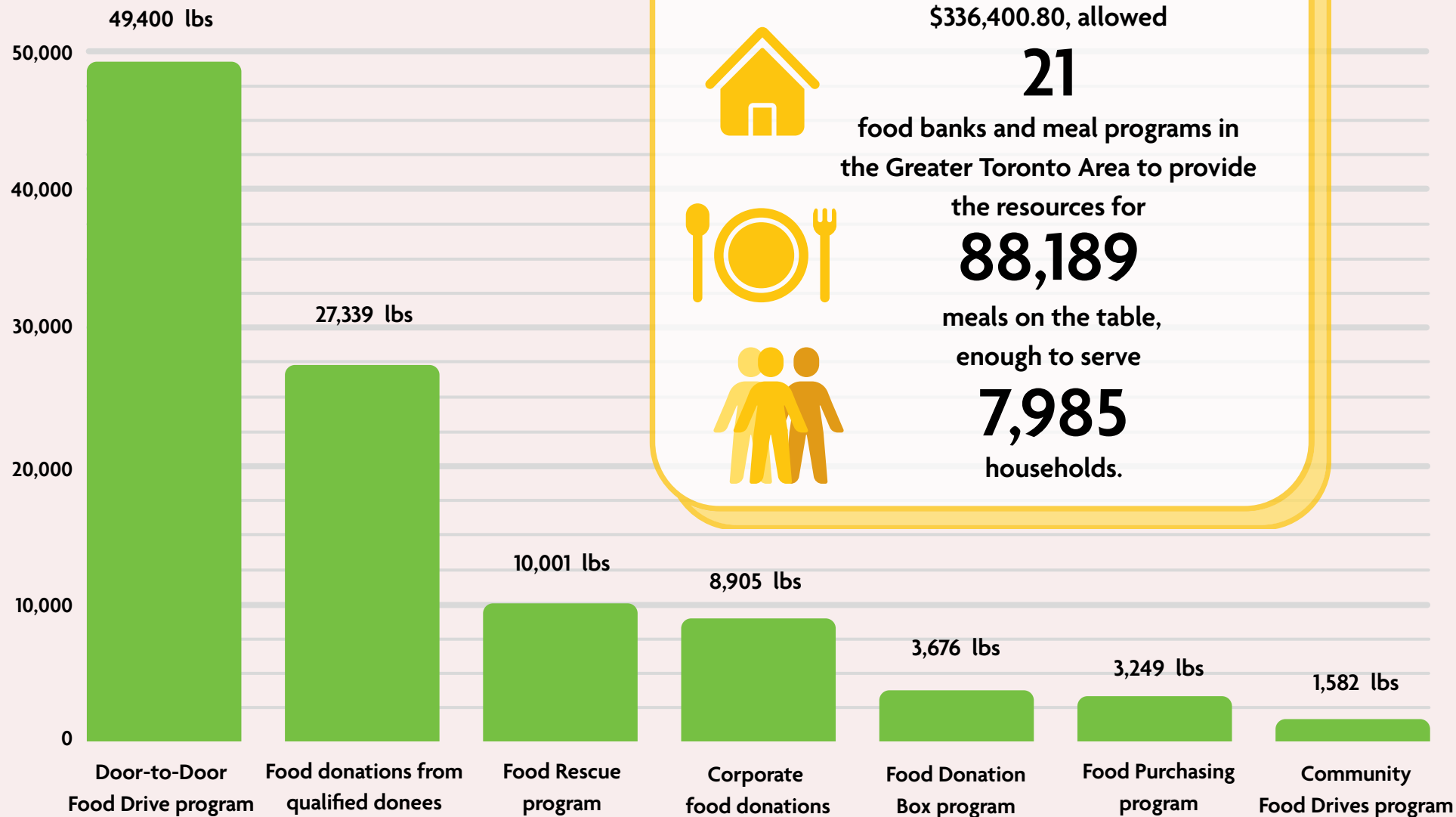
After Rent and Utilities

Reported by Statistics Canada -
Consumer Price Index

Food insecurity in the Greater Toronto Area has reached a critical level, with food bank usage at an all-time high. As more households—many with employed members—struggle to afford basic necessities, the need for immediate and long-term solutions has never been greater. Urgent action is needed to provide further support to food bank clients and ensure that nutritious food remains accessible for all in the midst of this income crisis.

Impact Overview

2022 – 2024



Food (lbs) collected by source

Our team and community's
dedication in sourcing

104,152

pounds of cooked, fresh, and
non-perishable food items, valued at
\$336,400.80, allowed

21

food banks and meal programs in
the Greater Toronto Area to provide
the resources for

88,189

meals on the table,
enough to serve

7,985

households.

Community Engagement

Door-to-Door Food Drive

RSFDF organizes seasonal food drives to collect food and monetary donations through community canvassing efforts. Our food drives typically run from April to May in the spring and from September to October in the fall.

Volunteers distribute flyers to notify residents about upcoming collections, which take place on Saturdays and Sundays. Each week, a different neighbourhood in Scarborough is canvassed. While our long-term goal remains to expand beyond Scarborough, our current focus is on ensuring full coverage within the area.

Since our first door-to-door food drive in Fall 2021, we have continuously refined our approach. In Spring 2022, we launched a five-week pilot west of Kennedy, refining our logistics and volunteer coordination. By Fall 2022, we transitioned to a model where flyers were distributed exclusively on weekends, giving donors more time to prepare their contributions while improving our volunteer and supervisor turnout. This approach continued into Spring 2023, allowing us to expand our canvassing efforts further southward, running a full eight-to-nine-week campaign. Each season, we build on past experience to optimize our food drive operations and maximize community impact.



49,400
pounds sourced, valued at
\$168,475.09, enough to provide

43,175
meals, which serves

3,788
households



From Niche to Niche

Food Rescue

Providing shelf-stable food guarantees a meal that food bank clients can plan for. However, some homes also lack the modalities to prepare a complete, nourishing meal. Through our Food Rescue program, we bridge this gap by connecting a restaurant with surplus meals to local meal programs, delivering ready-to-eat food to those in need. This initiative is made possible with the support of the Datta Food Manufactory, which serves not only its customers, but the broader community as well.

Step 2: The restaurant freezes and packages the food so that it is ready for pickup.

Step 1: RSFDF provides styrofoam containers to the restaurant

Step 3: RSFDF volunteer drivers drop off frozen, cooked food donations to local meal programs.

Step 4: Food banks that receive food deliveries will distribute to those in need.



RISING SUN
FOOD DRIVE
FOUNDATION



10,001

pounds sourced, valued at
\$20,002.00, enough to provide

8,741

meals, which serves

767

households

Network

9

Food Donation Boxes

During the winter and holiday season, our Food Donation Box (FDB) program becomes a central focus. Through this initiative, we collaborate with organizations in other sectors, including condominiums, long-term care homes, schools, and small businesses. Participating organizations host RSFDF donation boxes for their residents, students, and patrons to contribute non-perishable food items. In contrast to our inaugural years, we made a targeted outreach to involve elementary schools, emphasizing early civic engagement and celebrating young leaders. Once readily full or upon request the boxes are picked up by RSFDF drivers, sorted at our processing centre, and delivered to local food banks.



3,676
pounds sourced, valued at
\$11,852.35, enough to provide

3,213
meals, which serves

282
households

Connect

Community Food Drives

Community Food Drives are initiated by community members, such as elected politicians, colleges, and places of worship. RSFDF is honoured to be invited to the events to receive donations and raise awareness around poverty alleviation. The donations made through these drives make a meaningful difference, helping to supply food banks and support vulnerable households across the region.



1,582
pounds sourced, valued at
\$5,147.35, enough to provide

1,383
meals, which serves

121
households

Tailored Needs

Food Purchasing Program

Through our Food Purchasing program, RSFDF has the flexibility to source in-demand items during seasonal shortfalls at food banks. For example, baby foods and meat products are often in limited supply. By purchasing at wholesale prices, we maximize both the value per unit and the overall impact of each dollar spent.

In these past two years, Soso World Ministries, Christ Church, and Native Child and Family Services noted two areas of need. Incontinence hygiene products, which are costly but necessary, and pet food, as many food bank users were sharing their own meals with their companion animals. After consulting with the food banks, RSFDF was able to respond by helping to bridge these critical gaps.



3,249
pounds sourced, valued at
\$2,138.29, which serves



249
households



Our Proud Supporters

Rotary Club of North Scarborough

Grace Place Food Bank*

Stroud Farms**

Golden Nest Canada**

GlobalMedic*

TFI Foods**

CICS*

Youth Empowerment Support Group*

Upper Room Christian Ministries International

ZAUQ Caterers**

St. Margaret in-the-Pines Anglican Church

Noto Bros Wholesale Meats**

Community Associations Northern Scarborough

Matt and Ben at Re/Max

Hindu Food Bank*

C.D. Farquharson Community Association

S.A. Corporate Financing Services

Thank You

for your
contributions!

And countless individual and anonymous donors.

* Food donations from qualified donees and non-profit organizations

** Corporate food donations

Our 21 Clients

12

**Agincourt Community
Services Association (ACSA)**

Food Pantry at Morningside

**Scarborough Centre for
Healthy Communities**

Chester Le Food Bank

Grace Place Food Bank

**Soso World Ministries
at McCowan**

Christ Church

**Jamaican Canadian
Association of Nurses**

**Soso World Ministries
at Warden**

**Christ Church St. James
Anglican Church**

Malvern Food Bank

Staff of Life Food Bank

CICS Food Bank

Miracle Arena for All Nations

Tuxedo Court Food Bank

Dominion Church

**Native Child and
Family Services**

**Upper Room Christian
Ministries International**

Flemingdon Food Bank

Pilgrim Feast Tabernacles

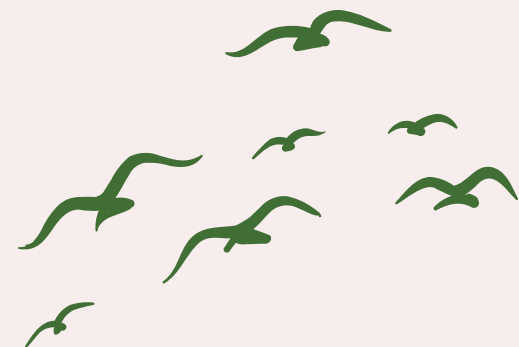
VP and Sheppard Food Bank

Our Team

RSFDF is an entirely volunteer-run charity. Our diverse team of over 400 volunteers is motivated by their commitment to RSFDF's mission to combat hunger and poverty. As a result of our dedicated volunteer leadership teams developing new initiatives and addressing logistical challenges in procurement, all 104,152 lbs of donated food and supplies were meticulously vetted in order to meet the charity's high standards. We celebrate all of our volunteers, and we thank them for donating their time and efforts to maximize RSFDF's social impact.



"I enjoyed how I was able to explore many new neighbourhoods and gain some exercise while I worked for my volunteer hours. This experience also taught me the valuable skill of communicating and socializing with people."—S.F., High School Volunteer, Spring Door-to-Door Food Drive



Meet The Team



"I liked how through this experience of helping people and doing something good for the community, I was also able to meet new friends and get some exercise along the way. I liked how active I was able to be during this experience and the conversations I had with different people I didn't know before."—A.N.

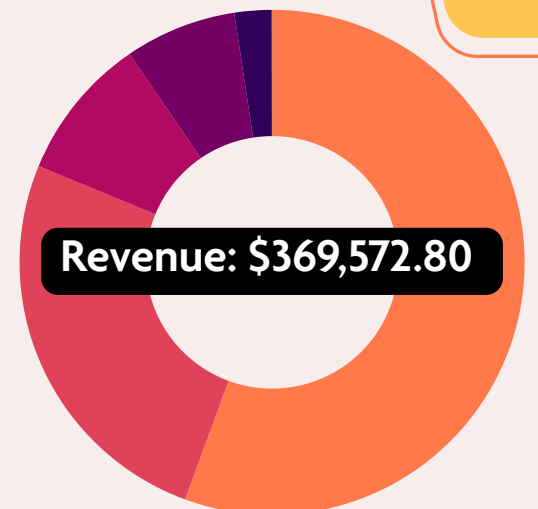


Meet The Team



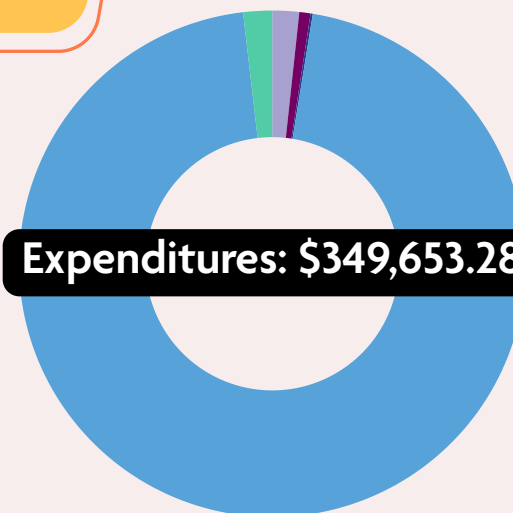
Financial Overview 2022–2024

Revenue: \$369,572.80



- Food donations from programs and community food drives – 55.6%
- Food donations from qualified donees – 25.6%
- Corporate food donations – 9.2%
- Corporate and personal funds donations – 7.2%
- Funds donations from qualified donees – 2.4%
- Advertising revenue* – 0.0%

Expenditures: \$349,653.28



- Food donations to qualified donees – 95.6%
- Fundraising program expenses – 1.8%
- Charitable expenses, including for programs – 1.7%
- Management and administration – 0.7%
- Cash donations to qualified donees – 0.2%

Direct program expenses: \$12,142.65

- Door-to-Door Food Drive – 64.9%
- Food Purchasing – 17.6%
- Food Donation Boxes (FDBs) – 11.8%
- Food Rescue – 5.7%
- Community Food Drive** – 0.0%

*Advertising revenue accounted for 0.027% of the total revenue.

**There were no direct program expenses for the Community Food Drive program.

Notes & Methodologies

Food item poundage

Items for redistribution are weighed using an electronic scale and recorded to the nearest whole pound.

Food item valuation

Items purchased by RSFDF for redistribution are valued at the **price of purchase**. Items received by donation for redistribution are valued based on food item poundage. Donated food items and supplies that received a donation receipt for tax purposes are valued based on fair market value. **Other donated food items and supplies** that did not receive a donation receipt for tax purposes are valued at **\$3.21 per pound** for FYE2023 and **\$3.52 per pound** for FYE2024 as per Food Banks Canada's national food studies. **Cooked food items donated by Datta Food Manufactory (DFM)** for the Food Rescue program are valued at **\$2.00 per pound** as agreed upon by DFM and RSFDF on July 15, 2021.



Number of households served

The number of households served is calculated using Agincourt Community Services Association (ACSA) Food Bank's impact formula for calculating the number of families served. The impact formula is as follows:

$$\begin{aligned} & \text{Food items procured} \\ & \div \text{Average amount of food items received per food bank visit} \\ & = \text{Number of households served} \end{aligned}$$

Calculations were completed using RSFDF food item poundage and 2019 aggregate ACSA client food distribution data by family size. ACSA Food Bank's client data is used to represent the food bank client demographics that RSFDF serves through its services to food banks, which are as follows:

- 40% of clients in households of 1–2 individuals, receiving 10 lbs per visit
- 40% of clients in households of 3–5 individuals, receiving 15 lbs per visit
- 20% of clients in households of 6+ individuals, receiving 20 lbs per visit



Notes & Methodologies

Number of meals

The number of meals is calculated based on the number of households served. The number of households served is multiplied by **3 meals per day** and multiplied by the average household size. The average household size is **3.8 individuals** according to 2019 aggregate ACSA client food distribution data.



Adjusting data for future year-over-year comparisons

The RSFDF fiscal year runs from **March 1 to the end of February**. As this Impact Report covers data from **March 1, 2022 to February 29, 2024**, it does not allow for accurate year-over-year comparisons. The following data occurred during the fiscal year ended February 28, 2023, and should be considered from the aggregate data for year-over-year comparisons:

- Food Distribution: Door-to-Door Food Drive — 17,461 lbs, valued at \$56,049.81, equivalent to 1,339 households served, or 15,261 meals
- Food Distribution: Food Rescue — 4,501 lbs, valued at \$9,002.00, equivalent to 345 households served, or 3,934 meals
- Food Distribution: Food Donation Boxes — 3,507 lbs, valued at \$11,257.47, equivalent to 269 households served, or 3,065 meals
- Food Distribution: Community Food Drive — 1,359 lbs, valued at \$4,362.39, equivalent to 104 households served, or 1,188 meals
- Food Distribution: From qualified donees — 4,940 lbs, valued at \$15,857.40, equivalent to 379 households served, or 4,318 meals
- Direct program expense: Door-to-Door Food Drive spending — \$3,623.76
- Direct program expense: Food Rescue program spending — \$233.85
- Direct program expense: Food Donation Box program spending — \$243.32
- Direct program expense: Food Purchasing program spending — \$0.00
- Expenditure: Management and administration — \$1,373.62
- Expenditure: Cash donations to qualified donees — \$0.00
- Revenue: Corporate and personal funds donations — \$17,926.88
- Revenue: Funds donations from qualified donees — \$4,815.19





RISING SUN
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FOUNDATION

Creating a Healthier and Brighter Future

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