



TURKEY DRIVE

VOLUNTEER TOOLKIT

ABOUT TURKEY DRIVE

Turkey Drive is a food-raising event which began in 2002. Since its inception, we have collected over 82,000 Turkeys! Second Harvest volunteers are stationed at Loblaw chain stores across Toronto to encourage customers to donate a turkey to Second Harvest. The turkeys get distributed to our partner social service organizations to prepare communal holiday meals. Our goal for 2019 is to collect over 5,000 turkeys in stores over two weekends.

ABOUT SECOND HARVEST

Second Harvest is Canada's largest food rescue organization with over 30 years of expertise in perishable food recovery. Every year, the rescue of unsold, surplus food expands to include more donations from farms, manufacturers, distributors and retail which is redirected to social service organizations and schools. Working with hundreds of businesses across the food supply chain, the amount of edible food going to waste is reduced, which in turn stops millions of pounds of greenhouse gases from damaging our environment.

THE DETAILS

Dates

December 7-8, 2019

December 14-15, 2019

Website

torontotaste.ca

Event Hashtag

#TurkeyDrive



LOCATIONS

December 7th & 8th Weekend

Loblaws – Millwood & Laird – 11 Redway Rd.
Loblaws - Queens Quay - 10 Lower Jarvis St.
Real Canadian Superstore – 51 Gerry Fitzgerald Dr.
Loblaws - Burnhamthorpe - 380 The East Mall
Loblaws – Dupont & Christie – 650 Dupont St.
Loblaws – Leslie & Lakeshore - 17 Leslie St.

December 14th & 15th Weekend

Loblaws - Victoria Park - 50 Musgrave St.
Loblaws - Yonge & York Mills - 3501 Yonge St.
Loblaws – Bayview & Moore – 301 Moore Ave.
Loblaws - Humbercrest - 3671 Dundas St W.
Loblaws – Forest Hill – 396 St Clair Ave W.
Loblaws – Leslie & Lakeshore - 17 Leslie St.



1450 Lodestar Road, Unit 18
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t: 416.408.2594 f: 416.408.2598
secondharvest.ca

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Key Contacts

DECEMBER 7 & 8 WEEKEND

Marjorie Richards

Volunteer Program Coordinator

marjorier@secondharvest.ca

DECEMBER 14 & 15 WEEKEND

Ashley Ferguson

Volunteer Program Manager

ashleyf@secondharvest.ca



CALL OR TEXT
416-312-0759

Volunteer Check In

- When you arrive, check in with your Team Lead(s) who will be waiting for you in the Frozen Meat section.
- Ensure your Team Lead marks your attendance.

Need to Cancel?

- We are counting on the strength of over 400 volunteers to ensure we accomplish our goal of providing 30,000 meals from the turkeys collected at Turkey Drive. This event is 100% dependent on volunteer support, and we encourage you to avoid cancelling your commitment.
- If you must cancel, we require a minimum of 24 hours notice. Please notify Marjorie Richards by email at marjorier@secondharvest.ca.

Running Late?

- Notify us by text at 416-312-0759. Be sure to include your name, location and estimated time of arrival.



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Dress Code

- Please wear comfortable footwear and dress in layered, warm clothes (including gloves) as you might be near the entrance for part of the shift.
- Volunteers will be provided with a promotional apron, and holiday head gear (feel free to bring your own if you have it). Volunteers that will be handling turkeys will be provided with warehouse gloves.

What to Bring

- Please feel free to bring water and snacks with you. You will receive breaks throughout your shift on a rotation basis.
- Please bring minimal belongings with you. You can leave your coats and bags near the mobile cash where there will always be someone stationed. Second Harvest is not responsible for lost or stolen property.

Health & Safety

- Please let your Team Lead know of any injuries or physical limitations. You will be standing for the duration of your Turkey Drive shift.



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Frequently Asked Questions



Q: What happens to the turkeys after Turkey Drive?

A: They will be delivered by Second Harvest to over 140 social service agencies; including food banks, shelters, drop-in centres in high-priority neighbourhoods in Toronto.

Q: Who is going to receive these turkeys?

A: Children, adults, seniors and families who may not have access to a warm meal over the holidays.

Q: Do we offer tax receipts for donations?

A: Yes, we offer tax receipts for cash donations, turkeys and other food items. A volunteer will take down your information and Second Harvest will send an official tax receipt.

Q: I'm a vegetarian/vegan, can I donate something other than a turkey?

A: Yes, we encourage you to make a cash donation which will go towards the cost to deliver healthy, surplus food during holidays.

Q: Can I purchase a turkey using my PC Points?

A: Yes, no matter the tender used to purchase a turkey, you may qualify for a tax receipt.



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POSITIONS

Greeter: placed at the store entrance/exit to promote Turkey Drive. Greeters will share our key messages to customers (see speaking points).

Turkey Runners: record the turkey counts (lbs & value) and take turkeys to the truck. You must be careful when handling frozen turkeys, as they are heavy and solid. This is a physical task. *Important – volunteers need to be at least 16 years old to help with this task and you need to complete the truck waiver on site*

Tax Receipt Volunteer: offer and document tax receipts requests for turkey donors. This volunteer needs to have a professional manner and clear handwriting.

Promoters: stationed primarily in the meat department next to the frozen turkeys. As customers walk by, promoters will ask them if they'd like to donate a turkey to Second Harvest. Volunteers in this role should be outgoing and comfortable approaching people. Included in this role is someone to wear the Turkey Mascot Costume!



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SPEAKING

POINTS

Use these phrases to get customers' attention:

- Support Second Harvest and donate a turkey today!
- Help those experiencing hunger in our city!
- Help feed people during the holiday season, donate a Turkey!
- Help Second Harvest deliver 5,000 turkeys this holiday!

If Customers ask about Loblaws' support:

As presenting partner of Turkey Drive, Loblaw's sponsorship enables Second Harvest to deliver over 5,000 turkeys and other food over the holidays.

Loblaws has been a top food supporter to Second Harvest for 34 years, donating their surplus produce, meat and bread.

Loblaws will be matching all monetary donations made towards Turkey Drive up to a maximum of \$25,000.

If you aren't sure how to answer a question, direct customers to your Team Lead.

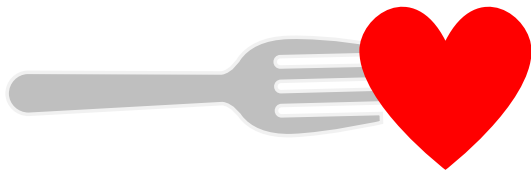


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THANK YOU



On behalf of everyone at Second Harvest and the social service organizations we support year-round, **THANK YOU** for sharing your time this December!

Your time makes a difference!



St. Felix Centre – one of the 140 recipients of turkeys collected by our amazing Turkey Drive Volunteers!



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