



Fact Sheet

Our Mission:

Eliminate childhood hunger on weekends through a national program of school based food relief

Consider this:

- Canada is the only G8 country without a national meal program for children in schools
- 1 in 8 households experience food insecurity including 1.1 million children
- 11.2% of the population lives in poverty
- Food bank usage increased over 30% from 2008 to 2012
- 37% of food bank users are children under the age of 18

Overview:

- We are the only food relief program in Canada that feeds hungry school children on weekends when they have no other support network
- Each Friday, children receive a backpack filled with food for the weekend that they return empty on Monday, ready to learn
- After just 5 years, we have revolutionized feeding school children; serving more than 1,500 school children in over 20 schools in 5 provinces and rapidly expanding to meet the need nationwide
- The results? Better test scores, improved reading skills, positive behaviour, improved health and increased attendance have all been attributed to the success of our program

Blessings in a Backpack:

- \$100 feeds a child in the program for an entire school year
- All funds donated are used to support hungry kids
- School based volunteers pack and distribute the bags each week
- We work with local retailers and distributors to ensure the lowest costs possible

Funding:

- We do not receive any government funding but rely solely on generous donations from individuals, corporations and foundations
- We are a registered non-profit organization; all donations are tax receiptable

Our Goals:

- Meet the nutritional needs of Canada's school children on the weekend
- Generate public awareness on the issue of child hunger in Canada