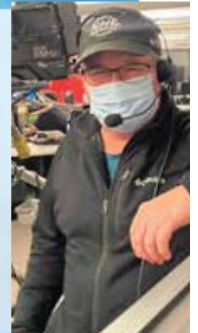


DECEMBER 2021



Harvest Stars

Thank you for shining so bright for Harvest. Your generosity makes a critical difference in the lives of those Manitobans living with food insecurity and poverty - 83,000 Manitobans, 49% of whom are children, in 325 communities. Warmest wishes and Happy New Year!

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MESSAGE FROM THE PRESIDENT & CEO



HarvestManitoba.ca

The holidays are a time to take stock of the events of the year about to end and the new one soon to begin. Here at Harvest, 2021 has brought challenges, but also hopefulness to our organization. The ongoing COVID-19 pandemic continues to hit many Manitobans hard. For seniors on fixed incomes, modest-income families with children, people who live alone dealing with issues of mental health or disability, this past year has been especially difficult. We all know that when times are tough it is those people who have the least that hurt the most, and these uncertain times have been no exception.

This fall and winter the combination of decades high inflation and continued economic uncertainty have created hardship for many others. Harvest has seen a 75% year over year increase in new applications for food assistance in the last 3 months with the total number of food recipients rising to record levels during the holiday season. The new challenges and job losses created by the Omicron variant of the COVID-19 virus is likely to increase demand into the new year.

Thankfully, we are a Community of Harvest Stars and Manitobans have been there to answer the call and give what they can for their hungry neighbours. Donations of food and funds from community food drives and retail partners continue to fill our hampers and create an inventory in our warehouse for 2022. We have been pleased to welcome back hundreds of volunteers to our facility since the implementation of our full vaccination policy in November. Your support has been critical to sorting, packing and delivering Harvest Hampers and so many other tasks that enable us to get food to those who need it through our community food network of food banks and agencies across the province. Thank you to all of you who have taken to help us, and we look forward to seeing even more of you in the New Year.

Thank you as well to those of you who provide us with financial support throughout the year. In this extraordinary year, Harvest has had many additional expenses related to food purchasing, distribution, transportation, and other costs where we need the cash to operate effectively. Thank you for being Harvest Stars and shining so bright in 2021. We could not do what we do without your generosity. If you have not yet had the chance to give this year, [please consider making a gift before the end of 2021](#) to qualify for a charitable tax receipt this year.

A very special thank you as well to our media partners who have shined a light on food insecurity and poverty in Manitoba through interviews and inspirational stories. This month, CBC Manitoba and the Evanov Group held very successful food and fundraising campaigns for Harvest, and I am delighted to share those results with you in the following pages. CJNU has also been broadcasting from our offices this month, and we thank them as well.

Even though we continue to face challenges, we remain optimistic about the New Year 2022. The difficulties of this pandemic will ease in time and the lessons we have learned along the way will help to make Harvest a stronger and more resilient organization. With your help, Harvest will continue to help those who struggle to meet their most basic needs. Together, we will work toward a healthier future for all where no Manitoban goes hungry.

Happy Holidays,

Vince Barletta, President and CEO

Local Media Step Up to Help Harvest During the Holidays



CBC Manitoba Made the Season Kind raising \$306,037 and food for 2,040 Harvest Holiday Hampers!

If ever there was an example of how an organization can use their skills and abilities for the greater good — look no further than CBC Manitoba and their 'Make the Season Kind' campaign. For one day, December 3, they created nothing less than an inspirational day of community.

In the weeks leading up to December 3, their producers, directors, reporters and other team members worked with our Crew to interview and innovate around the people who need Harvest, and those who make Harvest happen. And for 12 hours on Friday, through every show they put forth the kind of people and stories that everyone can relate to. They fit the flow of each show with pieces that were personal, informative and connective. And, based on the record amount of donations they brought in, they were also inspiring.

Thank you to everyone for tuning in, listening and giving! You can hear some of 'Make the Season Kind' highlights by following the links below:

- [Harvest volunteers shine during pandemic](#) 🖱
- [Spike in 1st-time food bank users](#) 🖱
- [New Food Bank Users Climb, Volunteers](#) 🖱
- [Harvest Voices: Average Manitoba food bank user is a 50-year-old woman and more](#) 🖱



To the CBC Manitoba Staff and Performers who brought 'Make the Season Kind' to life we'd like to say "You're exactly what we mean whenever we say 'We are a community of Harvest Stars.'" You used your craft to help Harvest feed hungry Manitobans.

You made this tough season more kind for your loyal audience and kinder still for our Harvest audience. From all of us to all of you, we say, 'Thank you.' ★

CBC Manitoba Staff

Janice Moeller	Abiola Adeyemi
Wendy Parker	Colton Hutchinson
Margaux Watt	Jim Agapito
Bryan Harder	Bridget Forbes
Marina Von Stackelberg	Cory Funk
Marcy Markusa	Sarah Petz
Marjorie Dowhos	Riley Laychuck
Faith Fundal	Erin Brohman
Janet Stewart	Amber Hildebrandt
John Sauder	Bertram Schneider
Fiona Odum	Gabriela Klimes
Heather Wells	Gemma Peralta
Shannah-Lee Vidal	Justin Deeley
Emily Brass	Susie Parker
Stephanie Cram	Terry Stapleton
Pat Kuniga	Travis Pederson
Bruce Ladan	Karen Piatt
Janice Grant	

Performers

Rhonda Head, Craig Wilson
Katie Doerksen, Farimehr Hakemzadeh,
Brittany Toews, Vanessa Vertz
Kael Sauerborn, Ray Coco Stevenson
Dylan MacDonald (Field Guide), Kris Ulrich
Sebastian Gaskin
Fontine
Ecco Singers

Evanov Hope for the Holidays Raises over \$75,000 in 12 hour Radiothon

ENERGY 106, HOT 100.5, and 92.7 FM CKJS teamed up this holiday season to make sure everyone in Manitoba can have a holiday celebration. On Friday, December 10, they broadcasted HOPE FOR THE HOLIDAYS live from 6:00am – 6:00pm.

Through food and cash donations, they helped prepare Harvest Hampers to help feed a record 83,000 Manitobans – hungry children, hardworking families and struggling adults this season.

“Thank you to everyone at the Evanov Group for organizing Hope for the Holidays”, said Vince Barletta, President & CEO. “The need at Harvest has spiked in the last few months. This campaign has raised \$75,000 to date, plus hundreds of pounds of food for Harvest Holiday Hampers. This is a time of great need, and we are so grateful. We are a community of Harvest Stars. Thank you to you and all your listeners who tuned in and donated.”

With a network of more than 325 food banks and agencies across the province, Harvest has become the fourth largest food distributor of its kind in Canada. It collects eleven million pounds of food each year.

Evanov Communication President and CEO, Paul Evanov, said: *“Part of our corporate mission and the mandate of each radio station is that of delivering exceptional results for the community. I am delighted with our entire Winnipeg team led by our Program Director Adam West for this effort during this time of need for such a worthy organization. I encourage everyone to contribute to Harvest Manitoba now and throughout the year.”*★



Evanov Staff:

Dave Wheeler
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Sean Dilworth
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Matt Baron
Mike Uhrich
DJ Sawchuk ,
Chester Pangan
Donna Arenas
Lucille Nolasco
Mandeep Singh Brar
Gido Gigliotti
Adam West
Antonio Chilelli

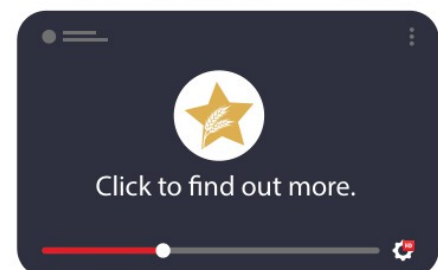
Special Thanks to:

Munther Zeid, Foodfare
Access Credit Union
Kinsmen Club of Winnipeg



We are a community of Harvest Stars!

Turn your holiday gift into Holiday Magic!





3 New Year's Resolutions that help you and others

1. Sign up to Volunteer. Harvest, our food banks, agencies, etc, rely on volunteers. Sign up for a shift a month and make a real impact.
2. Broaden your Perspective. Follow us on social media, sign up for email updates.
3. Make a commitment to give monthly. We rely on steady support and every \$ you donate can provide food support for your neighbours. Sharing what it would cost for one meal out with Harvest, could feed a family of four every month.

In case you missed it...



The Amazing Journey of a Harvest Meal

How our community of Harvest Stars comes together to put food on 80,000 tables.

Step 1:

Donations from your hands It starts with a gift. It takes money, tins for the bin, volunteering and corporate giving to make this happen. Let's follow the 16,000 pounds of chicken from Manitoba Chicken Producers that will be the holiday dinner for vulnerable Manitobans this year.



Step 2:

Collection Eighty-five farm families set aside three-to-five pound chickens for Harvest. Dunn-Rite and Exceldor process, freeze and deliver them to Harvest. Sometimes we pick up chickens and other products in our fleet of trucks sponsored or purchased with assistance from corporate partners such as Manitoba Blue Cross, Canadian Tire Regent, Tru-Green Recycling, Maxim Truck and Trailer and Walmart Canada. [Read more ...](#)



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HARVEST
nourishing our communities

