



FCC Drive Away Hunger

“Congratulations on the 15th anniversary of FCC Drive Away Hunger! The over 40 million meals raised since 2004 have made a significant impact on the lives of Canadians who struggle with food security. The campaign continues to bring together schools and industry partners within communities to raise food and funds, thereby helping thousands of Canadians in need. Food Banks Canada is grateful for the continued support in addressing hunger across the country.”

Chris Hatch
Chief Executive Officer, Food Banks Canada

On a tree-lined rural road not far from the outskirts of Listowel, Ont., FCC district manager Dale Snider sat in the cab of an open tractor, surveying the flatbed of food behind him. Piled high were cans, boxes and bags of non-perishable items: soups and juices, pastas and baby formula, oatmeal and canned meats. It was October 2004, and FCC Drive Away Hunger had just been born.

That first year, Dale collected 60,000 pounds of food – that’s the equivalent of 60,000 meals – for local food banks. He’d spent eight days on the road, pitching his tent in a different field or farmyard each night and depending mainly on FCC customers for food and fuel. The result was a testament to compassion and generosity: although BSE was decimating the cattle industry and many rural Canadians struggled to feed their own families, the industry and the community pulled together to give what they could. In some areas, that drive delivered a full year’s worth of food.

Fast-forward to 2018. Our industry is thriving and the drive is still going strong. Dale’s vision and enthusiasm were contagious, and thanks to more than 279 industry and community partners – and 409 schools – FCC Drive Away Hunger collected a record 7.28 million meals for Canadians in need last year. That makes a grand total of 40 million meals in 14 years, with 100% directly benefiting food programs in Canada.

A growing need

According to Food Banks Canada, more than 4 million Canadians – both working and unemployed – live with food insecurity and hunger. Millions of families don’t know where their next meal will come from, which means Canada’s food banks and feeding programs are still very much in demand.

Join the drive

In 2018, we’re extending our collection period to 15 days to honour our 15th drive, and we invite you to join us from October 4 to 18, 2018, to help us keep the momentum going. Your efforts on behalf of FCC Drive Away Hunger will make a real difference, right in your own community.

FCCDriveAwayHunger.ca | 1-855-427-6207

