

DRIVE AWAY HUNGER

Founded by FCC

2021 – Key Messages

- Drive Away Hunger engages the agriculture and food industry to help create food security for Canadians in need.
- Every donation counts! Raise awareness in your community about joining others in the industry to fight food insecurity. Explain the impact we can have on reducing hunger in Canada when we come together.
- The agriculture and food industry is resilient. Together we can serve our industry, our communities, and our planet.
- This year, our goal is to collect 20 million meals for Canadian food banks and feeding programs by January 31, 2022.
- We will announce Drive Away Hunger results on Canada's Agriculture Day: February 22, 2022.

Here are a few short templates you can use to communicate your Drive Away Hunger involvement:

- This year, <organization name> will donate <donation amount>.
- We will be <holding bake sales, asking suppliers for donations, hosting online auctions, etc.>
- Our donation will go to <food bank or feeding program>.
- You can support <food bank or feeding program> by <visiting website, other actions>.

#DriveAwayHunger

