



**CANADIAN TRUCKING ALLIANCE  
TRUCKS FOR CHANGE**

**DELIVERING THE HOLIDAYS TOOLKIT**



The trucking industry is honoured for all the attention and respect given to it by Canadians during this very challenging year.

In response to all the love shown to truck drivers for their invaluable service throughout 2020, the Canadian Trucking Alliance and Trucks for Change are urging our industry to pay it forward this holiday season.

### **Here's how:**

Over the next month, CTA will highlight on social media all the good deeds by our industry during the Holidays. So, if there's a special event your company does to support your community (toy or food drives, volunteerism etc) we want to know!

1. Please share a picture and a short description (what, where, total amount of charitable donations gathered/delivered) of the event or activity on your own social media accounts and tag **@Cantruck** on Twitter and **@cta\_cantruck** on Instagram. Also include the hashtags #thankatrucker and #truckerspayitforward if you can.
2. If you don't have social media accounts, we still want to highlight what you are doing on our social media platforms. Simply send a picture and activity description to [marco.beghetto@cantruck.ca](mailto:marco.beghetto@cantruck.ca).

### **Want to help, but don't know where to start?**

First off, what's close to your heart? A simple Google search of your community should reveal plenty of opportunities in your area. But if you're looking for suggestions, CTA and T4C are aligned with several charitable organizations that could use your help this Christmas and Holiday season, namely Food Banks Canada and the Canadian Red Cross.

### **Company Food Drives:**

- Contact your local or provincial food bank to make sure that they are able to accept donations, as some food banks are limiting contact due to COVID-19. See below for provincial food bank contact information.
- Organize a company-wide food drive. Ask workers and suppliers to drop off non-perishable food items to company facilities (terminals, warehouses, head office, etc.).
- Do you have customers in the food sector? Ask them to lend a hand. Maybe they have surplus food products they would consider donating to your food drive.
- Set a deadline for donations. A couple of weeks before Christmas is a good start to allow Canadians suffering from food insecurity to access products before the Holidays.
- Contact your provincial food bank to schedule delivery of your donations. Depending on the amount, your provincial food bank may direct you to deliver to local food banks in your area. A list of provincial food banks and contact information is included below (preference is to contact by phone).
- Want to find the food bank that is closest to your facilities? [Click here](#) and enter your postal code or your province and city/town. Some of the smaller/local food banks may have limited storage and delivery facilities, so they may not be able to accommodate larger contributions. While we would like to maximize the industry's impact, remember **NO DONATION IS TOO SMALL**. For larger contributions, **IT IS BEST TO COORDINATE YOUR DONATIONS WITH YOUR PROVINCIAL FOOD BANK**.

- Box up and deliver your donated goods to your designated food bank location in accordance with your agreed schedule. Remember to ask about unloading facilities and yard space so that equipment can be sized and used appropriately.

<b>NEWFOUNDLAND &amp; LABRADOR</b>	<b>PRINCE EDWARD ISLAND</b>	<b>NOVA SCOTIA</b>
<p><b>Community Food Sharing Association</b>            Tina Bishop  <a href="mailto:cfsa@nl.rogers.com">cfsa@nl.rogers.com</a>            Eg Walters  <a href="mailto:etaw@nl.rogers.com">etaw@nl.rogers.com</a>            21 Mews Place,            St. John's, NL            A1B 4N2            (709) 722-0130</p>	<p><b>PEI Food Banks</b>            Mike MacDonald  <a href="mailto:mike.urhm@gmail.com">mike.urhm@gmail.com</a>            33 Belmont Street,            Charlottetown, PE            C1A 5H1            (902) 892-7092</p>	<p><b>Feed Nova Scotia</b>            Nick Jennery  <a href="mailto:njennery@feednovascotia.ca">njennery@feednovascotia.ca</a>            67 Wright Avenue,            Dartmouth, NS            B3B 1H2            (902) 457-1900</p>
<b>NEW BRUNSWICK</b>	<b>QUÉBEC</b>	<b>ONTARIO</b>
<p><b>Food Depot Alimentaire</b>            Chantal Senecal  <a href="mailto:chantal.senecal@fooddepot.ca">chantal.senecal@fooddepot.ca</a>            330 Macnaughton Avenue,            Moncton, NB            E1H 2K1            (506) 383-4281</p>	<p><b>Banques Alimentaire Québec</b>            Mike MacDonald  <a href="mailto:mike.urhm@gmail.com">mike.urhm@gmail.com</a>            33 Belmont Street,            Charlottetown, PE            C1A 5H1            (902) 892-7092</p>	<p><b>Feed Ontario</b>            Carolyn Stewart Stockwell  <a href="mailto:carolyn@feedontario.ca">carolyn@feedontario.ca</a>            99 Yorkville Avenue,            Suite 200,            Toronto, ON,            M5R 1C1            (416) 656-4100</p>
<b>MANITOBA</b>	<b>SASKATCHEWAN</b>	<b>ALBERTA</b>
<p><b>Harvest Manitoba</b>            Keren Taylor-Hughes  <a href="mailto:keren@winnipeg Harvest.org">keren@winnipeg Harvest.org</a>            1085 Winnipeg Avenue,            Winnipeg, MB            R3E 0S2            (204) 982-3663</p>	<p><b>Food Banks of Saskatchewan</b>            Laurie O'Connor  <a href="mailto:laurie.o@saskatoonfoodbank.org">laurie.o@saskatoonfoodbank.org</a>            202 Avenue C South,            Saskatoon SK            S7M 1N2            (306) 664-6565</p>	<p><b>Food Banks Alberta</b>            Stephanie Walsh-Rigby  <a href="mailto:ceo@foodbanksalberta.ca">ceo@foodbanksalberta.ca</a>            30-50 Bellerose Drive,            St. Albert, AB            T8N 3L5            (780) 459-4598</p>
<b>BRITISH COLUMBIA</b>		
<p><b>Food Banks BC</b>            Dan Huang-Taylor  <a href="mailto:dan@foodbanksbc.com">dan@foodbanksbc.com</a>            12761 16 Avenue,            #100,            Surrey, BC            V4A 1N2            (604) 498-1798</p>		

## TIPS FOR SUCCESS

- Make it a fun and COVID-19 safe holiday activity for those involved. Organize challenges between corporate locations or departments at one location. The winning team could receive anything from a certificate to gift cards for a local coffee shop.
- Organize a food sorting/boxing activity for staff. Order in pizza and donuts to make it extra fun. Holiday music in the background can help get everyone in the holiday spirit.
- Take pics and videos along the way – at your locations, of your vehicles, and during delivery. Share with your workers, customers and @Cantruck directly or on social media. Tag your posts with #ThankaTrucker and #TruckersPayItForward.
- Measure your impact: we want to track and share how Canada's trucking industry stepped up this holiday season. Track your donated goods, if possible, by weight (we are in trucking, after all) or alternatively by item counts or approximate dollar value.

## Support Canadian Red Cross' Emergencies & COVID-19 Response Fund

- Donating is simple and already set up through T4C's portal. Click to donate and share the [link](#) with workers, suppliers, and customers. (Charitable tax receipts will be issued by email).

## Other National T4C Network partner charities:

Consider supporting any of these other Canadian charities, either through financial donations or with donated goods, this holiday season.

- [Brands for Canada](#): Provides NEW, donated clothing, plus NEW personal care and NEW houseware items, at no cost, to people living in poverty.
- [First Book Canada](#): Distributes books and educational resources to programs and schools serving children from low-income families in Canada.
- [Frontier College](#): As a national charitable literacy organization, works with volunteers and community partners to give people the skills and confidence they need to reach their potential and contribute to society.
- [Habitat for Humanity Canada](#): Brings communities together to help families build strength, stability and independence through affordable home ownership. Operates [ReStores](#) stores that accept and resell quality new and used building materials.
- [I Love First Peoples](#): Empowers Indigenous children and youth to succeed through education and the motivation to stay in school.
- [True North Aid](#): Dedicated to serving and supporting northern Indigenous communities in Canada through practical humanitarian support.

**Thank you for your support.  
We look forward to seeing your activities on social media!**

