

Brant United Way 2015 Participates in Hunger Awareness Week Challenge

For Immediate Release

September 28th, 2015

Brantford, ON –

“I ate everything I liked in the first day”

“I felt unfocused, lethargic and generally unwell”

“Eating was no longer a joyful experience”

These are just a few of the comments that were made by participants of the Brant United Way “Do the Math” challenge in support of Hunger Awareness week. A wrap up event was held to allow participants to share their experiences of living on a 3 day emergency food supply from the Food Bank.

Participants shared their experiences on social media and in doing so they made a significant contribution to our community’s understanding of hunger, and food insecurity which is a daily reality for many local people and families.

Some challenges they shared were the limited supply of fresh foods, the reliance on high in sodium processed foods, the absence of any milk, the mental preoccupation with what the next meal would be and the monotony of eating similar meals several times in a row.

There was also the recognition that food is not just about nutrition but is also a profoundly social experience. Food is used to celebrate and to comfort. Several participants related the lack of enjoyment of their food in living off the food hamper.

Many people donate foods that they have cleaned out of the back of their cupboards that have gone uneaten. Participants urged people to donate food their families enjoy regularly as well as donations of fresh and frozen foods such as fruit, meat, milk, cheese and yogurt with their refrigeration and freezers. Donations of money allows them to leverage the dollars through bulk purchases and meet the needs where there are gaps in their inventory.

Participant Jessica Halls who works at United Way as a Champaign Associate, and her husband Tim made a donation of what they missed most over the three days: Bread, fruit, potatoes, vegetables and milk.

They urged the community to be generous when donating to the Food Bank.

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Change Starts Here

Brant United Way is a volunteer-led organization with a vision to improve the lives of people in the Brant Community.

Donations are invested locally to help **change** lives; Moving people from poverty to possibility, creating healthy people and strong neighbourhoods, and giving kids the opportunities to be all they can be.