



## Lunch Money Day TTC Collection Sites – A Wonderful Employee Engagement Opportunity

Looking for a fun and meaningful way to engage your employees in a charitable volunteer opportunity?

On February 25<sup>th</sup> 2010 Second Harvest will be taking over TTC subway stations in support of Lunch Money Day – our annual winter campaign that seeks to raise enough money to provide over 680,000 meals for Toronto's hungry.

Your company can help by committing to provide the volunteers necessary to staff a TTC subway station. In 2009 our volunteers collected over \$37,000 in subways alone – help us reach our goal of raising \$45,000 in 2010!



What are the benefits of owning a station?

- Demonstrate to **your employees** that you are a company that cares by taking part in this grassroots fundraising campaign
- Volunteer opportunities for your employees that facilitate **team building** and **leadership skills**
- **Branding opportunities** for your company that includes your corporate swag and customized posters in one of Toronto's most public spaces
- **Be part of a campaign** that seeks to raise enough money to provide over 680,000 meals to Toronto's hungry

How does it work?

- Recruit the necessary number of volunteers needed to staff the TTC subway station of your choice (required number of volunteers is dependent on each subway station – see our [Lunch Money Day TTC Subway Menu](#))
- Each volunteer will be armed with a Lunch Money Day collection can and a chef hat – their job will be to 'shake their can' to encourage subway passengers to drop their toonies and loonies in for a donation
- For an added incentive we encourage all companies to commit to a subway corporate match to maximize every dollar that your employees raise!
- Don't worry! A Second Harvest representative will be with you to offer guidance, busking tips and techniques to ensure your staff have fun!

See our [Lunch Money Day TTC Subway Menu](#)

Email [Nicole Light](#), Volunteer Program Coordinator, or call 416.408.2594 to sign up to volunteer or learn more about how your company can own a TTC subway station.