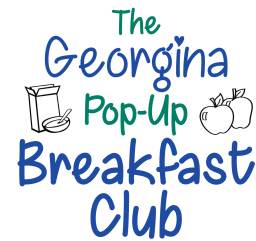


The Georgina Pop-Up Breakfast Club

As we all know, schools have become so much more than just a place of learning. Schools not only offer education, shelter, guidance, friendships, life skills, etc., but in the recent decades, they have also offered nutritional support.

Over 20% of our province's children go to school hungry. With the school closures due to COVID-19, a few of us began worrying about fulfilling some basic human needs within our community. We found ourselves asking 'Are Georgina's children who rely on school nutrition programs getting an adequate breakfast and lunch?'



As a result, "Georgina's Pop-up Breakfast Club" was quickly developed as a means to help offset financial burdens for feeding our most vulnerable children.

Our group members came together with a common purpose – to provide kid-friendly, nourishing breakfast and snack items to Georgina families that could use the support.

In less than 24 hours, we received financial support for 50 care packages of food. These necessities include cereal, granola bars, fruit, pasta, fresh apples and so on.

Within the next 12 hours of operations, our local Rogers TV began to promote our group through social media. This got the attention of Georgina Cares, which is a local charity that provides funding for families through their Compassion Fund. Georgina Cares generously donated \$1000.00, with the potential for future funding.



As word began to spread throughout our community, local businessperson Kevin Swain from Big Dog Media, donated \$500.00 to our cause and has committed to donate \$25.00 from the sale of each of his products moving forward. Incidentally, each care package costs roughly \$25.00 to fill.

Additionally, several community members have collectively donated \$3350 (and counting) financially – Georgina truly comes together to help each other.

Further Details About The Georgina Pop-Up Breakfast Club

Our Team:

Non-Profit Co-founder / Client Liaison / Communications Manager / Schedule & Delivery Manager

Emilee Elliott

Non-Profit Co-founder / Purchasing Manager / Financial Director / Operations Officer
Yasmine Steitieh

Creative Director / Outreach Director / Community Liaison / Partnership & Sponsorship Coordinator

Erin Brimble

Purchasing / Packaging / Communications / Delivery / Support

Emilee Elliott, Yasmine Steitieh, Erin Brimble, Colleen Heyting, Jennifer Carter, Mona Steitieh

Our Mission:

Our mission is simple: to provide nourishing, kid-friendly breakfast and snack items (and some lunch items too) to Georgina families in need.

Our Contact Information:

We can be reached through our Facebook page @The Georgina Pop Up Breakfast Club, via Instagram @TheGeorginaPopupBreakfastClub and via email @popupbreakfastclub@gmail.com

Our Social Distancing Plan:

From day one, we have been committed to limiting person-to-person contact at ALL costs so that we can do our part in preventing the transmission of COVID-19. Our group members shop independently and drop off purchased items at a local business (Auntie M's Closet) who has graciously offered her space after having to shutter her doors temporarily. From there, another member sorts, bags and tags all packages. Group members can then pick up the packages as needed (each person typically keeps 6-10 packages at home, awaiting distribution). At every step of the process, hand-washing and disinfecting procedures are practiced. When community members reach out for support, the only question that is asked of them is their address. At that point, one of our group members is dispatched to deliver the package of food to their doorstep or porch. *No in-person contact is allowed. Recipients are then messaged to alert them that their food items have been delivered.



Testimonials:

“Thank you so much for this care package! I’m pregnant and was in hospital for 2 days. I’m also a single mom of a 5 yr old so this was a blessing. I truly appreciate your generosity and the time you commit to doing such an amazing thing for people in need.”

“Thank you so much – greatly appreciate it. I haven’t been able to stock up on anything because I rely on child tax.”

“Thank you so very much. I can’t tell you how much this means to me and my children. Any little bit helps.”

“I think you guys are doing something amazing. We should be so proud of our community for doing good things for those who need it! It’s a bright spot during this stressful time.”

Our Request:

- 1) If possible, we would appreciate our Georgina school’s support in spreading the word to our families in need via school communication.
- 2) If school cafeterias and serveries are to be shuttered for the remainder of the school year, we would gratefully accept food donations (particularly non-perishables). We are also closely connected to the Georgina Food Pantry (Emilee, our Co-Founder, is also on the Board of Directors for the food pantry), and would be happy to share donations from our Georgina schools.