



February 5, 1998

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CHARITABLE
REGISTRATION
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0707281-09



Dear TASC,

I am writing in response to your organization's recent protest campaigns which have been conducted at Loblaw's stores in Toronto. I wish to advise you that your efforts are misdirected and, I believe, only serve to threaten the support our and similar organizations presently receive from Loblaw's to help feed hungry and homeless people in Toronto. We would like you to be aware of Loblaw's corporate generosity to Second Harvest.

Loblaw's began contributing food to our organization approximately nine years ago with sporadic donations from the bakery department at one store. Over the past several years, Loblaw's has drastically stepped up their commitment to Second Harvest and to hunger relief in Toronto. In fact, Loblaw's has become, by far, our largest food donor.

Second Harvest now collects food daily (7 days each week) from programs in 22 Loblaw's stores in the Toronto area. Programs in each store consist of collections of food from four departments: meat, deli, produce and bakery. In 1997, Second Harvest collected 575,000 lb. of food from Loblaw's which resulted in providing an equal number of meals for hungry and homeless people in Toronto. Loblaw's intends to increase their program with Second Harvest to 40 stores, perhaps by year end of 1998. This could potentially almost double our food collections from Loblaw's.

Because of large quantities of food received, Second Harvest expects to soon dedicate an entire truck route for food collections from Loblaw's stores. These donations, combined with technical expertise provided by Loblaw's employees to our operations personnel, have allowed us at Second Harvest to increase our operation to seven days a week and to integrate much more food into our system. In addition, the diversity of food items provided by Loblaw's donations helps bring fresh, nutritious food that would otherwise be unattainable to social service agencies in Toronto.

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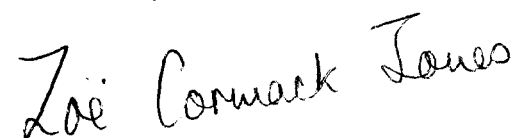
Loblaws support extends well beyond food donations: As headline sponsor of Toronto Taste '97, our most important annual fundraising event, Loblaws/President's Choice generously contributed \$25,000. Additionally, Loblaws employees have spent countless hours in our offices helping, among other things, upgrade our computer technology, and have been recruited as Second Harvest volunteers through company newsletters. Little, for all this support, has been asked in return.

We strongly object to the tactics your organization has undertaken to give negative publicity to and damage the reputation of Loblaws. I believe that if these tactics continue, it is entirely likely that Loblaws may reassess their position and cut back on their support in an effort to maintain a lower profile as do other grocery chains.

Second Harvest needs Loblaws continued support to meet the growing need of hungry people in crisis in Toronto, and to increase the number of agencies we serve. If your representatives care about helping people fighting hunger and poverty, you will reconsider your counter-productive actions and redirect your efforts more positively.

I would be happy to discuss any of these points in greater detail. Please call if you wish.

Yours truly,

A handwritten signature in cursive script that reads "Zoë Cormack Jones".

Zoë Cormack Jones
Executive Director