

Alberta Food Bank Network Association

Together We Are Stronger



ALBERTA SHARE – DISTRIBUTION POLICY

AN INITIATIVE OF THE ALBERTA FOOD BANK NETWORK ASSOCIATION

History

Alberta Share is modeled after its counterpart BC Share. The Alberta Food Bank Network Association (AFBNA) researched, coordinated, developed materials, organized media launches, introduced and distributed the program to Alberta Food Banks; purchased the bar code and printed posters, cards, and holders for the Alberta Share Program.

The Alberta Food Bank Network Association (AFBNA) has trade named rights to the Alberta Share Program. Alberta Share is an initiative for Alberta Food Banks; in return for this program, food banks are asked to be members of the AFBNA. Varying levels of memberships are available depending on the size of the Food Bank with a maximum fee of \$400.00 per year. With membership, all support, resources, and funds raised benefit the local community. An exception to the rule is a yearly participation / administrative fee valued at the same amount as the membership fee.

The Alberta Food Bank Network Association (AFBNA) does not receive portions of the donations made through this program. The program is supplied free to food banks throughout Alberta, other than the yearly membership fee; however, the membership fee also gives the food bank access and support to other programs and resources available through the AFBNA. For example, the AFBNA has funds available to help with transportation costs or emergency funds to purchase food.

Program Description

Alberta Share provides a simple way for consumers to support their local food banks, and in turn, those less fortunate. Albertans have always shown generosity in helping families in need. This program makes it easier to help people get high quality, nutritious food products. Alberta Share has raised more than \$275,000 for local food banks across Alberta since 2003.

- All checkout counters are equipped with the AB share card. The card has a \$2.00 value and remains at the checkout counter. Display holders and information sheets are also provided for the cards.
- The card works through a bar code system making it easy for stores to keep track of program totals.
- When consumers purchase groceries, they have the option to request that the AB share card be swiped at the time of purchase. Two dollars will then be added to their total purchase prior to payment. Through the bar code system, the store is to keep track of amounts raised.

Alberta Food Bank Network Association

Physical Address
11508 120 Street
Edmonton, AB
T5G 2Y2

Phone: 866-251-2326 (Toll-Free)
Phone: 780-488-9719 (Local Edmonton)
Fax: 780-488-9716
Email: contact@afbna.ca
Web: www.afbna.ca

Mailing Address
PO Box 62061
Edmonton, AB
T5M 4B5

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- An identified member of the participating organization will liaise with store management to monitor amounts raised. These funds are traditionally used to buy products for the food bank in that same store to help ensure that food banks can provide more nutritionally-complete hampers.
- The AFBNA can help with ideas to market the program to the community.
- The huge benefit of this program is that it is mutually beneficial for all involved; funds come from the community and are in turn used to support those in need in that same community while also supporting the store the items are purchased from.
- Please call us if you have any questions or would like to set up Alberta Share in your community at 1-866-251-2326.

Currently, Alberta Share is available in Alberta Save-On Foods, and various independent grocery stores and Shoppers Drug Mart (Leduc, AB) throughout Alberta.

Goals

- To build heightened awareness and consumer support for those less-fortunate within the community
- To assist needy families by increasing nutritional quality of food bank provisions
- To increase sales in local stores who support local food banks

Organizations Benefiting

The following organizations shall be eligible to participate in and benefit from Alberta Share:

- Food Banks that are members of the Alberta Food Bank Network Association (AFBNA)
- When a community does not have a food bank that is a member of the AFBNA, another agency or agencies may be approved by the Board of Directors of the AFBNA to receive proceeds. The approved agency or agencies must meet the following criteria:
 - 1) Provide free food to people in need,
 - 2) Shall be a registered charity where the organization has been legally incorporated for at least one full year at the time of application,
 - 3) Shall provide their registered charitable number to the AFBNA,
 - 4) Agree to adopt and adhere to the Code of Ethic's of the Canadian Association of Food Banks (CAFB),
 - 5) Shall adopt and adhere to the AFBNA Food and Safety Guidelines,
 - 6) Non-AFBNA members must pay a program participation / administrative fee equal to a membership in the AFBNA (maximum yearly fee of \$100).

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Further Notes

The AFBNA remains sole owner of all aspects of the program including all collected funds; the AFBNA reserves the right to take action to ensure funds are used appropriately as per Alberta Share Policy.

If a participating organization should cease to exist, the AFBNA reserves the right to redirect the funds to another appropriate organization as the Board sees fit.

If a participating organization fails to meet the criteria for the Alberta Share program at any time, the AFBNA reserves the right to redirect the funds to another appropriate organization. Organizations choosing not to abide by these policies will receive notification inquiring about existing issues and will be given a reasonable amount of time to correct these issues.

Primary notification will be via letter to the Food Bank in question; upon no response a second letter to the Food Bank and to its Board of Directors will be sent. A phone conversation to discuss the situation will follow with the Food Bank in question by AFBNA Association Coordinator and an AFBNA Board Member. If there is still either no response or no consensus between the AFBNA and the Food Bank in question, the AFBNA reserves the right to remove the Alberta Share program or release the funds to an alternative organization as per the distribution policy.

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