

Alberta Share

A Program of the Alberta Food Bank Network Association (AFBNA)

What is Alberta Share?

Alberta Share provides a simple and effective way for consumers to support their local food banks, and in turn, the less fortunate. Alberta Share is modeled after its counterpart, BC Share. Albertans have always shown generosity in helping families in need. This program makes it easier for local consumers 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.

Goals of the Alberta Share program:

- 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



Alberta Share throughout the province:

In 2005, food banks in Airdrie, Calgary, Drumheller, Fort McMurray, Edmonton, Innisfail, Grande Prairie, Leduc, Lethbridge, Peace River, Red Deer, Sherwood Park and St. Albert benefited from the *Alberta Share* program. Participating grocery stores include Save-on-Foods, Sobeys, and several other independent outlets.

In 2006, the towns of Jasper and High Prairie implemented *Alberta Share* in their local grocery stores. This speaks to the success of the program and its effectiveness in communities of all sizes.

How does the program work?

- The AFBNA supplies all materials involved in the Alberta Share program free of charge to AFBNA members.
- All checkout counters are equipped with the Alberta 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 as well 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.
- An identified member of the participating food bank will liaise with store management to monitor amounts raised. These funds are 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 a local store.
- The Leduc & District Food Bank has also successfully implemented Alberta Share in their local Shoppers Drug Mart.

Where can I get more information about Alberta Share?

Contact the AFBNA office at:

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