

## Vince's announces results of 2024 Toonies for Tummies campaign

**By Neil Moore**

Vince's continues its steadfast commitment to fighting hunger in our communities, raising \$7,296 in the recent Toonies for Tummies (TFT) national campaign. This annual initiative, supported by Vince's customers and team members, contributes to the Grocery Foundation's efforts to ensure that no child goes to school hungry.

Over the last nine years, Vince's has contributed more than \$38,000 to TFT. They are part of a growing community of nearly 1,500 grocery retailers across Canada supporting this vital cause, which is focused on nourishing the 1 in 3 children at risk of going to school on an empty stomach. This year, the campaign aims to raise \$4 million, which will help provide approximately 2 million healthy meals to school-aged children in more than 3,000 programs.

Maria Ciarlandini, Vince's Community Support Ambassador, expressed her gratitude: "Thank you to every customer who donated a toonie and made this year's Toonies for Tummies campaign so successful."

The campaign ensures that 100 percent of donations made at participating stores and online directly support the Grocery Foundation's student nutrition partners. This year's beneficiaries, The Breakfast Club of Canada in Western and Atlantic Canada, and Student Nutrition Ontario offer judgment-free, inclusive programs, which are a key source of nutrition for many students. Beyond providing healthy meals, they also offer nutrition education and foster a supportive school community, helping students flourish throughout the day.

"The power of this program is that every toonie has an impact," said Grocery Foundation Executive Director Shaun McKenna. "Individual toonies can help nourish a child, and collectively, when we help an entire school or several schools, we are helping students and communities today and for the longer term. Breakfasts come with a welcoming smile, and they elevate a child's day both physically and emotionally. We are incredibly grateful to Vince's, to their store teams, and every donor who is part of helping dreams take flight and making essential nourishment within reach."

But Vince's commitment doesn't stop with the annual two-week February campaign. The independent grocer has expanded its support, through the Community Product Initiative (CPI), to continue fundraising for TFT throughout 2024. CPI involves all four stores, participating vendors, and, crucially, Vince's customers. This program selects various staple items (Community Products) throughout the year, and sets aside 15 percent of sales for the CPI beneficiary – which is Toonies for Tummies in 2024. Since its inception in 2018, Vince's Community Product Initiative has raised approximately \$150,000 for several life-changing organizations, and looks forward to significant contributions in 2024.

"We are proud that we're able to make an even greater impact on this program in 2024," said Vince's President Giancarlo Trimarchi. "A big thanks to our customers for helping tackle child hunger. It's wonderful to see the difference we're making in kids' lives, boosting their nutrition, and helping them focus and succeed in school."