



February 5, 1998

Second Harvest
444 Yonge Street
Toronto, Ontario M5B 2H4
Tel: (416) 408-2594
Fax: (416) 408-2598

CO-FOUNDERS
Joan Clayton
Ina Andre

PAST PRESIDENT
Ray Leach

PRESIDENT
Susan Daglish

VICE PRESIDENT
Ken Mulhall

TREASURER
Patrick Edwards

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Doug Needham
Tom Smythe
Bonnie Stern

EXECUTIVE DIRECTOR
Zoë Cormack Jones

CHARITABLE
REGISTRATION
NUMBER
0707281-09

Toronto Action for Social Change
P.O. Box 73620
509 St. Clair Avenue West
Toronto, ON M6C 1C0

Dear TASC,

I am writing in response to your organization's recent protest campaigns which have been conducted at Loblaws 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 Loblaws to help feed hungry and homeless people in Toronto. We would like you to be aware of Loblaws corporate generosity to Second Harvest.

Loblaws 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, Loblaws has drastically stepped up their commitment to Second Harvest and to hunger relief in Toronto. In fact, Loblaws has become, by far, our largest food donor.

Second Harvest now collects food daily (7 days each week) from programs in 22 Loblaws 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 Loblaws which resulted in providing an equal number of meals for hungry and homeless people in Toronto. Loblaws 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 Loblaws.

Because of large quantities of food received, Second Harvest expects to soon dedicate an entire truck route for food collections from Loblaws stores. These donations, combined with technical expertise provided by Loblaws 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 Loblaws donations helps bring fresh, nutritious food that would otherwise be unattainable to social service agencies in Toronto.

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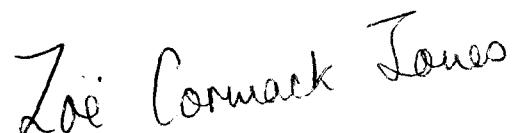
Loblaws support extends well beyond food donations: As headline sponsor of Toronto Taste '97, our most important annual fundraising event, Loblaws/President's Choice generously contributed \$25,000. Additionally, Loblaws employees have spent countless hours in our offices helping, among other things, 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 black ink that reads "Zoë Cormack Jones". The signature is fluid and cursive, with "Zoë" on the first line, "Cormack" on the second, and "Jones" on the third.

Zoë Cormack Jones
Executive Director