

Georgetown Bread Basket remodels, reschedules November drive

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The Georgetown Bread Basket has reworked a well-known November fundraising initiative.

Two years ago, the board at the Georgetown Bread Basket noticed the Scout drive in November was bringing in less and less food. The drive, which was door-to-door, sent volunteers all over the area and asked residents for non-perishable items.

At its peak, the drive brought in between 40- and 45,000-pounds of food. Three years ago, it brought in only 13,000.

"We noticed as the years went on that the trend of the number of pounds of food was going down, so we started to look at why we were getting less and less," Lori Brading, chair of the board at the Georgetown Bread Basket, said.

To shed some light on the declining numbers, the board looked at why the drive brought in less and less food. According to Brading, who has been chair of the board for the past two years, the door-to-door tactic was not received well by residents, people may not have known about the drive or forgotten about it, and as the coverage area for the drive grew, there were not enough volunteers to cover the routes.

Another thing Brading described was the volume of expired product being donated.

"In our last year, we took out 5,000 pounds," she said. "It's a substantial amount. It was significantly outdated or the product was compromised or damaged in some way."

On that last day of the November drive, Brading recalls a lot of labour and

manpower both with the set up and the tear down, and with little reward.

With all these factors playing a part, Brading and the rest of the board took a look on how they can continue with the Scout drive, but with a different model.

The board started with looking at the calendar and pinpointing a time of year where donations faltered, and they found April.

"We thought if we moved to a spring drive, that would help get us through those summer months where donations were much leaner," she explained. "So instead of discontinuing the drive, all we've done is remodelled it."

In 2015, the board assembled the Scouts and had them stand at local grocery stores during the month of April.

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