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Daily Bread
Food Bank



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Line of business: Service

Products used:

- tiptap
- MOVE5000 4G





A Modern Change Jar for Change

Daily Bread Food Bank is a Toronto, ON, based charity dedicated to combating food insecurity and the effects of poverty. Its network of 126 member agencies and 189 food programs offer dignified, low-barrier food access to those experiencing food insecurity across Toronto. The charity adopted a no-touch donation technology from tiptap® with backend processing performed by Moneris® to make it easier for donors to support it with much-needed funds during COVID-19 and as individuals become increasingly cashless.



“The need for food banks has grown exponentially. Before the pandemic we were seeing about 50,000 client visits per month; that number has hit 160,000 per month. So, we need to think of new and creative ways to be able to attract individuals to our mission, so we can be part of feeding the needy now and advocating for long-term systemic solutions.”



Neil Hetherington
Chief Executive Officer, Daily Bread Food Bank

Background

The Daily Bread Food Bank (DBFB) has been helping those in need, combating food insecurity and fighting the impact of poverty in Toronto for nearly four decades. The organization was founded in 1983 by joining multiple local food banks that recognized working collectively would better achieve their mission of feeding the needy.

Just as the issue of poverty has unfortunately evolved in the years since its creation, so has the DBFB. Today the organization has a network of 126 member agencies and 189 food programs that provide dignified, low-barrier food access to adults, seniors and children experiencing food insecurity.

“In the first decade of our work, we would request food which we’d sort and distribute to the community. And we built on that, allowing donations of money because we were able to buy food at discounted rates,” says Neil Hetherington, Chief Executive Officer at DBFB. In the following decades, DBFB increased partnerships with local farmers to get direct access to fresh food for its clients, and ultimately began developing relationships with corporations and volunteer groups to further promote its mission.

“Now we need to think of the next stage, which is ensuring that it’s incredibly easy for communities at the grass-root level to be able to contribute.”





Purpose

The sad reality is that DBFB's mission has by necessity increased dramatically, especially in recent years when the impact of the COVID-19 pandemic has made the non-denominational charity's work needed more now than previously. "The need for food banks has grown exponentially," Hetherington says. "Before the pandemic, we were seeing about 60,000 client visits per month; that number has hit 160,000 per month and forecasted to reach 200,000 by year end"

"We need to think of new and creative ways to be able to attract individuals to our mission, so we can be part of feeding the needy now and advocating for long-term systemic solutions."

Setting out to make it easier for individuals and communities to contribute to the charity, DBFB implemented touchless giving™ solutions from Canadian start-up tiptap. A Moneris partner, tiptap provides standalone near-field communications (NFC)-enabled wireless devices that allow donors to give specific pre-set dollar amounts with a tap of their credit or debit card. On the backend, the transaction is then securely completed by Moneris. With COVID-19 top of mind, more and more volunteers and donors sought out cashless processes to contribute, and tiptap and Moneris allowed DBFB to get ahead of the growing trend.

Hetherington compares the tiptap kiosks the organization has set up to the change jar often found at events or local stores, only as DBFB advances its goal of combating poverty more systematically, it allows for much more to be donated. He calls DBFB's tiptap-powered solution "a change jar for change."

Why tiptap and Moneris?

The tiptap® solution allowed DBFB to set up kiosks for donation at events, food drop-off locations and even in its own sorting facilities to make it simple for visitors and volunteers to contribute to the cause. Donations are for set amounts of \$5, \$10 and \$20.

Boards are placed at every event that DBFB is part of or hosts and increasingly are being placed in grocery stores, where patrons can contribute money instead of, or in addition to, donating food they've purchased.

Even with lockdowns ending and businesses reopening many individuals and families are being hit with harder times, Hetherington notes, so requested contributions must be affordable and the process of making them very simple, a benefit tiptap provides. The tiptap-powered boards ask a small amount, but the impact is huge as rising grocery prices threaten more households with food insecurity.





"tiptap is safe, it's easy and it makes donating accessible to many people," he says. "But think about the walk-by that says, 'here's five bucks' or 'here's 10 bucks.' Every time someone taps even on a \$5 contribution that's equivalent to five meals for someone at a food bank."

The terminals and donation kiosks also raise much-needed awareness to the poverty currently plaguing the city and beyond, aiding in DBFB's goal of educating the community and advocating for systemic change. Hetherington says the organization avoided setting up collection jars or systems in the past, because they were often managed by other non-profits. The tiptap solution allows DFBB to fully manage the funds raised. "tiptap is different because donations come directly to us," Hetherington says.

"It's an easy vehicle for someone to express their love for the community." He's similarly pleased with the work of Moneris processing the funds raised on the backend, which he suggests is a vital part of the equation: "Every time they process a payment, somebody gets fed."

What's next?

The impact of adopting the tiptap solution and Moneris processing has already been impressive, but, of course, there's more work to be done. "We didn't have something in place, and now we have devices in place that will help us raise tens of thousands of dollars," Hetherington says, reminding us that, at the end of the day, that is tens of thousands of mouths fed.

Looking ahead, DBFB hopes to use data acquired from the tiptap dashboard to refine their donation collection program and deploy terminals more strategically.

"We can easily see where funds are coming from; for example, what stores donations are coming from the most, and this allows us to make smart decisions about what to do with our scarce resources."

As public fundraising events — once curbed by COVID-19 and public health measures — begin to pick up, Hetherington sees more opportunity to take advantage of the contactless fundraising system.

"The big application moving forward will be around the increased number of corporate, faith and youth groups volunteering. Hosting those volunteers is a big opportunity, and there will now be more in-person fundraising events."

In the days, weeks, and months ahead, Hetherington notes being able to provide a seamless, easy way for individuals to donate will only become more important. "The issue of hunger is not going away."





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