Hamilton Food Share

Supporter Toolkit

This toolkit is designed for schools, workplaces, community groups, and businesses who want to run food drives or fundraising campaigns in support of Hamilton Food Share. Inside, you'll find information about the work we do, key facts about hunger in Hamilton, and various resources and linked assets to help with your campaign.

About Hamilton Food Share

Hamilton Food Share acts as the central hub in a city-wide network of hunger relief. By moving fresh and non-perishable food out to 22 hunger-relief programs—food banks and hot meal programs—we help ensure that support flows into every corner of the community, reaching thousands of families and individuals every month.

Hamilton Food Share thrives thanks to the generosity of our community through impact events and food drives each year. These initiatives, in partnership with groups across Hamilton, raise funds as well as thousands of pounds of food and fresh produce, while engaging volunteers and staff. Beyond providing vital resources, these efforts strengthen community connections and help close the hunger gap for families relying on food banks.

Every **$1 donated** to Hamilton Food Share helps provide **2 meals worth of food** to people experiencing hunger in our community. Your support ensures children, seniors, and families in Hamilton have access to nutritious meals when they need it.

Who We Serve: Our Member Agencies Across Hamilton

Ancaster Community Services	Niwasa Kendaaswin Teg	Hamilton Jewish Family Services
Flamborough Food Bank	Neighbour To Neighbour Centre	De Mazenod Door Outreach
Good Shepherd Venture Centre	The Salvation Army, Hamilton	Eva Rothwell Centre
Living Rock Youth Resources	The Salvation Army, Dundas	Wesley
Mission Services of Hamilton	Stoney Creek Community Food Bank	Mishka Social Services
Native Women's Centre	Welcome Inn Community Centre	

Key Facts & Hunger Stats

Hamilton Food Share

- Hamilton Food Share supports 22 hunger-relief programs across Hamilton.
- Hamilton Food Share distributed 5.9 million pounds of food in 2025 – the most in our 36 year history.
- 34% of the people we serve are children.
- In Hamilton, more than 20,600 people access food through food banks every month.
- For every $1 donated, we can provide 2 meals to the community.

Hunger in Canada

- In 2025, nearly 10 million people in Canada experienced food insecurity, including 2.4 million children. That's approximately one in four Canadians that are food insecure.
- In March 2026, Canadian food banks recorded 2.35 million visits in a single month, more than double the number recorded before the pandemic.
- One in three food bank clients is a child.
- Nearly one in five food bank clients report employment as their primary source of income. Having a job does not necessarily mean being able to afford the cost of living.

Food insecurity is an affordability crisis. Rising housing and grocery costs, incomes that aren't keeping pace with the cost of living, and inadequate social supports are forcing more households to make impossible choices between basic necessities.

Social Media Content

Sample Social Media Captions

Feel free to copy, paste, or adapt to make your own.

Launch Post

Example: We're proud to launch our [event/campaign/fooddrive] in support of @HamiltonFoodShare!

For every [item donated / dollar raised / purchase made / participant who joins], we'll be giving back to Hamilton Food Share to help fight hunger in our community. Every contribution matters. #HamiltonFoodShare

Impact Post

Example: Did you know? For every $1 donated, @HamiltonFoodShare provides 2 meals worth of food to local families. So far we've raised [[funds raised] x 2 = total] meals for our community. Help us keep the momentum going! Every [donation/item] helps feed Hamilton families. #HamiltonFoodShare

Wrap-up Post

Example: Thank you, Hamilton! Through our [event/campaign/fooddrive], our community raised $___ for @HamiltonFoodShare – helping provide thousands of pounds of food for local families and children.

Thank you for looking out for our community and helping ensure no one goes hungry. #HamiltonFoodShare #HamiltonStrong

Suggested Hashtags: #HamiltonFoodShare #FeedtheHammer #HamOn #CommunityImpact

Hamilton Food Share Handles

All of our Hamilton Food Share accounts fall under @HamiltonFoodShare, and you can view each page below.

HFS LinkedIn
HFS Instagram
HFS Facebook

TIP: *Tag us and/or add us as collaborators to your post, so that we can help raise awareness and spread the word about your food drive/fundraiser.*

HFS Assets & Supporter Resources

Access all assets through the link below, or click on each individual link for what you need.

→ **Full Supporter Toolkit**

PROMOTE YOUR DRIVE

→ **Food Drive Poster Templates (Canva)**
Editable posters to help spread the word about your collection.

→ **Most Needed Items List**
A printable list of priority food donations.

USE OUR BRAND

→ **Hamilton Food Share Logos**
Approved logo files for use in your promotional materials.

→ **Brand Guidelines**
Instructions for using the Hamilton Food Share logo and visual identity.

FUNDRAISE

→ **Community Donations Page**

→ **Community Donations QR Code**

Need a personalized donation page and QR code? Get in touch with our team at marketing@hamiltonfoodshare.org to set one up for you.

Contact

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