



In 2008 much of the Canadian Electrical Industry and Canadian Food for the Hungry teamed up to begin the Hungry for Change Campaign. The campaign focused around World Food Day in October of 2008. 325 different manufacturer, distributor and agent company sites organized and participated in numerous fun and innovative fund raising events that resulted in our industry raising over \$200,000 for the cause by the end of 2008. That equates to providing approximately 800,000 nutritious meals for children in Canada, Ghana, Ethiopia, Bolivia, Uganda, Sierra Leone and Haiti. As would be expected in 2009 charitable donations are down all over the world but Hungry for Change is determined to meet and beat our 2008 donations. More than ever families affected by poverty need our help and support. In an effort to ensure success Hungry for Change is pushing to get the industry involved across Canada. We in BC are attempting to take this one step further by bringing on board the ECA (Electrical Contractors Association) to make this a truly industry wide event.

We as a BC Committee are writing to ask for the support of your company in this effort. While World Food Day is October 16th we would like to use the entire month of October for this initiative. Your event does not have to be a huge extravaganza to be effective. Simple things like Feed Me Jars, breakfast by donation for staff and/or customers, donation BBQ's, Pizza Days, Jeans Days are all simple and effective. If we each do a little bit by the sheer size of our industry we can have a substantial impact. Please respond back to sender of this letter if you would like to participate or would like more information. Together we believe we can help change the lives of 1000's of hungry children around the world. What a great way for we as an industry to present a unified presence and give back to our communities and the world.

Please take some time to have a look at the Hungry for Change website for more information and to register your company as part of the campaign if you are ready to take part. There is great information on the website on how to start and conduct events. We also have created a BC based poster and information card that will be available through the BCEA soon. Remember that every little bit helps. If we all engage, even in a small way, together we as an industry can have a huge impact.

<http://www.canadianfeedthechildren.ca/hungryforchange/electricalindustry/>

Sincerely your BC Committee,

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BCEA

Steve Crocker
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ECA, Vancouver Chapter President

