

CONNECTIONS



November is usually a hectic month for many. It is the month of anticipation and preparation for the holidays. It's a month of planning. Planning to meet with friends, sit down for a meal with family members, perhaps even a holiday. At North York Harvest, we are prepared to assist many families in providing their family with a holiday meal. There are many people that help us make this possible, from volunteers to staff to donors. Without these people, North York Harvest wouldn't be able to provide assistance to our clients.



Community Salute

In early November, we were excited to hold our Community Salute. For the first time in a while, North York Harvest was able to meet with our donors in person. The event was held at the Oriole Food Space and featured booths where donors could learn about the many programs North York Harvest runs as well as chat with staff from various programs and

departments. Guests also had the opportunity to tour the Oriole Food Space and speak with front line staff.

Many donors were happy to learn more about North York Harvest and the impact they made with their donations and North York Harvest staff were delighted to be able to meet donors face to face.



The Links Between Us

Not many companies begin with giving back to the community as their goal, but Vie Chi is different.

Vie Chi is a social entrepreneurship. "I started Vie Chi because I wanted to find a sustainable way of contributing back to the community," David, CEO of Vie Chi Foods Ltd., explained. After doing a bit of research, David and his team realized that a lot of people were experiencing food insecurity. They were always ambitious in their thinking, wanting to provide the five basic human needs to people. They chose to start with food.

The company wants to empower others to experience new cultures through cuisine. With that thought,

they created modern, well-crafted, Asian dishes that are frozen for people to enjoy. The food being frozen is key. "The idea of frozen is because it can be easily stored and can last a longer time compared to a shelf product." David goes on to say that Vie Chi looked at what sort of ingredients should be used and they really wanted to give community members the healthiest option available. Their idea of making healthy premium food accessible to everyone is one of the points that led to their first collaboration.

Vie Chi's collaboration with North York Harvest was their first time working with a non-profit organization. The company decided, that even before their product launch date, they wanted to start with a social event. "We always want to make community our first priority," David comments, "North York Harvest, frankly, had the presence in the community and the only ones able to take on the amount of units we were providing." Despite the rain, clients were very interested in Vie Chi's booth, as they ventured in to ask questions and learn about the product.

Apart from trying to help local community members, Vie Chi also wants to spread inclusivity and diversity to everyone. With how trying these past few years have been, Vie Chi wants to spread the idea that a dinner table is not just



for one or two people, "it's about different members within the community, of different origins, coming together and sharing a healthy meal together."

Did You Know

Many of North York Harvest's donors have been supporting us for a long time

Over 30 consecutive years – **14**

Over 25 consecutive years – **56**

Over 20 consecutive years – **95**

Thank you to Vie Chi for collaborating with us and if you'd like to learn more about them, you can visit <https://viechi.com>.



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