

A close-up photograph of two hands holding a small, ornate metal bowl filled with food. The hands are positioned in the center of the frame, with one hand supporting the bowl from below and the other from the side. The background is blurred, showing other people in a kitchen or food service setting.

STEP UP!

Food Security
Action Initiative

SPONSOR PACKAGE FOR
CORPORATE, COMMUNITY PARTNERS & COLLABORATORS

STEP UP! with RSI to rethink the future of food security in Canada and develop insights and scalable, systems-level solutions, starting with Ontario!

RSI
RETHINK
SUSTAINABILITY INITIATIVES

Make A Difference

Join our Action Group

Millions of Canadians constantly live with food insecurity, hunger and poverty.

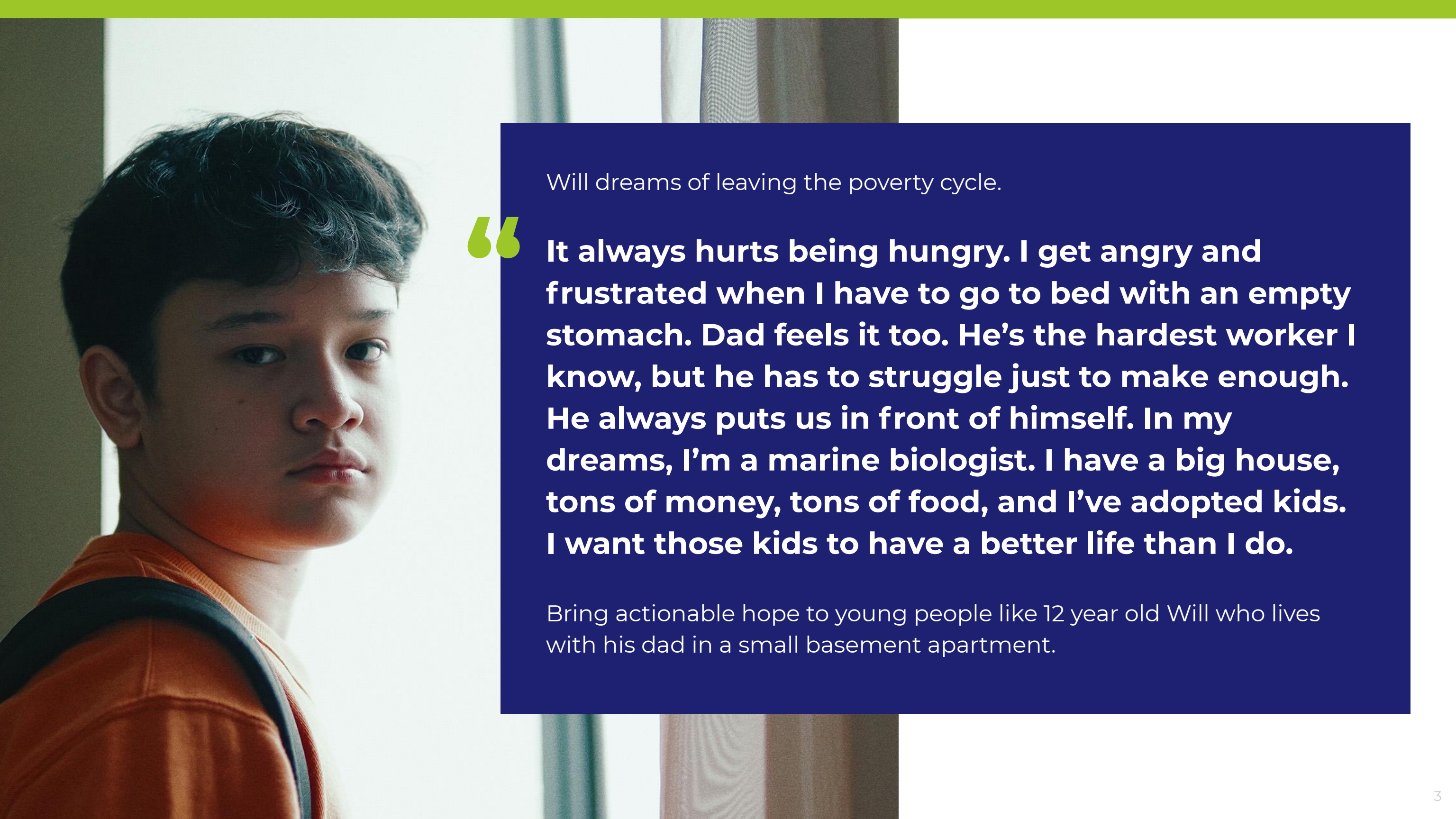
Join RSI to accelerate the discovery, creation, and use of scalable solutions to the systemic food crisis facing Canadians today.

Bobbi goes to school without breakfast.

“I know my mom is hungry, too. At least I get food at school.”

Help feed children like 6 year old Bobbi who goes to school hungry every day.





Will dreams of leaving the poverty cycle.

“

It always hurts being hungry. I get angry and frustrated when I have to go to bed with an empty stomach. Dad feels it too. He's the hardest worker I know, but he has to struggle just to make enough. He always puts us in front of himself. In my dreams, I'm a marine biologist. I have a big house, tons of money, tons of food, and I've adopted kids. I want those kids to have a better life than I do.

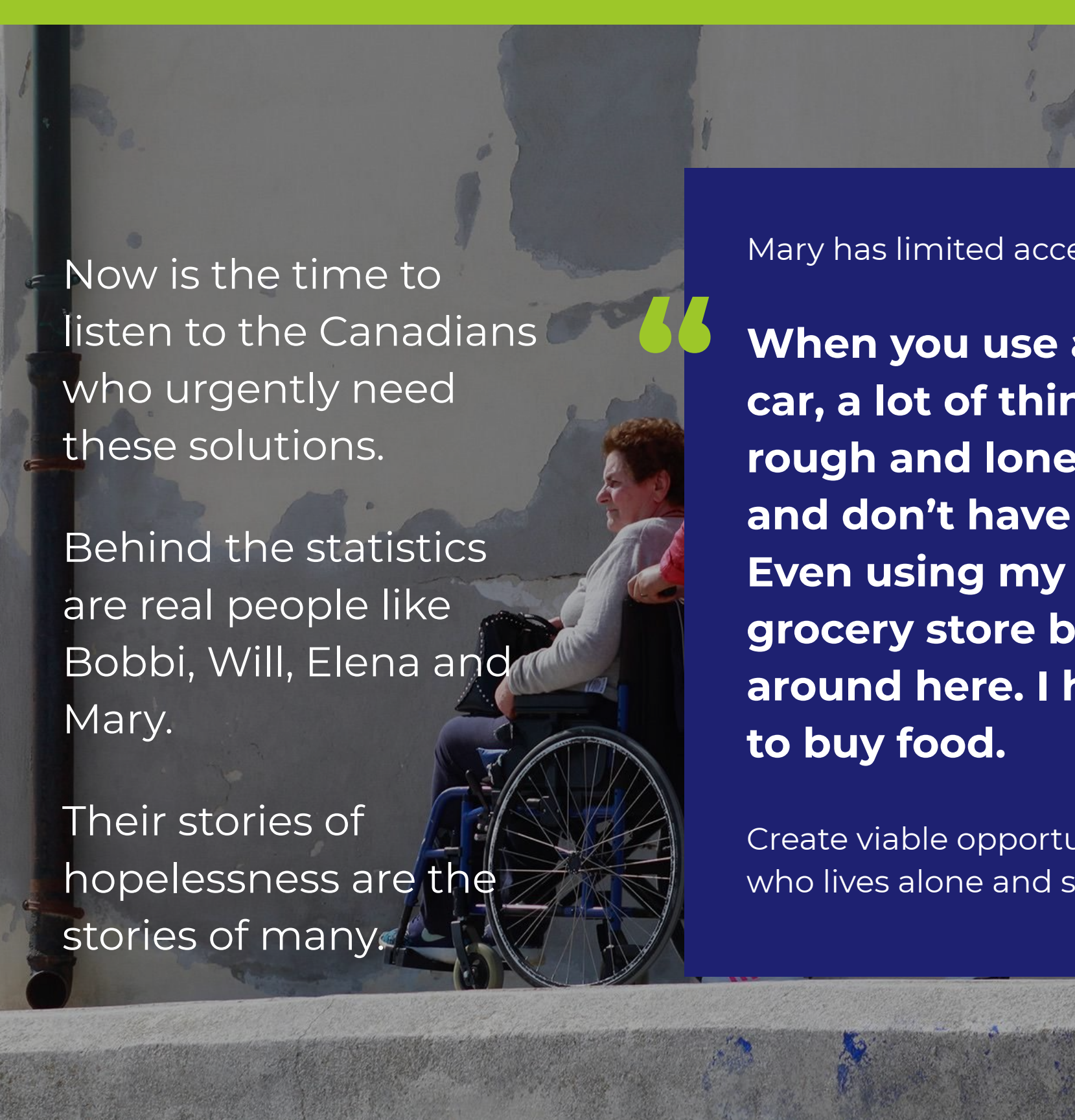
Bring actionable hope to young people like 12 year old Will who lives with his dad in a small basement apartment.



Elena faces difficulties and stress in isolation.

“ **The community is full of people, but there’s no one I can talk to or share my struggles with. It seems the only people who really welcome and care for me are at the food bank.**

Help relieve the struggle for immigrants like Elena, a 30 year old single mother, who came to Canada with her family for a better life, but now feels overwhelmed and isolated. While working two part-time minimum wage jobs, she cares for her kids, her aging father, and disabled brother.

A woman with short reddish-brown hair is sitting in a blue wheelchair on a concrete ledge. She is wearing a light-colored long-sleeved shirt and dark pants. The background is a wall with peeling paint and a dark pipe on the left. The image is partially obscured by text boxes.

Now is the time to listen to the Canadians who urgently need these solutions.

Behind the statistics are real people like Bobbi, Will, Elena and Mary.

Their stories of hopelessness are the stories of many.

Mary has limited access to food and community.



When you use a wheelchair, live alone and have no car, a lot of things just don't happen. It can be rough and lonely. I live in an apartment downtown and don't have many friends who can help out. Even using my power chair, it's hard to get to a grocery store because there are no real stores around here. I have to go two miles on the bus just to buy food.

Create viable opportunities for people like Mary, a 60-year old woman who lives alone and struggles to access groceries.



Why Are We Doing?

We are committing to make life easier and healthier for the millions of Canadians who live with food insecurity, hunger, and poverty every day.

Our initiative is designed to address this systemic problem, starting with a few local communities in the Greater Toronto Area.

Why Now? The need for action is greater than ever. This need is escalated by ongoing global impacts of three parallel crises — income inequality and poverty, climate change, and more recently COVID-19 — a disruption in society that is affecting us all.

The effect of the COVID-19 pandemic is worsening the food-related issues.

What's the relationship between hunger and food insecurity?

Food insecurity refers to actual barriers that might prevent one's access to food. The more food insecure a person is, the more likely they are to experience hunger. In this condition a person, for a sustained period, is unable to eat sufficient food to meet basic nutritional needs, causing chronic physiological discomfort and pain.

Three levels of food insecurity due to lack of money for food and/or other infrastructure barriers:

- Marginal: Worry and anxiety about running out of food and/or limited food selection.
- Moderate: Compromise in quality and/or quantity of food.
- Severe: Miss meals, reduce food intake - the most extreme may have day(s) without food.¹

¹Source: University of Toronto, Food Insecurity Policy Research



1 in 7 Canadians live in food insecure households



1.3 Million Canadian children are raised in food insecure homes



Food inflation is 4 times higher than inflation overall



87% of Canadians found food prices rising faster than income



Unemployment, exacerbated by COVID- is running at 10.9% with 2x the number of unemployed vs. February 2020

What is the RSI STEP UP! Food Security Action Initiative?

Rethink the future of food security in Canada with user-centric solutions, best practices and tools.

A multi-phased initiative, STEP UP! is uniquely positioned as a holistic and pragmatic discovery of user-centric solutions, best practices, and tools.

These will be prototyped, scaled, and adapted for use by and with communities impacted by hunger and poverty in Canada.

The STEP UP! Initiative will both inform and enable partners and collaborators.





Goals

Fall 2020 to Spring 2022

STEP UP! to Food Security in Canada brings sustainable solutions that can be adapted to fit the unique needs of different communities impacted by food insecurity, hunger and poverty.

- ➔ **STEP UP! locally first.** With two community pilot projects, STEP UP! will directly co-create and test system-level solution prototypes with people who are experiencing food insecurity, hunger and poverty. This will be achieved in partnership with forward-thinking organizations, experts and social impact philanthropists who are concerned about food insecurity.
- ➔ **STEP UP! nationally.** With strategic partners and experts, STEP UP! will convert solution prototypes and implementation recommendations into scalable, actionable plans/blueprints for rolling out nationally.

Impact

Empowerment. We aim to educate and empower the pilot communities within the Greater Toronto Area as valued contributors to the discovery of scalable solution prototypes and have them be acknowledged for their leadership.

Transferability. Insights from the STEP UP! initiative will include best practices that are transferable for localization to other jurisdictions in Canada.

This initiative is a pragmatic discovery of user-centric solutions, best practices, and tools that can be prototyped, scaled, and adapted for use by and with communities impacted by hunger and poverty in Canada, and enabling partners.

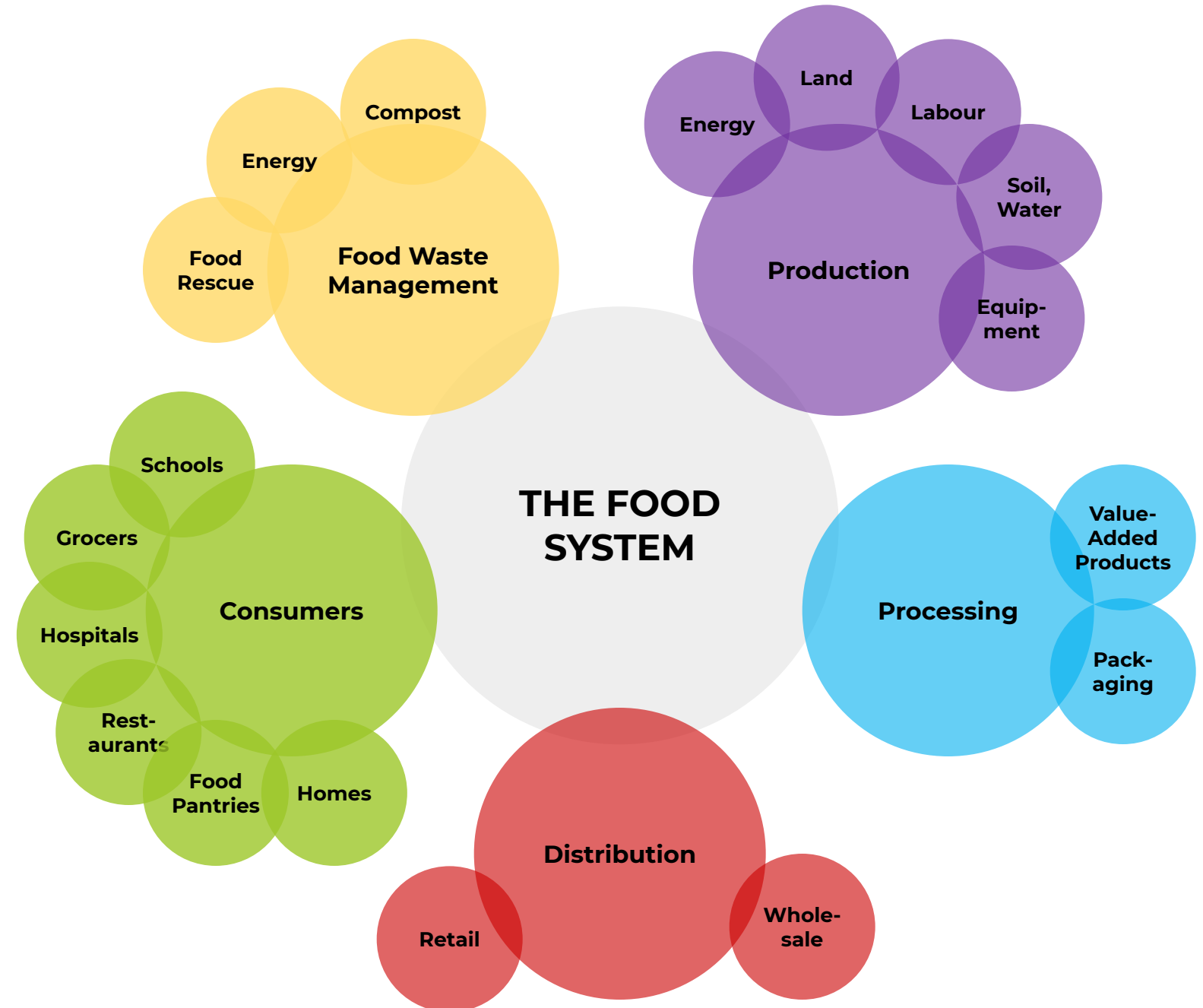


Who Would Benefit Being an RSI Action Partner/Sponsor?

How can you get involved?

This initiative is of special interest to progressive corporations, leaders, experts and philanthropists who are concerned about the growing issue of food insecurity and poverty.

This includes responsible market leaders who are part the food supply ecosystem.



Who: Identified Community and Business Solution Users

Communities experiencing Food Insecurity, Hunger and Poverty

Leaders and influencers of a few low-income Greater Toronto Area communities impacted by food insecurity and hunger, and adjacent neighbourhoods where residents shop, work, and visit.

Essential Solution Enablers and Supporters.

Corporations, SMEs, innovators, collaborators and philanthropists who are concerned about this systemic food issue, and want to take corrective action as funders and/or action partners to step up food security in Canada, starting with a local context.



Our Approach to Mobilizing Action

Strategic Action Partnerships

A cohort of businesses, organizations, foundations, and philanthropists committed to stepping up to food security in Canada, local to national level.

Social Innovation Labs

[Social Innovation labs](#) are an approach to tackling complex societal challenges that require systems level changes. This new league of labs provides a safe and creative environment to discover, experiment and prototype radical innovations. It also enables deep collaboration among multi-disciplinary teams, a diverse group of key players and takes a user-centred approach to unlocking target solutions for use by marginalized communities and supporting partners.

Community Empowerment and Leadership

Empowerment comes from engaging and supporting leaders who live, work, and/or provide food-related services and products to the impacted neighbourhoods.

Benefits of Our Approach

- ✓ Speeds up the discovery and creation of scalable solutions by and with individuals and businesses impacted by identified issues and solution innovators.
- ✓ Holistically reveals root causes of this tough societal challenge, what's working or not and why, plus verified opportunities and solution prototypes.

STEP UP! Food Security Deliverables Roadmap

PHASE 1 First Pilot Project - Toronto

Connecting essential enablers with those in need, we will launch the first pilot with members of a few Greater Toronto Area communities impacted by food insecurity, hunger and poverty.

DELIVERABLES

- RSI Digital Marketing Campaign reaching over 30,000 Canadian business and community decision-makers and influencers.
- Six rounds of social innovation groups, reaching over 250 stakeholders.
- Creation and evaluation of over eight innovative, scalable solution prototypes and recommendations for adoption.
- An Insights Report of featured solutions, success criteria for scaling, etc.
- Inputs for Phase 2 (second pilot) and for Phase 3 (Solutions Accelerator)

PHASE 2 Second Pilot Project

Repeat Phase 1 process with members of other Canadian communities impacted by food insecurity, hunger and poverty.

DELIVERABLES

- RSI Digital Marketing Campaign reaching over 30,000 Canadian business and community decision-makers and influencers.
- Six rounds of social innovation groups, reaching over 250 stakeholders.
- Creation and evaluation of over eight innovative, scalable solution prototypes and recommendations for adoption.
- An Insights Report of featured solutions, success criteria for scaling, etc.
- Inputs for Phase 2 (second pilot) and for Phase 3 (Solutions Accelerator)

PHASE 3 Solutions Accelerator

To close the loop, this innovation incubator is for qualified presenters to pitch featured solutions from Phase 1 and 2 to a group of private and public sector organizations and individuals.

DELIVERABLES

- Presentation pitches and outreaches to high potential partners and organizations positioned to further develop and implement a few of the prototypes in collaboration with RSI and community stakeholders, nationally.

PHASE 4 Making it Real - Mobilizer

To mobilize key insights from all phases, collaborate with project partners to develop final recommendations for optimizing system level solutions.

DELIVERABLES

- A digital thought leadership report and “how to” book about the discovery process, solutions, and recommendations for scaling innovative Food Security solutions on a national level. Other – to be determined in previous phases.

Act Now! Be Part of the Solution.

Join RSI and other Forward -thinking Leaders

By collaborating with RSI, you will be in the company of other forward-thinking business and community leaders. Be recognized, as a company and/or individual, for shaping sustainable and scalable solutions to the complex pressing hunger crisis.

RSI is a recognized 'Think and Do Tank' and a voice for senior decision-makers, influencers, and collaborators who are committed to shaping and building a better future. Since our inception, a cross-sector of over 300 market leaders and experts from Fortune 500 companies, SMEs, NGOs, government and philanthropic organizations, and private citizens have joined forces with [RSI](#).

Our approach is a blend of **compassion**, **systems-thinking**, and **pragmatism**.

Our pragmatism comes from our board of directors and senior advisors - successful C-level executives, entrepreneurs, thought-leaders, and innovators - who volunteer their time to drive positive change in support of our RSI mission, within their own organizations and in the communities where they operate and support.

Learn more about our [board of directors](#) and [senior advisors](#).

STEP UP! Food Security also Supports the UN 2030 SDGs

Everything we do also aligns with the UN 2030 Sustainable Development Goals (SDGs) in a local context.

Our STEP UP! to Food Security Action initiative directly addresses SDGs of zero hunger, good health and well-being, responsible consumption and production, and partnerships for the goals.

Goal 2 - ZERO HUNGER

End hunger, achieve food security, improve nutrition, and promote sustainable agriculture

Goal 3 - GOOD HEALTH & WELL-BEING

Ensure healthy lives and promote well-being for all ages

Goal 12 - RESPONSIBLE CONSUMPTION & PRODUCTION

Ensure sustainable consumption and production patterns

Goal 17 - PARTNERSHIPS FOR THE GOALS

Enhancing the Global Partnership for Sustainable Development



Source: United Nations/SDGs

STEP UP!

Get Involved. Partner with RSI.

Let's Bring this Plan to Life!

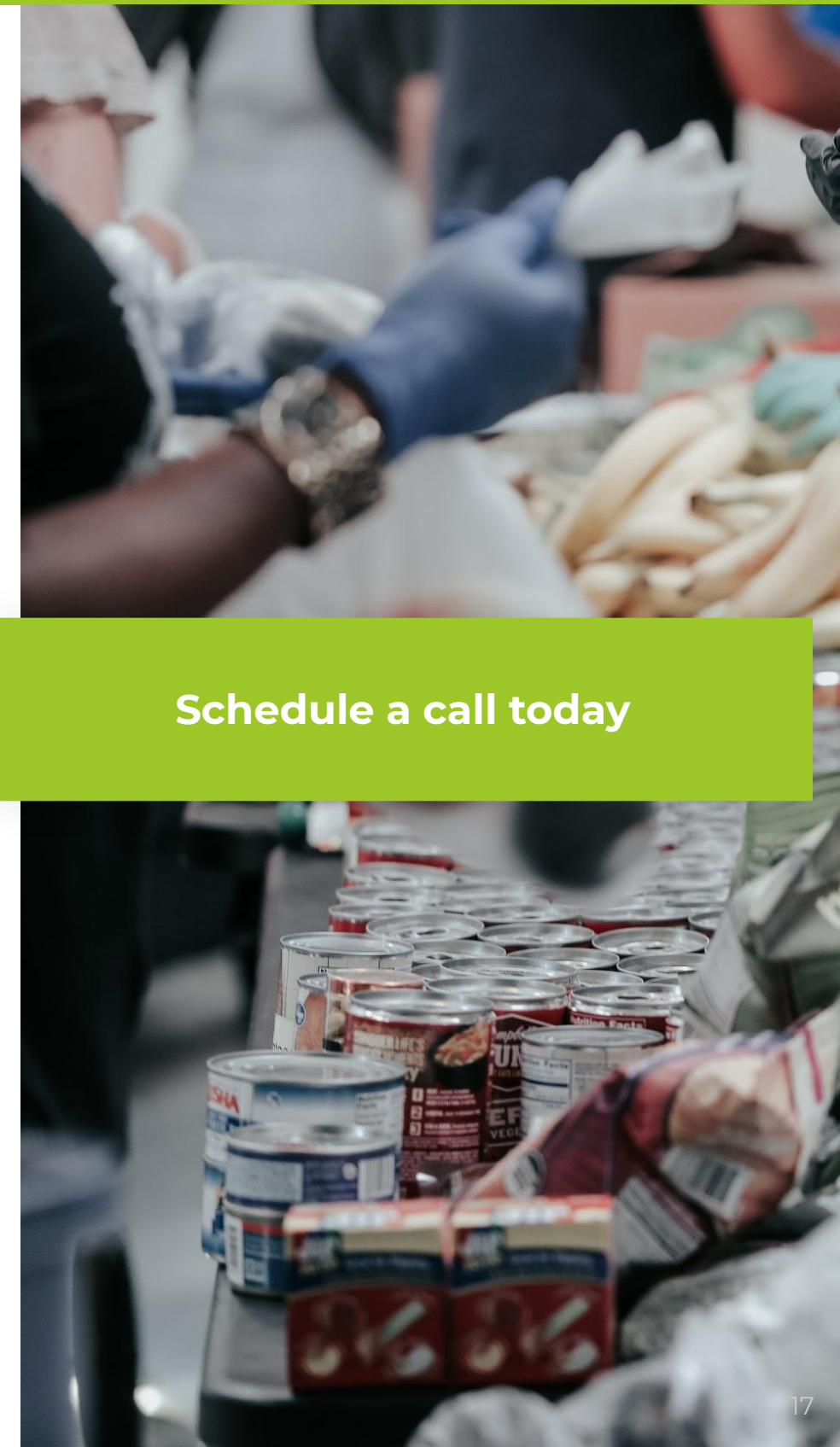
Together, let's accelerate the discovery and creation of systemic solutions to the complex food problem and showcase your unique role as an essential enabler.

Schedule a call today to explore a partnership role that best fits our aligned goals and vision for stepping up to food security.

Food security goes beyond access to food. When people are food insecure, it can indicate that there is a **lower quality of life** for residents of a certain area.²

² Source: [Ryerson Food Security Department](#).

Schedule a call today



Partnership Opportunities and Benefits

Fundraising Goal: \$325,000

Fall 2020 to Spring 2022

Benefits	Strategic Partner \$65,000	Gold \$30,000	Silver \$15,000	Bronze <\$5,000	In-Kind TBC
Be a headline partner with RSI in all communication and marketing channels and deliverables, and at the table as a contributing voice	✓				
Contribute to the project design, development and execution	✓	✓			
Provide thought leadership for inclusion multimedia communications	✓	✓			
Prominent leadership positioning in all project marketing and communication (web, social media, eBlast, in-person, and in thought leadership publications)	✓	✓	✓		
Your company or organization's logo featured in all Food Initiative communications	✓	✓	✓	✓	✓
In-kind/ Other	✓	✓	✓	✓	✓

Description of the Partnership Levels

All partners, sponsors, and supporters are interested in stepping up food security in Canada. Though not mandatory, many are connected with one or more aspects of food across the circular supply framework: food producer, food processor, food wholesale or retail distributor, food waste management and strategic foresight.

Strategic Partner

\$65k+

Organizations and individuals who want to be a headline partner with RSI for the entire food security action project, including design, development, implementation, evaluation, and insights reports, with the potential of re-engaging for a larger post-pilot rollout.

Gold

\$30k+

Organizations and individuals who want to partner with RSI for two of the Food Security steps: Foundation Setting and Phase 1.

Silver

\$15K+

Organizations and individuals who want to sponsor defined aspects of the project, such as research, marketing, and publishing for one of the phases.

Bronze

<\$5,000

Organizations and individuals who want to financially support the project in exchange for logo, name, and profile recognition in all communication and marketing.

In-Kind

\$700 cash sponsorship + \$4,000 Service/Product Value exchange

Organizations and individuals that provide essential project delivery services and/or products such as filming, photography, food, beverage products, etc. The actual “exchange” will be customized for each “in-kind” relationship

STEP UP! with RSI. Join Today!

The Food Security Action Initiative

To schedule a call or Zoom meeting, please fill in the RSI STEP UP! form and we will send you a calendar invite.

Or contact us directly via phone, or email:

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About RSI

RSI is a recognized “think and do tank” and a cross-sector voice for senior decision-makers, influencers, and collaborators, from business, government, and civic society, who want to shape a better future.

Visit our website at
rethinksustainability.ca