



## Feeding The City's Future

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TREB PRESIDENT'S COLUMN AS IT APPEARS IN THE TORONTO SUN

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In a country as prosperous as ours, it's hard to believe, but one in three children in Toronto lives in poverty.

The 28,000 Members of the Toronto Real Estate Board (TREB) recently found a new way though, to get involved in strengthening the communities throughout our city.

TREB has made a commitment to a Children's Breakfast Program called Feeding Our Future. In conjunction with the Toronto Foundation for Student Success (TFSS) it is TREB's aim to ensure that children throughout Toronto are able to enjoy a healthy breakfast every day at school.

I recently had the honour of presenting TFSS with a cheque in the amount of \$50,000 as TREB's initial investment in this partnership.

By supporting TFSS, Toronto area REALTORS are helping to provide nutritious meals and snacks to 1,700 Toronto students each school day.

Currently TFSS, a branch of the Toronto District School Board, runs nutrition programs in eight schools throughout the city and TREB is hoping with REALTOR involvement, that number will quickly multiply.

We are encouraging all brokerages, sales teams and individual REALTORS to get involved by adopting a school or volunteering for the program. And we have every reason to believe that REALTORS will step forward to help.

It is estimated that 27 per cent of Canadians volunteer and according to a survey conducted by the Canadian Real Estate Association in 2007, the 69 per cent of REALTORS who do so is more than double the national average.

We anticipate that this initiative will receive tremendous REALTOR support because there is simply no better way of making an investment in our city's future.

Recently, a father called to ask if what he had heard was

true. Were REALTORS feeding his child? When he was advised that this is the case, he offered a very emotional thank you.

Our involvement in this program is an amazing example of how one person's actions can be the start of something big that can help so many.

About a year and a half ago REALTOR Carolyn Griffis stopped by Secord Elementary School to choose a family to sponsor for Christmas. What she found was a school about to lose its breakfast program due to a lack of funds. Carolyn was very troubled by this discovery and shared her concerns with her Broker of Record, Ken McLachlan of Re/Max Hallmark. She inspired him to immediately get involved, adopting the school and becoming the first sponsor of the Feeding Our Future - Children's Breakfast Program.

The link between nutritious food and learning has been well documented and together, TREB and the TFSS are committed to ensuring children begin each day alert and ready to learn, fortified by the healthy meals offered through the Children's Breakfast Program.

TREB realized that by supporting a program of this nature, you reach far beyond the rewards of simply providing financial support. By supporting a program such as the Children's Breakfast program we are also investing in our future and the future of our children.

TREB has proudly supported many worthy causes including Habitat for Humanity, Salvation Army, and other shelter-based causes, and the Breakfast Program is no different.

You don't have to be a REALTOR to support this very worthy cause. To find out more about Feeding Our Future visit [www.studentsuccess.ca](http://www.studentsuccess.ca)

*Maureen O'Neill is President of the Toronto Real Estate Board, a professional association that represents 27,000 REALTORS® in the Greater Toronto Area.*