

# THE FIGHT AGAINST POVERTY

NOW OPEN

4.9 Million  
Canadian's live  
in Poverty

Coffee Shop

The 11  
Duckling

In conclusion, my diagram strongly shows that my company will not only serve our customers the food they love so much; it will help millions of families that are struggling and living in poverty

\$82,033

The average profit  
of all restaurants

We take 10% of our profits and  
donate it to the families in  
Canada who live in poverty

Survey based on 60 000 Canadian respondents

- 28.2% Fearful of children living in a home where people reported "struggling to put food on the table"
- 11.3% Households experiencing food insecurity in 2008
- 12.3% Households experiencing food insecurity in 2011
- 11.3% increase in number of Canadians experiencing food insecurity
- 35% of Canadian households with a lone female parent experiencing food insecurity
- 5.7% of households where children sometimes go a day without eating because of food insecurity
- 75% Percentage of severely food insecure households which reported missing meals some days, and at the most extreme, going days without food.

