

Summer Food for Fines Campaign

By Heather Scoular, Director of Customer Experience

Meeting of Wednesday, June 27, 2018

BACKGROUND

FVRL has invited customers to reduce their fines and help feed those in need through our annual Food for Fines campaign run over the Christmas holiday season. We partner with local food banks in our service areas and customers bring in non-perishable items in exchange for fines waived. Each donated item equals a \$2 deduction in fines and customers receive up to a maximum deduction of \$30 in fines.

RESULTS

The Food for Fines campaign have been highly successful:

- 2014/15 – approximately 12,500 items were donated and \$25,000 in fines were waived.
- 2015/16 – approximately 12,545 items were donated and \$25,090 in fines were waived.
- 2016/17 – approximately 13,375 items were donated and \$26,750 in fines were waived.
- 2017/18 – approximately 17,330 items were donated and \$34,660 in fines were waived.

Food for Fines has gained many fans over the years and this campaign saw a large number of customers asking staff in the early fall when it would take place!

CONCLUSION

Due to high demand by customers and staff, FVRL is proposing an additional Food for Fines campaign – this time for summer! Our first summer campaign will run for two weeks only: from Sunday, July 15 to Sunday, July 29, 2018.

RECOMMENDATION

THAT the Summer Food for Fines Campaign be approved.