

Harvest and the 'peanut butter effect'



When you see a kid like Michael enjoying a homemade peanut butter and jelly sandwich he made from the ingredients in his Harvest Hamper, it's a no-holds-barred moment of victory for Michael, his parent(s), his school, our community, and our province.

Even during a pandemic, a PB&J sandwich is a small thing that gives us a huge feeling of "It's OK."

That's the 'PB&J Effect.'

The PB&J Effect formula

Michael's PB&J sandwich has about 400 energy calories but it can have the effect of thousands and thousands of emotional calories. When a child in a Manitoba family in need bites into a PB&J sandwich and feels good, every Manitoban who ever helped Harvest — and there are thousands of you — is entitled to a few of those emotional calories that make you feel good, too.

And now, every time you have a PB&J, you'll remember that you helped Harvest nourish our community, receive your well-earned, emotional calories, and our sense of community will grow.

COVID-19 and the serious need for PB&J

Unlike other places, we're not seeing chaos in the streets in Manitoba, but there is plenty of chaos at home. Thousands of wage earners are out of work. Families are being evicted from their homes. Demand for food assistance from Harvest has jumped by 30 per cent. One in five children lives in a food-insecure home. Parents are struggling to feed their families. They're desperate for work. They're making impossible choices between necessities like food and rent. All the while maintaining a brave face and an air of confidence for their little ones.

The solution: Our community needs to help Harvest meet the need for PB&J and other hamper items. A tin for the bin would be a great start.

One for you, one for Harvest. Remembering is the key. Buy the peanut



Dreamstime.com

The 'PB&J Effect' is a feel-good factor that spreads positivity to all concerned.

Volunteers urgently needed.

Help us pack Harvest Hampers for 25,000 hungry kids across Manitoba.

COVID safe environment.

Sign up today at:
WinnipegHarvest.org

butter, then bin the peanut butter — at your local grocery store.

Michael's mom

After losing her job five months ago and stretching the family savings as far as they could go, Michael's mom was out of options.

She had never been unemployed and felt like she was in free fall. She applied for and received a Harvest Hamper.

As it was for many Manitobans in 2020, this was her first hamper, ever. With everybody fed and some food in the cupboard, the mood around the house became more pre-COVID normal. There was renewed hope and energy. She's grateful to be able to provide these little pre-COVID moments for her child. Plus, what she saves on food is now used for rent, utilities, school activities and more.



One PB&J sandwich on whole wheat bread =
400 energy calories;
12,000 emotional calories

Harvest is a community achievement

A typical Harvest Hamper provides a family of four with enough food to stretch

their budget for a month of nourishment (and a thousand pounds of profound relief). Across the province, Manitobans contribute and receive around 11 million pounds of food per year. Volunteers contribute 191,000 hours of hands-on service at Harvest and in their communities to help Harvest serve up 70,000 people every month, including 25,000 kids.

Harvest is not a lifestyle

Make no mistake; Harvest is emergency relief. Recipients get one hamper a month of food support. Even in non-pandemic times, it's normal for people like Michael's mom to get back on their feet, find a new job, help restart the economy. They are grateful for the help and happy to leave their food bank days behind.

Believe me — they're trying.

Carry on caring

Harvest is Manitobans helping Manitobans. As a Harvest supporter, you feel good about helping others. And you feel good in knowing that if there ever comes a day when you need some help, Harvest will be there for you, maybe with a PB&J sandwich, from someone you'll never know. And both of you will enjoy it.

Especially if you had paid it forward. And that, in a nutshell, is the Harvest PB&J Effect.

For more information on Winnipeg Harvest and its programs, visit winnipeg Harvest.org