

# Cause Marketing

*I wouldn't say it is companies' responsibility to educate people to be civically engaged, but I do think it is the responsibility of all institutions not to make things worse—and selling that T-shirt might actually make things worse.*  
Angela Eikenberry

## What is Campbell's Nourish?

"Campbell's new 'complete meal' soup [was] developed to address the growing issue of hunger and food security in this country and in disaster zones abroad." "Each 425 gram Nourish can has a pop-top lid, 24-month shelf-life, can be eaten hot or cold and doesn't require the addition of water, making it a potential food resource in disaster zones, [Campbell

OSJ

AUGUST 2011  
Social Justice News for Redeemer CRC Members



The Put Food in the Budget campaign recognizes that Campbell Canada has developed Nourish as a nutritional food product. Food banks may welcome the Nourish food product as they welcome all donations. Our major concerns are as follows. Campbell's claim that Nourish can make a 'serious dent in hunger'. Campbell's established an initial donation goal of 200,000 cans of Nourish for all of Canada. 850,000 people use food banks in Canada every month, 400,000 of those in Ontario. 200,000 cans will not be enough for even one meal in a month for every person in Ontario who goes to food banks. We are not aware of the ultimate donations goal of the Nourish campaign. Given the number of people who go to food banks in Ontario every month we believe an 'impossible' level of public donation of Nourish food products is required to make a 'serious dent in hunger'. Dignity is the missing ingredient in Campbell's Nourish food product. Campbell's claim that Nourish is a 'complete meal in a can' creates the false impression that it is an adequate substitute for fresh whole foods. It also introduces the idea that 'special' food can be developed for people with low incomes. This adds further to the social exclusion experienced by people with low incomes. Nourish may be a good food product for humanitarian disasters where normal food distribution is temporarily disrupted. But it is neither a substitute for fresh whole foods, or for the dignity of preparing the food of your own choice. Campbell's intention to donate Nourish to food banks is positive. We question however the relative effectiveness of asking the public to pay for donations of Nourish in contrast with other strategies. Finally we are concerned that Campbell's marketing of Nourish may unintentionally contribute to 'rebranding' poverty as hunger in the eyes of the public. The major reason people go to food banks is because they have little or no money left after paying rent. People on social assistance and people in low wage jobs go to food banks — so either their social assistance or their wage is inadequate to pay for rent and food. The Nourish campaign may give the mistaken impression that public donations to food banks is 'enough'. The Put Food in the Budget campaign believes the 'hunger' problem is an income/poverty problem, not a food supply problem, and that there is a broad collective responsibility to reduce poverty through adequate incomes, not only through personal charity.

<http://www.putfoodinthebudget.ca/eNews/2011-07-27.html>

### Public buys Nourish and donates it to food banks

9 million people in Ontario each purchase 24 cans of Nourish per year to donate to food banks. Each person donates two cans per month. At the suggested retail price of \$2.49 per can, each person would spend \$4.98 per month, or, \$59.76 per year. Let's round up to \$5 a month, or \$60 a year. Collectively, these nine million Ontarians would purchase and donate 216 million cans of Nourish. The 400,000 people in Ontario who go to food banks every month would receive 10 cans of Nourish per week.

### Same money is raised through a modest tax increase and used to supplement the income of Ontarians who use food banks

There were more than 9 million Ontario tax payers in 2008. If each tax payer paid \$5 per month more in taxes, or, \$60 per year, total annual tax revenues would increase by \$540 million. Distributing the tax gain among the 400,000 people in Ontario who go to food banks each month could generate more than \$100 per month (\$1,350 per year) in extra income per person. Using the tax system to provide adequate incomes for people on social assistance is more efficient, more effective and more just than charity. This would enable people who go to food banks in Ontario to be able to buy more food of their own choice, and buy it with dignity.

God, we pray that Your Spirit may rule over all things.  
May Your Spirit rule over kings and presidents  
over prime ministers and generals  
over CEOs and party bosses  
over the legislature and over the bureaucrats  
over all citizens.  
May Your Spirit guide us on the way of peace  
on the way of honest dialogue  
on the way of reconciliation between peoples  
on the way of disarmament and justice  
on the way of freedom and life for all.  
May Your Spirit lead us on the journey of blessings  
shared with all  
on the journey of educational opportunity for all our  
children  
on the adventure of research and study that helps all  
men and women  
on the road to meaningful work for all people  
on the path of solidarity and love between all our  
brothers and sisters.  
May Your Spirit help us  
to speak up with courage  
to share what we have and what we are  
to challenge the powers that be  
to offer a message of liberation and life.  
We make this prayer through Christ, our Lord.  
Amen.  
[Catholic Women's League; [A prayer for Social Justice](#)]

Jul. 25, 2011 It's time to close our food banks. I've reached this conclusion after 18 years of researching food, hunger and poverty; volunteering at food banks; serving on a food bank board; and recently taking part in a challenge where I ate from a typical food bank hamper for three days. *Elaine Power* <http://www.theglobeandmail.com/news/>

## 10 Big Reasons to Feel Good about Taxes

1. Oliver Wendell Holmes, Jr. said it best: "Taxes are the price we pay for civilization." More specifically, taxes are the price we pay for the Canada we love.
2. Taxes put out fires, keep our streets safe, provide our children with education, provide our families with health care, ensure our food and water are safe, create legal safeguards for businesses and employees, provide parks – in other words, provide us benefits every hour of the day, every day of the year.
3. The average Canadian household receives about \$41,000 in public services each year (with no mark-up for private profit), a tremendous bargain for the vast majority of Canadians.
4. Past generations paid taxes for what we have today - schools, hospitals, courts of law, roads, public transit, parks. Our taxes today allow us to pass along those benefits to future generations - our children, grandchildren and great grandchildren.
5. If we ignore, shortchange or postpone funding for social, economic and environmental problems today, the solutions become more expensive in the future.
6. Public sector employees work hard, often in difficult circumstances, to keep government running and provide the public services we need. We need to attract and retain hard-working public employees and pay them fair compensation.
7. Money begets power, which begets more money, and more power. Taxes provide a counter-balance, by softening extreme disparities in wealth, power and benefits.
8. Taxes ensure that Canada can build and maintain the necessary infrastructure – education, health care and transportation systems - to attract investment and businesses, and thrive in a competitive global economy.
9. Taxes make the marketplace work – by maintaining a regulated business environment to protect property rights, enforce fair practices and protect consumers and investors.
10. Taxes allow citizens, residents and businesses to do things together that we could never do on our own. In other words, taxes allow us to be *Canadian* in the way we live, work and play.

<http://www.taxfairness.ca/page/10-big-reasons-feel-good-about-taxes>

*Taxes are the price we pay for civilization.*  
Oliver Wendell Holmes Jr. (19th century)

### September/October Calendar

International Literacy Day (Sep8)  
Walk for Justice culmination (Sep19)  
International Day of Peace (21)  
World Habitat Day (Oct3)  
Ontario Provincial Election (Oct6)  
World Food Day (Oct16)  
Stand up for Poverty (Oct14)  
Citizenship Week (3<sup>rd</sup> week in Oct)  
Persons Case Day (Oct18)

**What's a webinar?** A webinar is a workshop where you can view an on-line PowerPoint presentation while being connected to a telephone conference call. You hear the audio presentation on the phone and see the workshop slides on your computer. A high speed internet connection on your computer is required. These webinars give an opportunity to learn more about specific missions topics and issues relevant to where your church is at in missions.

**Go to [www.crcna.org/MissionWebinars](http://www.crcna.org/MissionWebinars) for more information. Session descriptions are available at [www.crcna.org/MissionWebinars](http://www.crcna.org/MissionWebinars)**

SEPTEMBER 28 AT 12:00 PM ET "The Changing Face of World Missions" (*Steve Van Zanen, Director of Missions Education & Engagement, CRWM*)  
OCTOBER 5 AT 12:00 PM ET "Show of Hands: Millennium Development Goals" (*Kris Van Engen, Office of Social Justice*)  
OCTOBER 19 AT 12:00 PM ET "The Belhar Confession" (*Kris Van Engen, Office of Social Justice*)  
NOVEMBER 2 AT 12:00 PM ET "Why Give a Tweet: Social Media & Church Ministry" (*Jerod Clark, Back to God Ministries International*)  
NOVEMBER 16 AT 12:00 PM ET "Are Missionaries Still Needed?" (*Steve Van Zanen, Director of Missions Education & Engagement, CRWM*)  
NOVEMBER 30 AT 12:00 PM ET "When Helping Hurts" (*Wendy Hammond, CRWRC Partnership Manager*)

Articles in this newsletter excerpted from "*The Advocate*" a paper and portal serving Christian Reformed social activists by the Office of Social Justice and Hunger Action of the CRC: [www.crcjustice.org](http://www.crcjustice.org) and *Kairos Times*, a monthly e-newsletter of KAIROS, the social justice organisation of eleven Canadian churches and church agencies. [www.kairoscanada.org](http://www.kairoscanada.org) and of Citizens for Public Justice (CPJ)'s monthly newsletter *OLA* <http://cpj.ca/index.html> and the **Mobile Justice Newsletter** of the Committee for Contact with the Government (CCG) [http://www.crcna.org/pages/ccg\\_mobilejustice.cfm](http://www.crcna.org/pages/ccg_mobilejustice.cfm)

**CRC Justice Seekers**  
*let justice roll on like a river*  
[JusticeSeekers.ning.com](http://JusticeSeekers.ning.com) is an online community for Christian Reformed folks to discuss, inform, and share their thoughts on justice with others in the denomination.  
<http://justiceseekers.ning.com/groups>

This newsletter is a publication of the Social Justice Team of Redeemer Christian Reformed Church, Sarnia ON  
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