

## Sack Energy?

If SaskEnergy/TransGas employees set a goal of raising “a ton of food” for this year’s Farm Credit Canada (FCC) Drive Away Hunger program, we succeeded - nine times over!

With a 2010 total of 20,425 pounds (nine tons) of food - more than double last year’s amount - SaskEnergy/TransGas was the largest single FCC food drive contributor in Regina. In addition, this year’s impressive effort means that we have donated over 55,000 pounds of food to the Regina Food Bank since 2005.



*Greg Stewart (L) Farm Credit Canada's CEO accepts the equivalent of over 20,000 pounds of food from Leanne Johnson.*

Every month, the Regina Food Bank assists over 10,000 people, including 5,000 children. Recognizing that the organization’s purchasing power allows them to buy two jars of peanut butter (for example) to our one, our corporate focus this year was on cash donations, though food donations were also accepted.

To create a visual element for a cash-focused campaign, organizers came up with a unique approach. “During a pre-campaign brainstorming session, Wendy Uytterhagen, Wendy Klinger and I agreed that we liked what Purolator is doing by donating a CFL quarterback’s weight to the local food bank when he is sacked,” says Leanne Johnson, Manager - TransGas Customer Services. “The idea grew from there as to how we could do something like this, including the quarterbacks and using the paper food bank bags to represent sacks”.

The resulting SaskEnergy/TransGas “Sack Attack Challenge”, assigned each floor/location a rival CFL quarterback and each \$100 raised in that area was counted as one quarterback sack. The quarterbacks were dressed and displayed on a miniature football field in the Main Floor lobby at SaskEnergy Place, and an FCC Food Bank sack was placed in front each quarterback each time he was “sacked”.



*Anthony Calvillo, Cleo Lemon and Henry Burris were sacked repeatedly as part of the SaskEnergy/TransGas "Sack Attack Challenge".*

"People seemed to have fun with the idea of sacking another CFL team's quarterback, and there is a great spirit of competition between some of the floors," says Johnson. "In addition, some floors were raising money throughout the year with fundraising activities like raffles and food sales."

Employees from the 3/4 Floor group won a pizza party, thanks to their 28 sacks, the highest combined food and cash total in the company.

As Leanne Johnson notes, this was truly a group effort: "Co-Chair Wendy Uytterhagen and I would like to give a great big thanks to everyone for their participation in this year's drive, including our awesome team of Linda DiAntonio, Katherine Bristow, Kyle Gerein, Cindy Dmyterko, Tara Sample, Jo-Ann Rud, Bea Hameluck, Linda Bernath, Tracey Magee, Carol Lyman, Sharon Yee and Darlene MacLeod from MicroAge".



*(L-R) Charlene Alexson, Leanne Johnson (Co-Chair for the 2010 SaskEnergy/TransGas FCC Food Drive), Tracey Magee, Jo-Ann Rud, and Linda Bernath (Food Drive Floor Captains).*