

Elevator Pitch Practice Worksheet

Food insecurity in Guelph and Wellington County is a crisis.

Our Income Security for Food Security Campaign aims to bring attention to needs of community members facing food insecurity across Guelph and Wellington. The key action for this campaign was speaking to public officials to advocate for policy changes to address the root causes of food insecurity.

For this activity you are going to practice a pitch to a public official with another participant.

Key Messages from the Campaign:

1. Food insecurity is the result of failure to address income insecurity.
 - Financial vulnerability is the cause of food insecurity - Jobs with low pay, not enough hours or no benefits, poverty level social assistance rates, and high living costs all contribute to the problem.
2. Food insecurity hurts people's physical, social and mental wellbeing - When we don't feel well, it is harder to function at school, work, home and in the community.
 - Food insecurity can cause significant health issues, which leads to huge costs to the healthcare system.
3. Charitable programs are not the solution – Community service organizations are already stretched thin with their responses. Though charitable food programs can provide important relief, they are not a solution to food insecurity.
 - We need policy changes to address the root causes of food insecurity.

Key Facts:

- Ontario Works rates have been frozen since 2018.
- 60% of people experiencing food insecurity are working.
- Due to barriers including transportation, dietary needs, stigma, and shame, only 25% of food insecure households use food access services such as food banks.

Call to Action:

Income insecurity is the root cause of food insecurity. Policy change is the solution, including policies for a:

- a basic income guarantee
- higher minimum wage rates
- higher social assistance rates
- affordable housing

Read over the key messages listed above and formulate a 1-minute elevator pitch that you could share with a public official to advocate for change. Pitch to your partner and then switch roles once completed.

EXAMPLE PITCH SCRIPT

(Fill in the blanks to use the script below!)

"Hi **[Partner's name]**, I'm **[Your Name]** from **[Your Community]**. I'm here because food insecurity in Guelph-Wellington is really an income issue. **[You can share a part of your story – have you experienced food insecurity?]**

Right now, **[pick one fact: from above]**. **[Feel free to share a part of your story – has there been impact on you?]**.

We're asking you to support policies like **[pick 1–2: basic income, higher social assistance, living wages, affordable housing]** to tackle income insecurity as the root cause for food insecurity.

Can we count on you to **[specific ask a.k.a. Call to Action: e.g., ‘raise this in council’ or ‘meet with advocates’]**?"

You can write out your version of the script below:

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.