Presentation to PIAC on Lunchbox by SchoolCash Online (Lunchbox)

February 25,2025

Toronto District School Board

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Lunchbox

Tonight's Presentation:

-Overview of Lunchbox
-Responses to December 2024 PIAC questions
-Questions

Presented by:
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What is Lunchbox?

- Full-service online lunch ordering and fundraising platform for school lunch programs
- Corporately approved for use at all TDSB schools
- Offers meals from local restaurants
- Use is **optional**

LUNCHBOX by SchoolCashOnline

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How does it work?

- Menu prices are quoted by Lunchbox
- Schools decide vendor, menu offerings and lunch dates
- Schools also decide amount of “fundraising” added to the Lunchbox price
- Lunchbox price + school fundraising amount = student purchase price
- Each school is provided a monthly fundraising sales report and fundraising earnings

PARENT/GUARDIAN ORDERS & PAYS VIA LUNCHBOX BY SCHOOLCASH ONLINE

ORDERS & LABELLING REPORTS ARE EMAILED TO THE VENDOR

MEALS DELIVERED DIRECTLY TO THE SCHOOL BY THE VENDOR

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Why use it?

- Reduces effort for schools and school councils
- Provides opportunities for schools with limited/no school council volunteers
- Familiar platform for parents
- Cashless
- Flexible offerings (menu and dates)

Downside:

- Direct sales by school/school council can often generate higher fundraising earnings

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PIAC Questions:

1) How many schools have pizza lunch/sub sandwich/other programs during 2023-2024 school year?

	Pizza Deposit		Subway Deposit		Other Lunch Deposit		Total	
	22-23	23-24	22-23	23-24	22-23	23-24	**22-23**	**23-24**
Total Sales	$ 2,537,202	$ 3,259,934	$ 46,288	$ 42,395	$ 864,118	$ 1,152,003	$ 3,447,608	$ 4,454,332
% Change Year over Year		*28.5%*		*-8.4%*		*33.3%*		*29.2%*
Number of Schools	293	308	10	7	110	148	330	360

- Data is from schools arranging their own lunch sales and distribution – it does not include Lunchbox sales
- Sales don't take costs (such as food) into account
- Lunchbox was broadly introduced at TDSB at beginning of 23-24
- 23-24 lunch sales were 29.2% higher than 22-23 (appreciating 22-23 still impacted by COVID)

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PIAC Questions:

2) How many schools used LunchBox during the 23-24 school year?

- 91 of 582 schools used Lunchbox in 23-24
- ~ 15.6%
- Average fundraising earning per school of $1,487
- Fundraising earnings across all TDSB schools was $135,308

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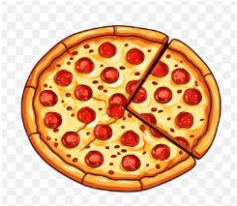
PIAC Questions:



3) How much revenue did Lunchbox receive from TDSB parents/caregivers/students during the 23-24 school year?

- Lunchbox costs depend on the menu items offered at each school and the local vendors used
- Prices include food, credit card fees, taxes, software and support (refunds, error resolution etc.)
- Lunchbox declined to share revenue data as agreements in place between themselves and the vendors are confidential
- ****Each school is made aware of the prices prior to fundraising starting and fundraising amounts are determined by the school

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PIAC Questions:

4) How many pizza slices were ordered through Lunchbox in 23-24?

- A fundraising report is provided to each school monthly
- Report indicates total quantity of each menu item sold and fundraising earned during the month
- A district level report showing how many pizza slices were sold is not available

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Summary

- Use of Lunchbox is optional
- Parent Councils are encouraged to review fundraising options with their School Principal during the development of the annual school generated funds financial plan (fundraising plan)
- Each school is unique
- Flexibility is provided so schools can select the approach best suited to student needs, fundraising goals and available resources

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Questions

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