

# INNOVATE. IMPACT. IMPROVE LIVES.



THE  
**FoodBank**  
OF WATERLOO REGION

2014 - 2015 ANNUAL REPORT  
TO THE COMMUNITY



THEFOODBANK.CA

# EXECUTIVE MESSAGE

In 1984 a group of local agencies got together to figure out how they were going to manage the growing needs of a community struggling with the recession. They examined some successful food bank models south of the border. They decided to create an organization to coordinate the food services they needed so agencies could focus on direct service delivery to keep people healthy, free from hunger and help them on their road to recovery. It was supposed to be a short term solution.

The reality is 30 years later we are still here – and that is OK - why? Because there are still people in need in our community. Because life circumstances like job loss, family illness, relationship breakdown don't stop because of an anniversary.

Through community partnerships, we obtain and distribute emergency food from our neighbours for our neighbours – that is our mission, that's what we do every day and that's what being 100% supported by the community means. We work with these programs to ensure that they have a balance of healthy food to distribute through food hampers, shelters and meal programs.

We have spent the year reflecting on not just the anniversary of The Food Bank but the impact community support has had and will continue to have for years to come.

Earlier this year, we had the opportunity to spend some time with program participants from agencies across our Food Assistance Network. They were completing empathy maps – telling us in words and pictures,

how they felt about the services they accessed and their experiences that led them to a program.



*Initially it's scary coming into the food bank; you aren't sure what other people are going to say. You have to be strong enough to say that I need this.*

**Food Program Participant**



It reminded us why we are here. Why we do this work. Every day there are life circumstances that make it impossible to “be normal”, to “be a family”, to put food on the table.

But then through your support The Food Bank has provided food that allowed the hamper to get to the door, the meal to be put on the table and provided a little hope to get through to the next day.

Feeding people today enables them to recover and move forward. But for every family that moves on there is another one stumbling, needing our support and that is why we are still here.

*Thank you for your continued support and commitment!*

Tim Ellis | President, Board of Directors

Wendi Campbell | Executive Director

## BOARD OF DIRECTORS 2014-2015

### PRESIDENT

Tim Ellis

### VICE-PRESIDENT

Rusty J. McLay

### TREASURER

Mark Guibert

### EXECUTIVE DIRECTOR

Wendi Campbell, MBA

### DIRECTORS

Jim Beretta  
Natalie Brady  
Christopher Corrigan  
Beth Cotter  
Dan Gervais  
Trevor Herrle-Braun  
Mike T. McCauley



## MEMBER AGENCIES

### EMERGENCY HAMPERS

Anselma House  
Conestoga College – Doon, Waterloo  
Emmanuel United Church  
Glencairn Mennonite Brethren Church - Bridges  
Historic St. Paul's Church  
House of Friendship Emergency Food Hamper Program  
Kitchener Church of God  
Marillac Place  
Our Place Family Resource and Early Years Centre  
Pioneer Park Church of God  
Ray of Hope Community Centre  
Reaching Our Outdoor Friends (ROOF)  
Salvation Army Community & Family Services (K-W)  
Society of Saint Vincent de Paul (SSVP) (13)  
St. Aloysius Church

Traverse Independence

Wilmot Family Resource Centre

Woolwich Community Services

### COMMUNITY CENTRES & OUTREACH

House of Friendship (4)

Kinbridge Community Association

KW Counselling (3)

Langs

Carizon Family and Community Services (4)

### COMMUNITY MEALS

Community Ministry

Family Counselling Centre of Cambridge & North Dumfries  
Seniors Young at Heart

K-W Open Bible Pentecostal Church of God

Nutrition for Learning

Out of the Cold K-W Programs (4)

Ray of Hope Community Centre

Reaching Our Outdoor Friends (ROOF)

Saturday Supper@Stirling

SSVP Archangels Youth Conference  
Sandwich Program

The Working Centre - St. John's Kitchen

Weejeendimin Native Resource Centre

Traverse Independence

### SHELTERS AND RESIDENTIAL

Anna Kaljas Residence

Anselma House

Argus Residence for Young People

Betty Thompson Youth Centre  
Safe Haven Shelter

House of Friendship (6)

Marillac Place

Morningstar Family Ministries

Supportive Housing of Waterloo (SHOW)

YWCA (3)

### OTHER COMMUNITY PROGRAMS (6)

*People treat people with a lot of respect here; you feel welcome and like you are listened to.*

**Food Program Participant**





# INNOVATION

## 10 INNOVATIONS at the FOOD BANK

### DOUBLE DEEP RACKING IN WAREHOUSE

The move to double deep racking increased The Food Bank's capacity for dry product by 30% and for frozen by 62% without changing the footprint in the warehouse!



### INVENTORY SYSTEM

Wireless Warehouse in a Box (WWIAB) is a warehouse management software solution offering streamlined mobility with the capabilities to complete most warehouse tasks via handheld scanners. Volunteers and staff use this technology instead of pen and paper to manage

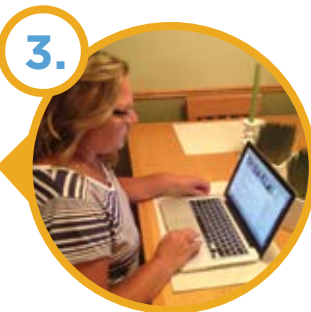


agency orders, receive food donations and track inventory. This system ensures more accurate data regarding types and quantities of product in stock. This information is used to advise agencies of our inventory levels and to do some targeted communications to the community and corporate donors to try to replenish our most needed items.

### VOLUNTEER MANAGEMENT

The implementation of myvolunteerpage.com has improved The Food Bank's communication with our volunteers and made it convenient for volunteers to manage their activities. It is easy to let volunteers know about opportunities that relate to their particular areas of interest, availability and qualifications. Volunteers are able to use their own devices to update their profiles, sign up for available shifts and track their hours served out in the community. It has also improved our record keeping and reduced The Food Bank's risk related to certifications and licenses that are required for certain volunteer roles.

**AN INCREASE OF 399,646 LBS OF FOOD SUPPORT ACQUIRED & DISTRIBUTED**



*Sandra Brook, 2014 Volunteer of the Year, regularly updates her volunteer profile by signing up for available shifts automatically and tracking her hours served out in the community.*

### NETWORK COLLABORATION

Innovation by The Food Bank of Waterloo Region through collaboration, forward thinking and risk taking has meant an effective Food Assistance Network is in place to address the changing needs of Waterloo Region. After 30 years as a successful warehouse distribution model food bank, it became clear that the changing charity environment and needs of the community require a different level of leadership, collaboration and service delivery to address the growing challenges of those who are hungry. Access to programs, services, nutritious food, learning about healthy eating, budgeting and food preparation is growing in all neighbourhoods throughout the community. We are proud to be the leader of this work and to partner with 100 community agencies and programs who do tremendous front line work every day but are willing to support change, growth, efficiency and effectiveness along the way. As we move forward – we will spearhead important data collection and evaluation work which will increase the Network's capacity to respond to community needs. This evidence based approach and focus on innovative solutions results in a Network that is able to adapt and coordinate its approach to address the changing needs within the community.



*The Food Bank's leadership and commitment to addressing hunger through high impact initiatives in a changing environment was acknowledged with the Food Bank Innovator Award at the Food Banks Canada Conference.*

**100 NETWORK PROGRAMS BENEFIT FROM FOOD BANK COLLECTION**

### LINK2FEED IMPLEMENTATION

The Food Assistance Network Strategic Plan 2014 identified the need for a centralized database to better understand the needs of those accessing the food bank. Link2Feed is a secure, centralized, cloud-based intake and reporting software designed exclusively for food assistance programs made available through the Ontario Association of Food Banks. A local implementation committee representing 5 agencies of the Network was formed with the leadership of The Food Bank of Waterloo Region. The new database has been successfully rolled out to 73 programs in Waterloo Region so far. The information collected will be used to advocate for those accessing food assistance and will help the Network provide better services to meet participant needs.



**NEW DATABASE HAS BEEN SUCCESSFULLY ROLLED OUT INTO 73 PROGRAMS IN WATERLOO REGION SO FAR**

*Implementing Link2Feed has resulted in a much more efficient data collection for us, which has saved a lot of staff time. We now have a better understanding of who is accessing our program and are able to make more evidence based programming decisions.*

**Jessica Van Es, Ray of Hope**

## FOOD BANK DISTRIBUTION SERVICES

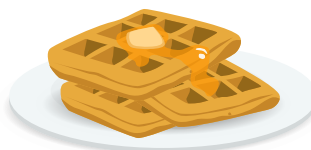
Food Bank Distribution Services (FBDS) helps 30 food banks reaching more than 60,000 participants in South Western Ontario (SWO), including neighbours in Waterloo Region. FBDS is coordinated by The Food Bank of Waterloo Region in partnership with the Ontario Association of Food Banks and Food Banks Canada. Our trucks pick up product donated by manufacturers and redistribute it to food banks and programs throughout SWO. This collaboration enables smaller food assistance programs access to a greater variety of food to better meet Canada's Food Guide recommendations. It also means less food going into landfills.



**FBDS HELPS  
30 FOOD BANKS  
REACHING MORE THAN  
60,000  
PARTICIPANTS IN SWO**

## WAFFLES IN THE WAREHOUSE

In recognition of 30 years of community support The Food Bank held its first ever Waffles in the Warehouse event. Although many things have changed since the incorporation of The Food Bank of Waterloo Region the one constant is the need for food assistance. This special breakfast event brought the community into the warehouse and featured 3 excellent speakers.



## CORPORATE ENGAGEMENT INITIATIVES

In 2014-15 employees from 33 companies were involved in food sorting, competitions and other volunteer activities as part of their employers' engagement program. They paid for this opportunity with either funds or food. It's a win-win-win! Employees learn about The Food Bank and its role, see their employers giving back to the community and know their volunteer efforts are helping provide vital food support. Companies value the team building, skill development and new perspective gained by their employees through their experience with The Food Bank. On top of it all, The Food Bank receives much needed support to help acquire and deliver food assistance. These corporate engagement efforts raised enough food and funds to provide 77,068 meals.



**CORPORATE ENGAGEMENT EFFORTS RAISED ENOUGH FOOD & FUNDS TO PROVIDE**



**77,068 MEALS**

*Working with The Food Bank is a great experience and a lot of fun!*

**Dean Howard,**  
President & CEO,  
Corporate Benefit  
Analysts, Inc.

## VOLUNTEER RECOGNITION

Initiatives undertaken during National Volunteer Week included training, orientation, record-setting performance of 8 conga lines by staff in one week plus a delicious dinner with live music! Food Bank staff transformed the warehouse into a scene of underwater enchantment to show our volunteers the ripple effect of their efforts. Every day volunteers make essential contributions that ripple throughout our community. The most tangible evidence is the one in 20 households that benefit from a hamper, community meal or shelter program in Waterloo Region thanks to volunteers.



*The steel drums of Acoustic Steel made the Under the Sea atmosphere in the warehouse complete.*

*The Volunteer Recognition night was fun; great food (thanks to Ennios), lots of laughter, and I met some wonderful people. The staff did an outstanding job of transforming the warehouse for this "under the sea" evening. Kudos to one and all!! Amazing creativity and hard work by everyone there. It is a fantastic place to volunteer.*

**Chris Buehler,** volunteer

*Working with the agencies at customer service taught me how to have a good conversation on a professional level that will prepare me for future career opportunities.*

**Mekhi Simmonds,** volunteer/co-op student

## GROWING YOUNG LEADERS

The Food Bank's youth volunteers make a huge difference! 40% of DIG IN sites were led by youth from high schools, clubs or teams. Four youth participated in the first summer internship program, developing skills while volunteering through the week. 16 student volunteers were placed through Conestoga College, University of Waterloo and Wilfrid Laurier University programs.



*Mekhi Simmonds was one of 4 high school co-op students that worked at The Food Bank this year.*

*Nemanja Golac started volunteering to complete his high school community service hours. At age 24, he continues to volunteer every week as a driver assistant and at special events, earning him the 2014 Youth Volunteer of the Year award.*





# IMPACT

**\$1 PROVIDES 3 MEALS**

**FINANCIAL STATEMENTS**



As part of their 140 years celebration North Waterloo Farmers Mutual presented a generous donation to The Food Bank. L-R Wendi Campbell, Richard Hepditch, Carlos Rodrigues.



Lettuce Alive is a proud donor of fresh produce to The Food Bank of Waterloo Region. As a producer of greenhouse lettuce it is sometimes difficult to estimate supply and demand. It is a pleasure to know that The Food Bank can be called on short notice and pick up extra product that I have available. We are happy to donate excess product knowing it will be put to good use.

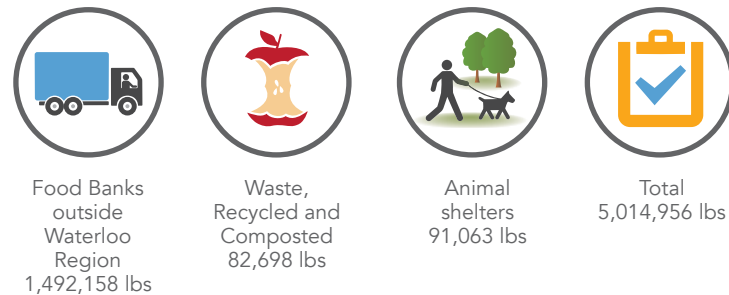
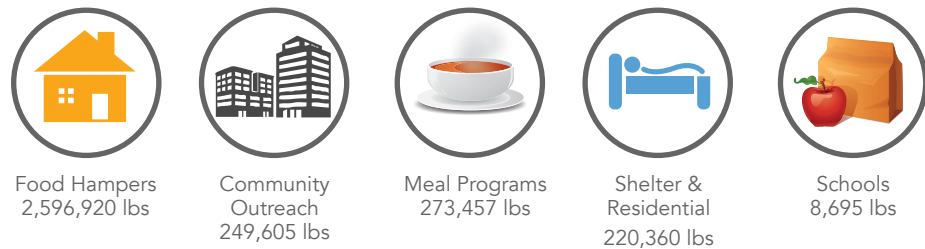
**Eric Maaskant,**  
Owner, Lettuce Alive



## WHERE THE FOOD CAME FROM



## WHERE THE FOOD WAS SHARED



\*Food Bank Distribution Services (FBDS), operated by The Food Bank of Waterloo Region, works collaboratively with 30 food banks in South Western Ontario to source large donations of high quality perishable and non-perishable food from the food industry. The food is redistributed through FBDS programs in South Western Ontario, including Waterloo Region, resulting in a larger variety and quantity of nutritious product for all participants.

## INCOME STATEMENT FOR THE YEAR ENDED JUNE 30, 2015\*

### INCOME

|                                 |                  |
|---------------------------------|------------------|
| Donations and Fundraising       | 1,603,858        |
| Food Program Membership         | 39,444           |
| United Way***                   | 32,200           |
| Grants                          | 24,047           |
| Food Bank Distribution Services | 127,790          |
| Investment and other income     | 20,929           |
| <b>Total</b>                    | <b>1,848,268</b> |

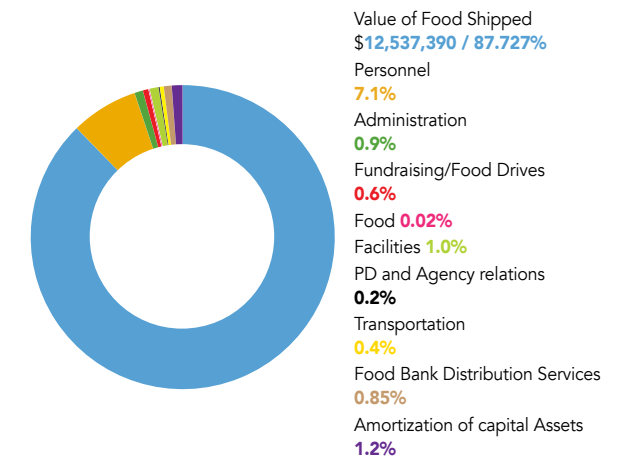
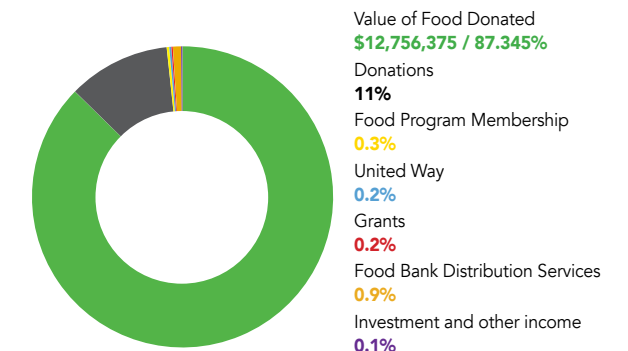
### EXPENDITURES

|   |                  |
|---|------------------|
| Personnel                                     | 1,020,259        |
| Administration                                | 130,448          |
| Fundraising/Food Drives                       | 89,063           |
| Food  | 2,641            |
| Facilities                                    | 146,115          |
| Professional Development and Agency Relations | 21,376           |
| Transportation                                | 59,823           |
| Food Bank Distribution Services               | 119,705          |
| Amortization of capital assets                | 164,552          |
| <b>Total</b>                                  | <b>1,753,982</b> |

**Excess of Revenues over Expenditures 94,286**

\* An audited financial report is available upon request  
 \*\*Research commissioned by Food Banks Canada determined \$2.50 per pound as a national measure for the value of food donations.  
 \*\*\*Sector Support funding is directed to the Food Assistance Network to increase the capacity of member agencies to deliver healthy, nutritious food services.

In the past year The Food Bank acquired and distributed more than 5 million pounds of food. If we would value this food at \$2.50 per pound, the food would be the largest revenue and expense source\*\*



### FOOD INDUSTRY SUPPORTERS

Advanced Dairy Systems Ltd.

Associated Brands

Bonduelle North America - Ingersoll

Bonduelle North America - Strathroy

Bonduelle North America - Windsor

Brand Strategy Execution Inc.

Brubacher Farm

Cargill Foods

Celadon/Kelloggs

Chapman's Ice Cream

Chill Fresh Produce Inc.

Chudleigh's

Colonial Cookies

Conestoga Cold Storage

Conestoga Meat Packers

Confederation Freezers

D&W Fine Pack Canada

DanVin Inc.

E & E McLaughlin Ltd.

Elm Creek Farms

Elmira Produce Auction Cooperative Inc.

Engro Foods Canada Ltd.

Erb Cold Storage

Erb International Inc.

Erinvale Food Sales Inc.

Farm Fresh Poultry Co-Op Inc.

Food for Life Canada

Goodness Me!

Gord Doehn Farmstead Inc.

Grand River Foods

Hamilton Food Share

Herrle's Country Farm Market

Hershey Canada Inc.

Inovata Foods Corp.

JD Sweid Foods

Jones Feed Mills Limited

Keybrand Foods Inc.

Kingwood Farm

Kraft Canada

Lettuce Alive

Loblaw Companies East Ltd.

Loblaw Ltd.

Manitoulin Transport

Maple Leaf Consumer Foods - Mississauga

Maple Leaf Eastern Distribution

Maple Leaf Foods

Metro

Moo Cow

No Frills

Ontario Egg Producers

Pfenning's Organic & More

Piller's Fine Foods Inc.

Pinnacle Foods

Pure Snax Company Inc.

Real Canadian Superstore

Red Lobster Restaurants

Ronzoni Foods Canada

Schefter Poultry Processing

Second Harvest

Sobeys - Bridgeport Road

Sobeys - Columbia St.

Sobeys - Fischer Hallman

Sobeys - Highland Road

Sobeys - Ira Needles

Sobeys - Weber St.

Solis Foods

Stericycle Expert Solutions

Sunray Snacks Inc.

SYSCO Foods

Target Canada - Conestoga

Target Canada - Laurentian

The Lunch Lady

Total Focus Foodservice

Upper Canada Food Group Ltd.

ViSalus Canada

Walmart Canada Fairview Park Mall

Walmart Canada Bridgeport

Walmart Canada St. Jacobs

Walmart Canada Stanley Park

Walmart Canada Sunrise

Weston Bakeries Ltd.

Zehrs Market - Beechwood Plaza

Zehrs Market - Laurentian Power Centre

Zehrs Market - Stanley Park Mall



We choose to work with The Food Bank of Waterloo Region because we both share the same mission to alleviate hunger in the communities we serve. Sharing food and resources means greater variety and quantity of nutritious food for both of our communities!

**Melissa Bain**, Food For Life



The Manfred and Penny Conrad Family Foundation

The Savvas Chamberlain Family Foundation

### FOOD SHARING ORGANIZATIONS

Food Banks Canada

Food For Life

Ontario Association of Food Banks

Second Harvest

### GRANTS AND FOUNDATIONS

Aqueduct Foundation - The Helmut and Margaret Oberlander Foundation

Gina Chhatwal Trust

Mabel & Gordon McMillen Foundation

Mennonite Foundation of Canada

Mersynergy Charitable Foundation

The Cowan Foundation

The Landry Family Foundation

The Fregin Family Foundation

In 2014-15 The Food Bank of Waterloo Region acquired and distributed food to 80 member agencies and programs for **6,397,271 meals in Waterloo Region.**

### VOLUNTEERS HELP MAKE THIS POSSIBLE

In 2014-15 2,178 volunteers donated 23,411 hours – each hour provided 203 meals! Of these there were 377 individuals with the remainder volunteering as groups from 33 companies, 18 schools, 36 community organizations. 39 of these groups were new to volunteering with The Food Bank.



# IMPACT

## ORGANIZATION & CORPORATE DONORS

### LEADERS ( \$5,000 + )

|  |   |                                 |
|--|---|---------------------------------|
| ATS Automation Tooling Systems Inc.    | KW Region Elks                                  | Sobeys Inc.                     |
| Google Matching Gifts                  | Manulife Financial Canada                       | The Waterloo Networking Company |
| Conestoga Meat Packers                 | MTD Products Limited                            | Tim Hortons                     |
| Gary H. Attack Financial Planning Inc. | North Waterloo Farmers Mutual Insurance Company | University of Waterloo          |
| Home Hardware Stores Limited           | Quantex Technologies Inc.                       | Wilfrid Laurier University      |
| Kitchener Utilities                    |   | Anonymous (1)                   |



Someone was there to listen and help. They took the time to understand how we felt.

Food Program Participant



### PARTNERS ( \$2,500 + )

|   |   |  |
|---|---|--|
| Ancora Metalworks Inc.                    | Kitchener Rangers Hockey Club           | Starbucks Coffee Company                 |
| CAW TCA Social Justice Fund               | McIntyre Group Office Services Inc.     | Steelworkers Humanity Fund               |
| Congregation of the Resurrection          | OTIP/RAEO                               | Strassburger Windows & Doors             |
| Distinctive Wood Products Inc.            | Ontario Teachers Insurance Plan         | The Economical Insurance Group           |
| Dr. Kevin J. McCann                       | Performance Initiatives Inc.            | The May Court Club of Kitchener-Waterloo |
| Elementary Teachers Federation of Ontario | Rae & Lipskie Investment Counsel Inc.   | Toyota Motor Manufacturing Canada Inc.   |
| H. L. Staebler Company Ltd.               | Russell A. Farrow Ltd.                  | United Way of Greater Toronto            |
| Insurance Bureau of Canada                | Samuel, Son & Co., Ltd.                 |  |
| Kissner Milling Company Ltd.              | School Sisters of Notre Dame            |  |
|   | Simpson Screen Print & Lithography Ltd. |  |

### FRIENDS ( \$1,000 + )

|  |   |  |
|--|---|--|
| Able Concrete                                  | Frey Building Contractors                                 | Setman Ltd.                              |
| AirBoss Rubber Compounding                     | Goenergy Gas Ontario Ltd.                                 | Sirius Botanical Enterprises             |
| All Protect Systems Inc.                       | GSP Group Inc.  | Southwest Kitchener Church of Christ     |
| Bill Snyder Electric Inc.                      | IdeaWave Marketing Solutions Inc.                         | St. Agatha Church                        |
| BlackBerry                                     | Investors Group   | Swagelok Southwestern Ontario            |
| Blessed Sacrament RC Church                    | Jose A. Prudencio Medicine Professional Corp              | TechHi Consultants Ltd.                  |
| Cement Finishing Labour Relations Association  | Kelly's Klowns  | The Pampered Chef Ltd. (Canada)          |
| Challenger Motor Freight Inc.                  | Kitchener Steel Service Centre Inc.                       | Tire Team Centre                         |
| Corporate Benefit Analysts Inc.                | Local 4610 USWA District 6                                | Toronto Dominion Bank                    |
| Creative Waterloo Region Services Organization | Mark Eamer Professional Corporation                       | Union Gas Ltd.                           |
| Deanco Inc.                                    | Marshall Zehr Group Inc.                                  | United Way of Cambridge & North Dumfries |
| Embree & Co. LLP                               | Pano Cap (Canada) Limited                                 | WalterFedy                               |
| Enterprise Holdings                            | Resource Industrial Group                                 | Waterloo Lions Club, Bingo Acct.         |
| Farm Credit Canada                             | Select Transportation (A Division of 988055 Ontario Ltd.) | Anonymous (1)                            |



Generous gifts of services, skills and materials worth more than

**\$43,000 were provided to The Food Bank.**

For example Conestoga Cold Storage donated 2 forklifts, batteries and chargers. Stecho replaced all the lighting in The Food Bank at no cost. This gift of energy efficiency will save \$3,800+ each year.



### LEADERS ( \$5,000 + )

Apostolic Christian Church  
Conestoga-Rovers & Associates Ltd.  
DESA Inc.

### PARTNERS ( \$2,500 + )

ARIDO GVC  
(Grand Valley Chapter of ARIDO)  
BDO Canada LLP  
Bluevale Collegiate Institute  
Cameron Heights Collegiate Institute  
CANS 2014  
Conestoga College, Doon Campus  
Desire2Learn  
Eastwood Collegiate Institute  
First Mennonite Church  
GrandLinq  
Home Hardware Stores Ltd.  
Intellijoint Surgical Inc.

### FRIENDS ( \$1,000 + )

1st Lexington Scouts  
2228530 Ontario Inc.  
24th Kitchener Scout Group  
AIP Transportation Products, ULC  
Allstate

Golden Triangle Sikh Association  
Manulife Financial  
MCAP Service Corporation  
OutGROW OutPLAY

Jean Steckle Public School  
Kitchener Minor Hockey Lady Rangers  
Atom A  
KPPFA  
K-W Apartment Building Food Drive  
Lester B. Pearson Public School  
MNP LLP  
Mount Zion Lutheran Church  
Muslim Association of Canada  
Navtech Inc.  
NCR Canada Ltd.  
North Waterloo Farmers Mutual  
Insurance Company

Alpine Public School  
AMEC Environment & Infrastructure  
ANSYS Canada Ltd.  
Avondale Carollers  
Baden Public School

Royal Highland Fusiliers of Canada  
Royal LePage Wolle Realty  
The Going Home Team  
Re/Max Twin City Realty  
University of Waterloo

Open Text Corporation  
Pier Structural Engineering Corp  
Reformation Lutheran Church  
Sir John A. MacDonald  
Secondary School  
St. Mary's High School  
Sun Life Financial  
WalterFedy  
Waterloo Region District School Board  
Westheights Public School  
Westvale Public School  
Wilfrid Laurier University

Bell Canada - Riverbend Employees  
Boehmer Box  
Brick Brewing Company Ltd.  
Bridgeport Public School  
Brigadoon Public School

Business Development Bank of Canada  
Canada Revenue Agency  
Canadian Cancer Society, K-W Unit  
Centennial Public School - Waterloo  
Century Group Financial  
Solutions Inc.  
Christ Evangelical Lutheran Church  
of Waterloo  
Christie Digital Systems  
Conestoga College Paramedics  
Court at Laurelwood  
Crestview Public School  
Dengunn Management Inc.  
Dillon Consulting Ltd.  
Direct Buy  
Doon Presbyterian Church  
Doon Public School  
Dream Office Management  
Ecole Secondaire Catholique  
Pere-Rene-de-Galinee  
Edna Staebler Public School  
Elizabeth Ziegler Public School  
Empire Public School  
First Christian Reformed Church  
of Kitchener Inc.  
First Response Restorations  
Forest Heights Collegiate Institute  
Forest Hill United Church  
Free The Children  
Giant Tiger - Greenbrook Dr.  
Grand River Collegiate Institute  
Grand River Hospital  
Greystone Design Group Inc.  
Harold Albrecht MP Constituency Office

HollisWealth  
Holy Rosary School  
HomeLife Power Realty Inc.  
Huron Heights Secondary School  
Insurance Brokers Association of  
Waterloo Region Inc.  
Intelligent Mechatronic Systems Inc.  
Investment Planning Counsel  
Securities Corporation  
J F Carmichael Public School  
Keller Williams Golden Triangle Realty  
Kitchener Fire Department - HQ  
Kitchener Minor Baseball Association  
Kitchener Panthers Major Pee Wee Tier 1  
Kitchener Senior Panthers Baseball Club  
Kokopelli Management Inc.  
K-W Gaming Centre  
Laurelwood Public School  
Libro Credit Union  
Lincoln Road Chapel  
Lions Club of Kitchener  
M & H Financial Ltd.  
Maplesoft  
Millen Woods Public School  
MTE Consultants Inc.  
Northlake Woods Public School  
Oakwood Manor  
Optimist Club of South Woolwich  
OTIP/RAEO - Ontario Teachers  
Insurance Plan  
Paquette Travers & Deutschmann  
Parkminster United Church  
Parkway Ford Sales (Waterloo) Ltd.  
Programmed Insurance Brokers Inc./

RWAM Insurance  
Quadro Engineering Corp.  
Quarry Integrated Communications Inc.  
Resurrection Catholic Secondary School  
Rombald Inc.  
Rowan Williams Davies & Irwin Inc.  
Sandhills Public School  
SAP  
Scholar's Hall  
Sheppard Public School  
St. Clements School  
St. John's Lutheran Church  
St. Peter & Paul Greek Orthodox Church  
St. Peter's Lutheran Church  
St. Stephen's Lutheran Church  
St. Timothy School  
Stance Healthcare Inc.  
Stanley Park Baptist Church  
Stantec Consulting Ltd.  
Strongpoint Automation  
The Beat Goes On  
The Network Church  
Toyota Motor Manufacturing Canada Inc.  
Transfreight Inc.  
Tri-City SCUBA Centre Inc.  
Viessmann Manufacturing Company Inc.  
W. T. Townshend Public School  
Waterloo Christian Reformed Church  
Waterloo Fire Headquarters  
Waterloo Siskins Jr B Hockey Club  
Westheights Community Church  
William Knell & Co. Ltd.



# IMPACT

## TOGETHER, WE CARE

### PUBLIC EVENTS (RAISED MORE THAN 4,500 MEALS)

Art Sale (Accelerator Centre)

Construction

Corus Feeds Kids (91.5 The Beat, 107.5 Dave FM, Batista Foods Inc., Harvey's, Noslen Foods Inc., Your Neighbourhood Credit Union)

DIG IN

Empty Bowls (Waterloo Potters Workshop, The Clay & Glass, Wilfrid Laurier University, Knox Presbyterian Church)

Great Food Sort Challenge

Loblaws Companies National Food Drive (Zehrs, Real Canadian Superstore, no frills and valu-mart)

Greek Food Festival (St. Peter & Paul Greek Orthodox Church)

Kitchener Council's Grillefest (City of Kitchener)

Kitchener Rangers Holiday Food Drive (Kitchener Rangers)

Kitchener-Waterloo Comedy Festival

Mayors' Breakfast

Music and Movies in the Park (The Beat Goes On & Princess Cinema)

Oktoberfest Family Breakfast (96.7 CHYM FM, 570 News & 106.7 Country)

Onkel Hans Food Drive (K-W Oktoberfest Inc.)

Project Shutout Hunger (Kitchener Rangers, OHL, Coach4Food, Ontario Trillium Foundation)

Ribfest and Craft Beer Show (Impact Events Group Inc.)

Santa Claus Parade (Lions Club of Kitchener)

Sounds of the Season (89.1 CBC Kitchener-Waterloo)

Stuff A Bus (105.3 KOOL FM & 99.5 KFUN, CTV, Grand River Transit)

Tim Hortons Food Drive

### OUR MEDIA PARTNERS



New Hamburg Independent  
Woolwich Observer

Waterloo Chronicle  
Elmira Independent  
FM 98.5 CKWR

CBC KW 89.1  
94.3 Faith FM



When you're hungry, you live with an invisible tension around you. It never goes away. It's always there, seeping over you. There is nowhere to hide.

We were happiest when the food hampers arrived – it meant we were guaranteed to have a warm dinner that night. We sat around the table like families on TV and the tension would melt away - for awhile.

Today, I am happy, healthy and successful. Today, I am able to support my family. Today, I proudly serve my community as Fire Chief for Waterloo Fire Rescue. All I needed was someone who believed in helping me when I needed it most.

**Richard Hepditch,**  
Fire Chief, Waterloo Fire Rescue



## CANSTRUCTION WATERLOO REGION

The 8th Canstruction Waterloo Region raised food and funds to provide 100,126 meals. Of the 15 teams participating, 4 were new this year, 3 teams have participated in all 8 competitions and 8 participated 2 or more years.



# IMPACT

## COMMUNITY FOOD ASSISTANCE NETWORK



The Food Bank of Waterloo Region is invaluable to our community, providing leadership by demonstrating the benefits of risk taking, forward thinking and embracing the opportunity to work collaboratively.

Jan Varner, CEO United Way  
Kitchener Waterloo and Area

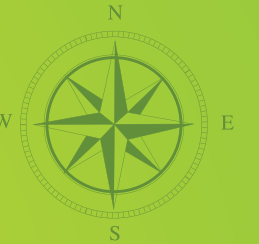


Thanks to the Cambridge Self Help Food Bank for their collaborative work within the Community Food Assistance Network.

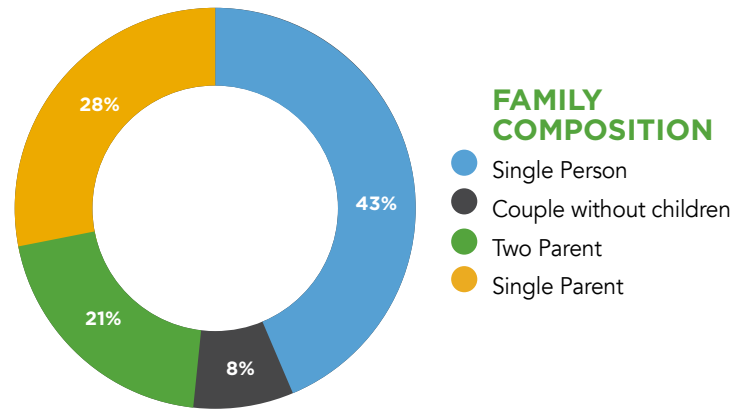


**553,000** PEOPLE IN WATERLOO REGION  
**1 IN 20** HOUSEHOLDS ARE HUNGRY

The Food Bank of Waterloo Region (yellow) and the Cambridge Self Help Food Bank (red) collaborate to provide food to the more than 100 programs providing food support throughout Waterloo Region.

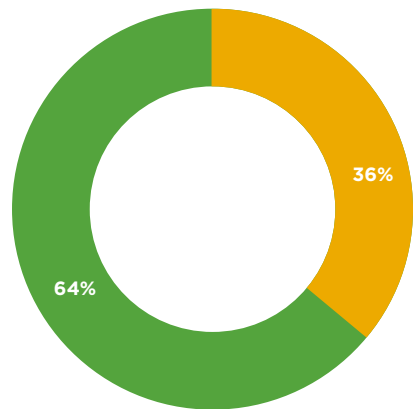


IN 2014 THERE WERE 33,723 INDIVIDUALS SERVED BY THE COMMUNITY FOOD ASSISTANCE NETWORK IN WATERLOO REGION.



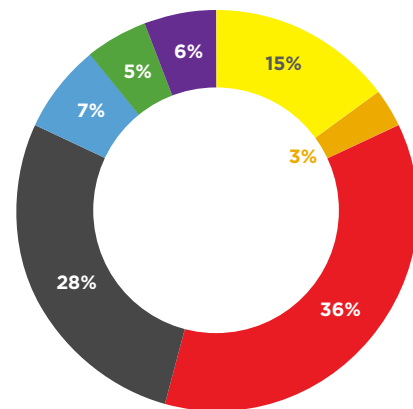
### AGE GRAPH

- Children (Under age of 18)
- Adults (18 and Over)



### SOURCE OF INCOME OF EMERGENCY FOOD HAMPER RECIPIENTS

- Full time Employment: 15%
- Employment Insurance: 3%
- Ontario Works: 36%
- Ontario Disability Support: 28%
- Pension: 7%
- Other Income (WSIB, Immigration, OSAP etc.): 5%
- No Income: 6%



The Food Bank will continue to innovate, impact and improve lives. We will be working with other food banks in South Western Ontario, the Ontario Association of Food Banks and Food Banks Canada to take action to address hunger. Our Community Food Assistance Network collaborated to create a strategic plan working towards providing even more community support and impact.

### TOGETHER, WE WILL TACKLE THE IDENTIFIED STRATEGIC DIRECTIONS SO NO ONE GOES HUNGRY:

**REACHING BEYOND THE NETWORK**

**Strengthening relationships outside the Network**

- Advocate for system level changes
- Inclusion lens for all pathways

**IMPROVING LIVES**

**Services supporting participant needs**

- Support individuals transitioning to other supports
- Least intrusive approaches
- Communication about services across Network

**INNOVATIVE APPROACHES**

**New solutions to ongoing challenges**

- New service delivery models (food distribution days, food co-op)
- Resource allocation for capacity needs
- Continue multi-cultural focus

**FOOD WITH DIGNITY**

**Comfortable experience and environment**

- Simple, single-program access
- 3+ day hampers based on Canada's Food Guide
- Increase participant choice in food hamper

**HUMAN CENTRED DESIGN**

**Participants at the centre**

- Centralized database for the Region
- One-stop information for participants
- Set clear expectations and processes

**CLARITY & MEETING NEEDS**

**Clear communication**

- Food Assistance Network communication plan
- Regional Food Acquisition and Distribution plan
- Connect informal systems



# OUR MISSION




Through community partnerships, we obtain and distribute emergency food from our neighbours for our neighbours.

# OUR VISION

To channel our community's energy so no one goes hungry.



THE FOOD BANK OF  
WATERLOO REGION  
50 ALPINE COURT  
KITCHENER, ON N2E 2M7  
Tel: 519.743.5576  
Fax: 519.743.8965  
Email: [info@thefoodbank.ca](mailto:info@thefoodbank.ca)

 [FoodBankWatReg](#)  
 [The-Food-Bank-Waterloo-Region](#)  
 [FoodBankWaterlooReg](#)

[thefoodbank.ca](http://thefoodbank.ca)

Proud affiliate of:



**United Way**  
Kitchener Waterloo & Area

Charitable Registration No.  
11923 3310 RR0001

Proud member of:



**ONTARIO**  
ASSOCIATION OF  
FOOD BANKS



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