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

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

Food Program Participant
1. **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 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.

2. **DOUBLE DEEP RACKING IN WAREHOUSE**

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

3. **INVENTORY SYSTEM**

Wireless Warehouse in a Box (WWIAB) is a warehouse management software solution offering increased 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.

4. **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 change in 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.

5. **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.

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

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.

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

**IN WATERLOO REGION SO FAR**

**73 PROGRAMS ROLLED OUT INTO**

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

**10 INNOVATIONS AT THE FOOD BANK**

**INNOVATION**

**INNOVATE. IMPACT. IMPROVE LIVES. 2014-2015 ANNUAL REPORT | 6**
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.

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 initiatives as part of their employers’ engagement programs. They paid for this opportunity with either funds or food. It’s a win-win-win as 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.

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.

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

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

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.

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

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.
The Food Bank of Waterloo Region 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

*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.

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**

**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.

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

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
Total 1,848,268

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
Total 1,753,982

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.

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

FOOD INDUSTRY SUPPORTERS

Advanced Dairy Systems Ltd.
Associated Brands
Bonduelle North America - Ingersoll
Bonduelle North America - Strowthy
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.
Enrivale 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
Herrie's Country Farm Market
Henshey 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
Pfennings Organic & More
Piller's Fine Foods Inc.
Pinnacle Foods
Pine Snax Company Inc.
Real Canadian Superstore
Red Lobster Restaurants
Ronzoni Foods Canada
Schaefer Poultry Processing
Second Harvest
Sobeys - Bridgerton Road
Sobeys - Columbia St.
Sobeys - Fischer Hallman
Sobeys - Highland Road
Sobeys - Ira Needles
Sobeys - Weber St.
Sulia Foods
Stericycle Expert Solutions
Sunray Snacks Inc.
SYSSCO Foods

FOOD SHARING ORGANIZATIONS

Food Banks Canada
Food For Life

GRANTS AND FOUNDATIONS

Aqueduct Foundation - The Helmut and Margaret Oberlander Foundation
Gina Chhatwal Trust
Mabel & Gordon McMillen Foundation
Mennonite Foundation of Canada
Merseynergy 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.
Leads ( $5,000 + )

- ATS Automation Tooling Systems Inc.
- Google Matching Gifts
- Conestoga Meat Packers
- Gary H. Attack Financial Planning Inc.
- Home Hardware Stores Limited
- Kitchener Utilities

Leaders ( $1,000 + )

- Able Concrete
- AirBoss Rubber Compounding
- All Protect Systems Inc.
- Bill Snyder Electric Inc.
- BlackBerry
- Blessed Sacramento RC Church
- Cement Finishing Labour Relations Association
- Challenger Motor Freight Inc.
- Corporate Benefit Analysts Inc.
- Creative Waterloo Region Services Organization
- Deanco Inc.
- Embree & Co. LLP
- Enterprise Holdings
- Farm Credit Canada
- Frey Building Contractors
- Goenergy Gas Ontario Ltd.
- GSP Group Inc.
- IdeaWave Marketing Solutions Inc.
- Investors Group
- Jose A. Prudencio Medicine Professional Corp
- Kelly’s Klowns
- Kitchener Steel Service Centre Inc.
- Local 4610 USWA District 6
- Marshall Zehr Group Inc.
- Pano Cap (Canada) Limited
- Resource Industrial Group
- Select Transportation (A Division of 988055 Ontario Ltd.)
- Sobeys Inc.
- The Waterloo Networking Company
- Tim Hortons
- University of Waterloo
- Wilfrid Laurier University
- Anonymous (1)

Partners ( $2,500 + )

- Ancora Metalworks Inc.
- CAW TCA Social Justice Fund
- Congregation of the Resurrection
- Distinctive Wood Products Inc.
- Dr. Kevin J. McCann
- Elementary Teachers Federation of Ontario
- H. L. Staebler Company Ltd.
- Insurance Bureau of Canada
- Kissner Milling Company Ltd.

Partners ( $1,000 + )

- Able Concrete
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- Sobeys Inc.
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- Tim Hortons
- University of Waterloo
- Wilfrid Laurier University
- Anonymous (1)

Presented by Conestoga Cold Storage. 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.

Generous gifts of services, skills and materials worth more than $43,000 were provided to The Food Bank.
Golden Triangle Sikh Association
Manulife Financial
MCAP Service Corporation
OutGROW OutPLAY
Jean Steadle Public School
Kitchener Minor Hockey Lady Rangers
Atom A
K-PFFA
K-W Apartment Building Food Drive
Lester B. Pearson Public School
MNP LLP
Mount Zion Lutheran Church
Muslim Association of Canada
Nvtech Inc.
NOR Canada Ltd.
North Waterloo Farmers Mutual Insurance Company
Royal Highland Fusiliers of Canada
Royal LePage Wolfe 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
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 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.
North Waterloo Public School
Oakwood Manor
Optimist Club of South Woolwich
OTIP/RAEO - Ontario Teachers Insurance Plan
Paquette Travers & Deustchmann
Parkerminster United Church
Parks Canada Sales (Waterloo) Ltd.
Programmed Insurance Brokers Inc.
RWAM Insurance
Quadro Engineering Corp.
Quarry Integrated Communications Inc.
Reunification 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 Boat Goes On
The Network Church
Toyota Motor Manufacturing Canada Inc.
Transfreight Inc.
Tri-City SCULA Centre Inc.
Viesmann 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.
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

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.
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.

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.
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

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**Hunger Count**

In 2014 there were 33,723 individuals served by the Community Food Assistance Network in Waterloo Region.
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.