

2019-2020

COMMUNITY IMPACT



THE
FoodBank
OF WATERLOO REGION

Executive Message

If the last few months have taught us anything, it is that we can't predict the future but we can plan for it. As we kicked off 2020, I think it's safe to say, none of us imagined how our world and community would change.

You may have heard me say: *"hunger can happen to anyone, anywhere, at any time"* and that really hit home as we faced one of the most difficult times in The Food Bank of Waterloo Region's history.

For many in our community the *"anywhere anytime"* happened in March with the beginning of the COVID-19 pandemic. We needed to quickly adapt and adjust our operations to ensure continued service delivery, while maintaining the safety, health and well-being of our staff, volunteers and the community. This couldn't have been done alone.

In collaboration with the Region of Waterloo Community Services and the Public Health and Emergency Services departments, we executed the Community Food Assistance Network Pandemic Business Continuity Plan. This plan was designed to mobilize local resources ensuring continued delivery of essential services. With support from corporate partners and the community, we acquired, coordinated and distributed 1,195,756 pounds of food; a 40% increase compared to the same time last year.

In partnership with the Cambridge Self-Help Food Bank, we extended service delivery to 7 community programs and agency partners in the Cambridge area, providing 46,451 meals.

While much of our focus remains on COVID-19 and preparing for the new normal, I also want to take a moment to highlight some significant milestones and accomplishments from last year.

I am proud to share that at the 2020 Business Excellence Awards Gala we received the Innovation Award for our Fresh Approaches Food Centre program – a seamless approach to food recovery in our community. The Innovation Award is presented to a business that has created a product or process resulting in increased revenue, job creation, productivity and overall service improvements.

We welcomed 86 corporate and community groups (1,114 people) to our facilities for educational and hands-on food engagement experiences in our food sorting room and the Fresh Approaches Food Centre. As we look beyond COVID-19, we will be updating our food engagement program and looking for new ways to safely welcome you back to our facilities.

With the implementation of a new fleet management software, we are able to better balance the needs of our community programs and agency partners while improving operational efficiencies. During COVID-19, there was a 159% increase in deliveries; from 42 per week pre-COVID-19 to 109 during the peak period.

As you read through this Community Impact Report, I hope you see how you – first-hand – have helped us navigate this unprecedented health crisis and support our mission of ensuring no one goes hungry. As always, thank you for your support. Together, we are feeding neighbours.



Wendi

Wendi Campbell

CEO, The Food Bank of Waterloo Region

“Many businesses were forced to adapt and change how they operate due to COVID-19 and The Food Bank was no exception. The staff at The Food Bank was presented with a unique set of challenges - including limited resources and inventory, coupled with an increased need for food assistance. The team **stepped up to the challenge and adjusted operations** to ensure the continued acquisition, coordination and distribution of food to people in need.”

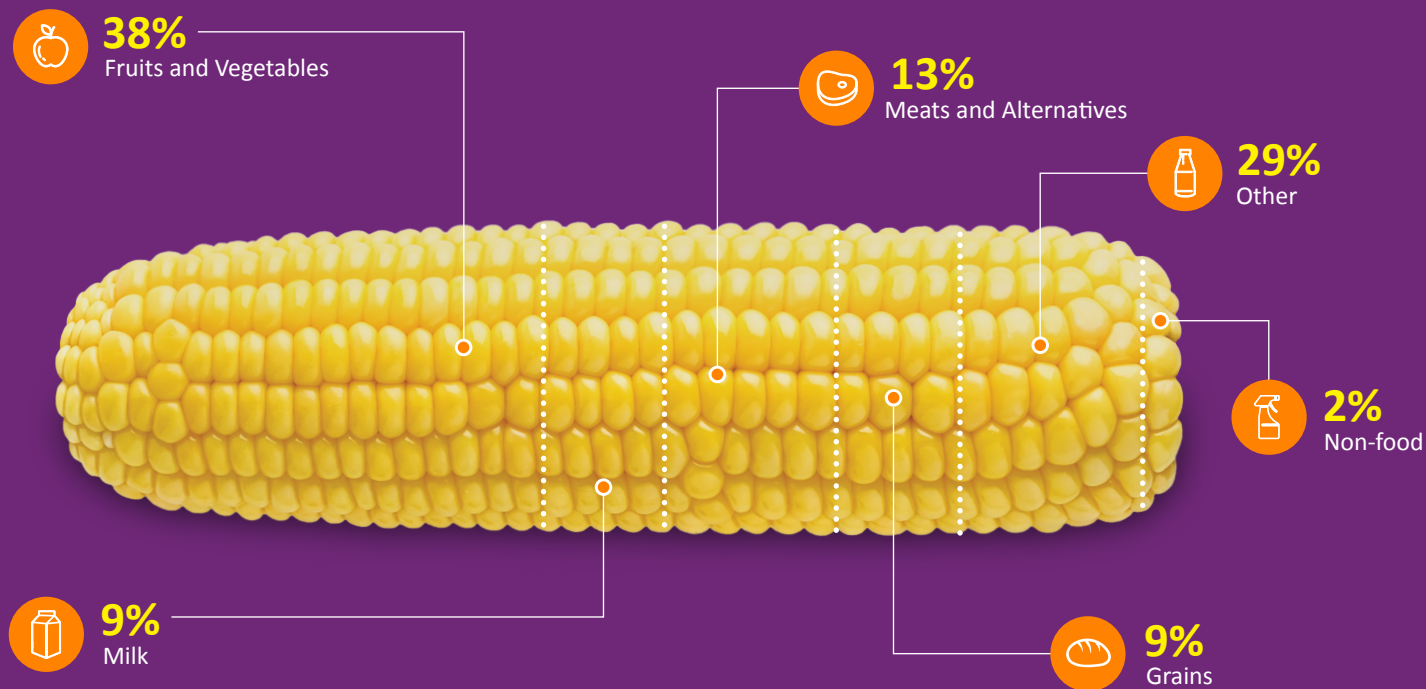
Trevor Herrle-Braun, **Chair**

2019-2020 Board of Directors

Trevor Herrle-Braun, **Chair**
Karen Armstrong, **Vice-Chair**
Natalie Brady, **Treasurer**
David Brenneman, **Director**
Alison De Muy, **Director**
Nabil Fahel, **Director**
Darren Gilroy, **Director**
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Glen Polson, **Director**



Did you know, The Food Bank of Waterloo Region
is more than just cans and boxes.



Annual Spotlight: Saving Fresh. Feeding Community.

Last year, more than 33,355 people in Waterloo Region struggled to put food on the table, so it is especially concerning to know more than half of all food produced in Canada ends up in a landfill.

At The Food Bank, our commitment to food recovery and ensuring no one goes hungry in our community goes beyond the donations we accept. For more than 30 years, The Food Bank has been working with corporate, community and food industry partners to prevent edible, healthy food from being thrown away and instead redirected to help people in need.

In 2018, we formalized the food recovery program with the launch of the award-winning Fresh Approaches Food Program – a seamless approach to food recovery that focuses on reducing food waste and extending the lifespan and freshness of food. This program includes two key pillars:

- **Saving Fresh. Feeding Community.,** is our food recovery program that prevents edible, healthy food from restaurants, local farmers and food industry partners from being thrown away, significantly reducing food waste in our community.
- **Fresh Approaches Food Centre,** is our on-site food processing facility and allows us to increase the variety, quality and quantity of fresh and frozen food available to those in our community accessing food assistance.


Last year in the **Fresh Approaches Food Centre**, we:

**PROVIDED AN
ADDITIONAL 57,415
MEALS TO THE COMMUNITY FOOD ASSISTANCE NETWORK**

**WORKED WITH 335
PARTNERS**

**INCLUDING LOCAL RESTAURANTS, FARMERS AND FOOD
INDUSTRY PARTNERS**



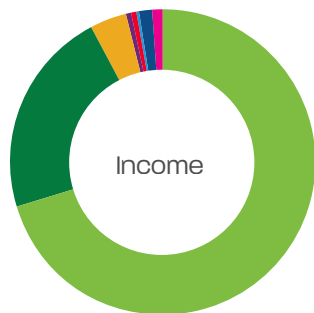


**Hunger can happen to anyone,
anywhere, at anytime.**

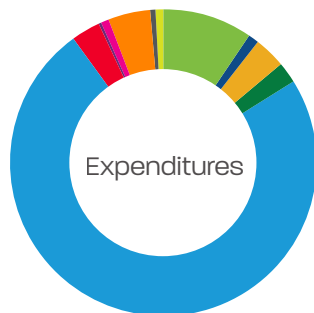
No matter where you live in
Waterloo Region - because of
the Community Food Assistance
Network - you have access to
nutritious food.

Financial Accountability

Income Statement for the year ended June 30, 2020



70.46%	Donations of Food
21.81%	Donations & Fundraising
4.00%	Food Assistance Network
1.34%	Region of Waterloo - Covid 19 Response
1.05%	Government of Canada - Covid 19 Response
0.05%	Member Distribution Service fees
0.41%	United Way
0.59%	Food Bank Distribution Services
0.28%	Investment and other income



9.75%	Personnel
1.20%	Administration
3.33%	Fundraising/Food Drives
2.32%	Food Purchase & Processing
75.72%	Donations of Food
0.98%	Facilities
0.19%	PD and Agency Relations
0.71%	Transportation
4.51%	Food Assistance Network
0.69%	Food Bank Distribution Services
0.57%	Amortization of Capital Assets

*In the past year more than 5 million pounds of food was donated locally, valued at \$2.60 per pound.

**Research commissioned by Food Banks Canada determined \$2.60 per pound as a national measure for the value of food donations.

The generosity of our donors ensured that 33,355 individuals in Waterloo Region had food when they needed it.

Donor support allowed us to quickly respond to COVID-19, support current food assistance needs, and plan for future and ongoing recovery. This is in addition to executing our role in the Community Food Assistance Network Pandemic Business Continuity Plan.

The Board of Directors internally designated the 2019-2020 operating surplus to ensure we proactively plan for future needs and achieve our mission of ensuring no one goes hungry in Waterloo Region.

\$105,000 Food Purchase (Emergency Reserve)

\$100,000 Food Purchase (Undesignated)

\$700,000 Capital Maintenance Reserve

\$150,000 Emergency Management Reserve

\$150,000 Transportation



5,995,195 POUNDS OF FOOD

WAS DISTRIBUTED TO LOCAL COMMUNITY PROGRAMS, AGENCY PARTNERS & PROVINCIAL FOOD BANKS

For the full financial statements, visit:
thefoodbank.ca/about/financial-accountability.

Community Programs and Agency Partners

As a leader of the Community Food Assistance Network, and in partnership with the Cambridge Self-Help Food Bank, we work with 100+ community programs and agency partners to provide food and connection to the vital supports needed by many families and individuals in Waterloo Region. These critical services and programs – emergency hamper, community centres & outreach, community meals and shelter & residential services – help people learn about healthy eating, budgeting, food preparation and more.

ACCKWA	Church – Bridges	Nutrition for Learning	The Working Centre – St. John's Kitchen
Anishnabeg Outreach	Grand River Collegiate	Pioneer Park Church of God	Traverse Independence
Employment and Training	Healing of the Seven Generations	Ray of Hope Community Centre	Trinity Community Table
Argus Residence for Young People	Historic St. Paul's Church	OneROOF Youth Services	University of Waterloo FEDS Food Bank
Betty Thompson Youth Centre	House of Friendship	Sanguen Health Centre	Urban Hope – Cambridge Vineyard Church
Safe Haven Shelter	Intermediate Christian Homes	Salvation Army Community & Family Services (KW)	Wilmot Family Resource Centre
Carizon Family and Community Services	Kaljas Residence	Salvation Army Cambridge	WLU Student Food Bank
Cambridge Shelter	Kinbridge Community Association	Saturday Supper @ Stirling	Women's Crisis Services of Waterloo Region
Community Ministry	Kitchener Church of God	Sexual Assault Support Centre	Woolwich Community Services
Conestoga College	KW Underhill Residential Home	Society of Saint Vincent de Paul (SSVP)	YWCA
Emmanuel United Church	KW Open Bible Pentecostal Church of God	St. Aloysius Church	
Family Counselling Centre of Cambridge & North Dumfries	Langs	St. Matthews Evangelical Lutheran Church	
First United Church	Marillac Place	Supportive Housing of Waterloo	
Glencairn Mennonite Brethren			

For more information about the Community Food Assistance Network, visit: foodassistanancenetwork.ca.

To learn more about the supports, services and programs each member agency offers, visit: thefoodbank.ca/network.

Thank You

We are one of 638 food banks across the country, represented and led by Food Banks Canada. Last year, Food Banks Canada provided more than 30,263 meals directly to Waterloo Region.



Thank you to all of our incredible sponsors for their continued support and commitment to reducing hunger in our community.

A special thank you to our premiere Food & Fund Drive sponsors:



2019-2020 Milestones

83,582 food hampers were distributed throughout the Community Food Assistance Network last year.

33,355 people received food assistance in 2019.

1,323,214 meals raised by Food & Fund Drives.

618,199 meals distributed as part of Food Bank Distribution Services.

1,311,977 pounds of fresh fruit and vegetables distributed to the Community Food Assistance Network.



HungerCount is an annual report that provides insight into food insecurity in Waterloo Region.

230

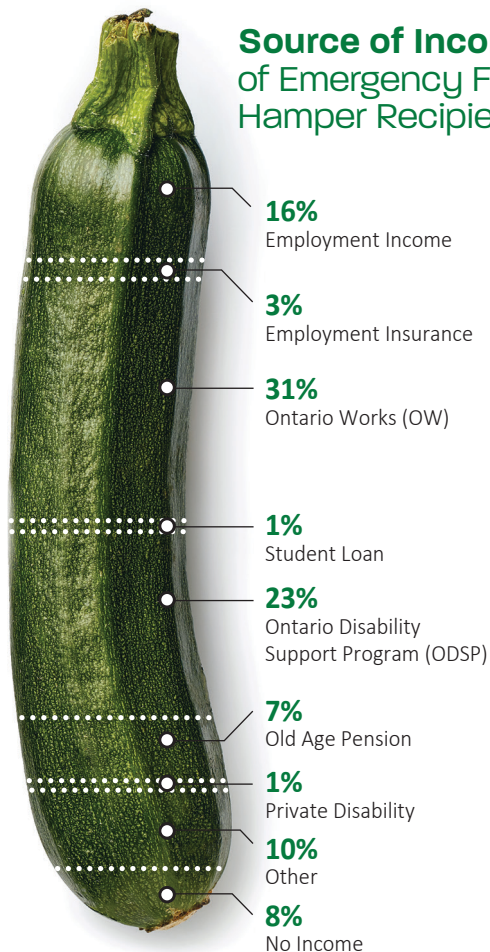
FOOD HAMPERS

ARE DISTRIBUTED
EVERY DAY,
WITH ALL FOOD
GROUPS EQUALLY
REPRESENTED

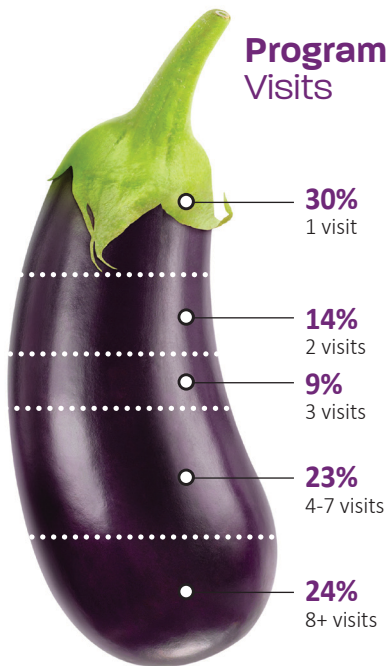
Food Assistance
Recipients Age



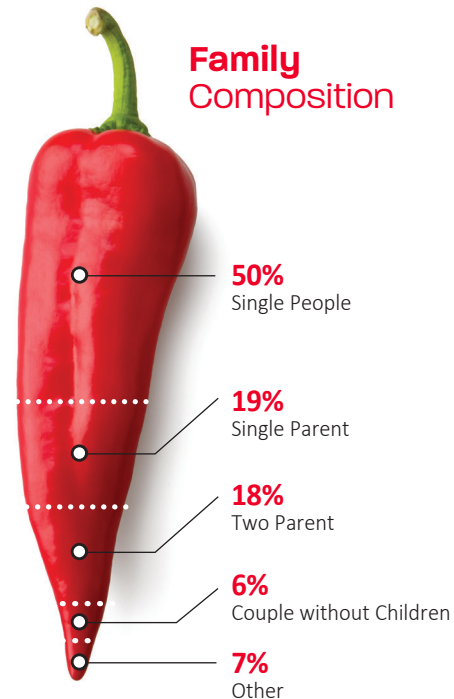
Source of Income of Emergency Food Hamper Recipients



Program Visits



Family Composition



33,355 INDIVIDUALS
WERE SERVED
BY THE COMMUNITY FOOD ASSISTANCE
NETWORK IN WATERLOO REGION IN 2019



Community Collaboration Provides Essential Services during Pandemic

When social services, businesses, and community leaders work together, incredible things can happen. Collaboration between these sectors streamlines the supports, services, and programs available as well as helps to improve the overall health and well-being of the community and its residents.

The importance and value of collaboration was highlighted earlier this year as the world, and our community, faced COVID-19 and the ongoing state-of-emergency.

In response to COVID-19, The Food Bank of Waterloo Region in partnership with the Region of Waterloo Community Services and the Public Health Department activated the Community Food Assistance Network Pandemic Business Continuity Plan, ensuring continued delivery of essential services throughout Waterloo Region.

“There is an old phrase that says we are better together than we are on our own,” said Douglas Bartholomew-Saunders, Commissioner, Community Services at the Region of Waterloo. “When you bring a group of community partners together, there is so much synergy and a greater ability to problem solve.” Adding “community collaboration and partnerships is the answer to dealing with community-wide issues.”

“Taking a collaborative, systems-level approach really helped us manage this challenging and unprecedented situation,” said Wendi

Campbell, CEO, The Food Bank. “By working together to activate the pandemic plan, we were able to mobilize local resources to continue the delivery of essential services, such as food, while protecting the health and safety of our staff, volunteers and community members.”

As the key coordinator of food services within the Community Support Control group, The Food Bank is responsible – in a pandemic situation – for ensuring consistent availability of food to the most vulnerable in our Region, particularly those impacted by the pandemic.

“The Food Bank provided exceptional leadership in the food services table and the control group,” shared Bartholomew-Saunders.

In addition to the incredible leadership, The Food Bank also coordinated the many players in our community who have a role in food services. “With multiple agencies in our community focused on food, there was the potential for service delivery to become fractured, but that wasn’t the case at all during this pandemic and that comes down to the work of The Food Bank,” said Bartholomew-Saunders. “Everything was very well coordinated, every part of the region was covered and everyone who called in, their needs were met.”

Throughout the pandemic, The Food Bank acquired, coordinated, and distributed food offers from a variety of food industry partners, retailers, and farmers. “Rather than the region trying to figure out how

these offers fit into the system, they were handed over to The Food Bank for distribution, making it a lot easier for the region,” shared Bartholomew-Saunders.

In the first 12 weeks of COVID-19, which wrapped up on June 8, The Food Bank - in collaboration with the Region of Waterloo, Bingeman’s and their many vendors - provided 61,330 meals. In addition, The Food Bank acquired, coordinated and distributed 1,195,756 pounds of food to the 30 vital service programs operating as part of the Community Food Assistance Network Pandemic Business Continuity Plan.

The pandemic plan provided the critical framework necessary for community partners to successfully work together, but Bartholomew-

Saunders stressed, The Food Bank’s flawless organization and preparedness helped ensure a successful roll-out. “It appeared The Food Bank was ready to go as soon as we said we’re on. Any issues were quickly responded to and dealt with. Wendi and the team did a great job of using the opportunities presented to address issues and explain how the system worked.”

And while there is still work to be done as we look ahead and beyond COVID-19, the importance of collaborating can’t be ignored. “We can do so much more when we work together than when we sit in our offices without consulting. Working together and collaborating is the key to any successful outcome for the community,” said Bartholomew-Saunders.



Food Bank Distribution Services

Food Bank Distribution Services is a program that streamlines the acquisition and distribution of large food donations from farmers, manufacturers, packagers and redistributes it to smaller food banks, providing a greater variety of nutritious food and reducing food waste. Last year, 766,581 pounds of food was acquired and distributed through provincial partnerships to 30 food banks in South Western Ontario.



Emergency Hampers

Emergency Hampers offer critical services and supports to families and individuals experiencing food insecurity in our community. There are 36 emergency hamper programs located in Waterloo Region.

Community Meals

Community Meal programs are an opportunity for the community to dine together. Community meals are offered for free at various drop-in locations throughout Waterloo Region.



Shelter and Residential Services

Shelter and Residential Services programs provide a safe, welcoming and temporary space where people can stay while they work to find housing. Participants receive supports and services to meet basic needs and help them move forward in their housing plan.



Community Centres and Outreach

Community Centres and Outreach programs are community-based programs that provide food to families within their neighbourhood, while connecting them to a variety of resources and supports, such as: family outreach workers, nutrition workers, community gardens and more.



Improve Lives

Waterloo Region may be the fastest growing community in Canada but that doesn't mean everyone in the region has a place to call home.

According to a survey conducted by community-based outreach workers last fall, there are hundreds of people in Waterloo Region living on the streets, and many of them are youth.

"There are so many different circumstances and reasons youth may end up homeless," said Genevieve Laroche, Manager of Services at OneROOF Youth Services in Kitchener, one of the 100+ community programs and agency services The Food Bank serves annually. "Such as family breakdown, abuse, mental health, addiction, or even circumstances beyond their control, like running out of funding while attending school as an international student."

Since opening their doors in 1989, OneROOF Youth Services has been providing for the safety, support, and well-being of youth ages 12-25, who are at-risk or are experiencing homelessness in Waterloo Region. This is accomplished by providing services, supports and programs including hot meals, food hampers, shelter, community outreach as well as access to essentials such as clothing, hygiene products, and shower facilities.

The kitchen is a big part of the programming at OneROOF Youth Services and is a unique way for staff to connect with at-risk or homeless youth. "I love taking the youth and going into the kitchen; the best stories and conversations happen there," shared Laroche.

"The kitchen is a gateway to having important conversations and is often an opportunity to talk to them about how to succeed. It's amazing how food has that effect on people."

The Food Bank of Waterloo Region and OneROOF Youth Services have been working together for nearly 30 years. Last year, The Food Bank provided the program with 144,423 pounds of fresh, frozen, and non-perishable items.

"The food is provided by The Food Bank," explained Laroche. "We wouldn't be able to provide meals for all the youth that visit the shelter and participate in the programs without The Food Bank, we still wouldn't get the amount needed to feed our youth."

Food is about more than feeding the mouth, it's about building connections. In addition to providing 3 meals, 7 days a week, and weekly emergency food hampers, youth are encouraged to get hands-on and creative in the kitchen.

Laroche recalls a recent meal made by three youth which included homemade soup that was amazing. "Sometimes they shock you," she said. "They get excited in the kitchen because it is familiar and often brings up positive memories," she added. "It's amazing how food has that effect on people."

Meet Bill

People volunteer for a variety of reasons, for many it's a way to stay busy during retirement and an opportunity to give back to the community. And it's fair to say when most people sign up to volunteer; they don't think they'll be helping their community through a pandemic.

But that's exactly what happened to Bill Aver.

Bill began volunteering at The Food Bank of Waterloo Region in 2018 as a driver and driver assistant where he was responsible for picking up community food drive and grocery store donations, providing assistance with various transportation needs and on occasion, accepting food and fund donations as an ambassador at community events.

"Volunteering [at The Food Bank] is the best move I have ever made; I am doing something good for the community, I feel good and there is a need for my help," shared Bill.

In mid-March, in response to the COVID-19 pandemic, we adapted and adjusted our operations to ensure continued and consistent delivery of essential food services throughout Waterloo Region. This meant significant changes in our day-to-day operations, such as temporarily reducing the number of food distribution locations and limiting the number of staff, volunteers and community members accessing our facility.

Known for his reliability, eagerness to help and ability to keep a positive attitude – even in challenging situations – Bill offered to continue volunteering during the COVID-19 pandemic, although his role changed quite a bit.

"Volunteering during COVID-19 changed a lot and it has given me an entirely different outlook," explained Bill. "Prior to the pandemic, I was doing grocery store and community donation pick-ups and participating in events like Aviation Fun Day and Kitchener-Waterloo Oktoberfest. These days I am delivering directly to the programs, where I see people lined up for emergency food. I never thought I'd see that."

Volunteering not only allows Bill to help his community before, during and after COVID-19, but it also keeps him busy and engaged, when he otherwise might be at home. "It is not in my nature to sit still and I like to be busy," he laughs.

Bill admits that before he began volunteering, he was aware of the need for emergency food assistance but didn't understand just how many people accessed food support. In 2019-2020, more than 5 million pounds of food was acquired and distributed to the 100+ community programs and agency partners we work with.

"I knew there was a need (for food assistance) but I never knew there was this much need. Many of us are able to go to the grocery store and buy what we need without worry or added stress. But that isn't the case for thousands in Waterloo Region."

He also admits he was surprised at the size and scope of The Food Bank and expected to be working in a small warehouse and driving a cube van. "It's a huge operation," shared Bill, reflecting on the 31,000 square foot warehouse. "Initially I had no idea the size or scope of the operations but it is mind boggling to see the amount of food that goes through The Food Bank, and it's not just once in a while, it's all the time."

Adding, since COVID-19 he has noticed an increase in the amount of fresh, frozen and non-perishable food being distributed throughout the community.

In the first 15 weeks of the COVID-19 pandemic - March 16 - June 16 - The Food Bank acquired, coordinated, and distributed 1,195,756 pounds of food, providing 20,491 community meals and 24,026 hampers to 19,716 people.

"People accessing food assistance are not adding to the food they have at home, this is it," said Bill. "I had no idea there were this many people in Waterloo Region reliant on The Food Bank. This is all they have and they are really relying on us."

Volunteering during COVID-19 helped Bill understand the need for food assistance in our community and recognize that hunger can happen to anyone, anywhere, at any time.

"I've seen a different side of our community, one I've never seen before. You read about it [food insecurity] but until you see it, people lined up for food, it doesn't register," he said. "These people are hard workers, just like you and I."



Bill volunteering at The Food Bank

In the Community Profile



**You've probably heard the jingle:
call Tony Johal and sell your house tonight!**

Not only is Tony Johal a hard-working family man but he is also an active community member who is passionate about giving back.

Established in 2014 by Tony and Heidi, the Tony Johal Real Estate team has quickly grown to be one of the most recognized real estate firms in Waterloo Region. They are a family business in the business of serving families.

We recently welcomed Tony and a few members of the real estate team to The Food Bank for food engagement activity and a tour. During their visit, we learned why community engagement is a core business value and a bit more about their campaign to raise \$10,000 in support of The Food Bank of Waterloo Region in 2019.

In this business profile, we chat with Tony and Heidi Johal about the importance of giving back to the community they live and work in.

The Food Bank of Waterloo Region (The Food Bank): Tell me a little bit about Tony Johal Real Estate Team?

Tony Johal Real Estate Team: We are a local, family business that specializes in helping people buy and sell their homes. We serve Waterloo Region and as a team, we offer more than 50 years industry experience. Our single biggest core value is the need to give back to the community. We want to be known and recognized as community

leaders who serve the community from a business perspective but also give back to the community in an even bigger way.

The Food Bank: Why is it important, as an organization, to give back to the community?

Tony Johal Real Estate Team: We don't believe that anyone should suffer from food insecurity. Access to nourishing food should be a basic human expectation. Unfortunately, we understand this isn't always the case. We want to do our part to help and not only provide supplies but bring awareness to such a worthy cause. The people who work and volunteer every day at The Food Bank and programs and agencies are the real community leaders. We just want to do our part to give back. It is important that our children be raised with such values to serve others too.

The Food Bank: What does it mean to your organization to be able to give back so generously to the charitable and non-profit organizations in Waterloo Region?

Tony Johal Real Estate Team: It is fulfilling and reminds us to count our blessings every day and not take what we have for granted. I think it's important for our clients to know their working with a team that has an elevated level of community conscience and awareness. People love working with businesses that give back (we included) and care for the community. The client ultimately would rather do good for the community than not do good and by choosing our team they know their helping the community. Our team has a mission of "Go Serve BIG!"

The Food Bank: How does Tony Johal Real Estate Team support The Food Bank of Waterloo Region?

Tony Johal Real Estate Team: We're on a mission to raise \$10,000 for The Food Bank. For every home we sell this year we take a portion of our earnings and we give right back to the foodbank. By raising \$10,000 we'll be able to provide 30,000 meals! 30,000! Wow, that's a lot of meals.

The Food Bank: Why do you support The Food Bank of Waterloo Region?

Tony Johal Real Estate Team: It's our home. These are our people, our friends, our neighbours and when they're in need, it's our God-given obligation to help out. We're a community organization, serving the community.



2019-2020 Milestones

3,106,136 total meals were distributed throughout Waterloo Region in 2019.

1,475 community meals served every day.

3,334 volunteers donated more than **28,212** hours of their time to The Food Bank.

5,041,182 pounds of food was acquired and distributed to a network of 100+ community programs and agency partners in Waterloo Region.

73,492 pounds of fresh, frozen and dry food was repackaged by staff, volunteers and corporate and community groups in the Fresh Approaches Food Centre.

Mission

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

Vision

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

We're Social!

Follow us @FoodBankWatReg
 @FoodBankWaterlooRegion
#FeedWR
thefoodbank.ca



THE FOOD BANK OF WATERLOO REGION

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