

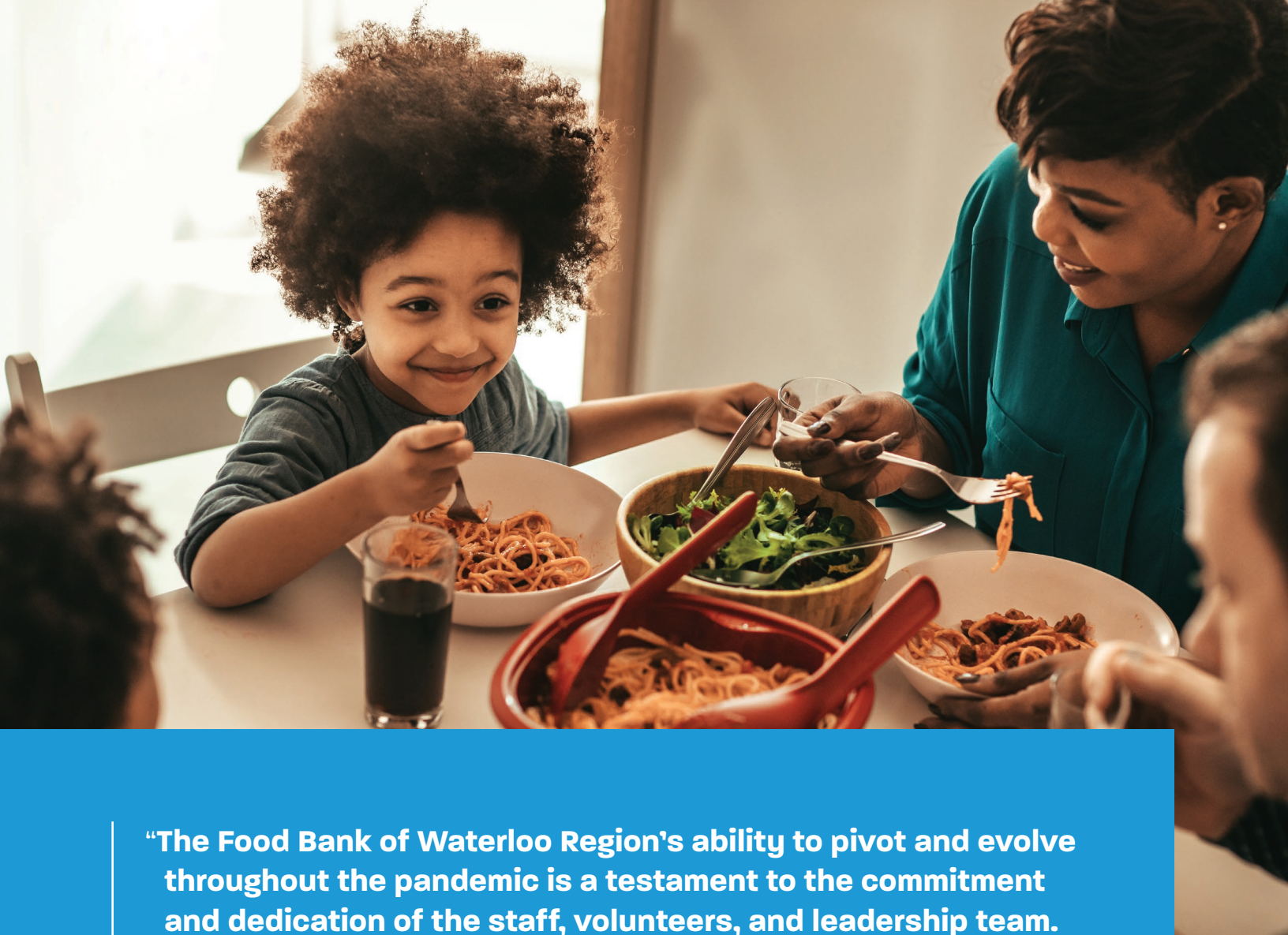


COMMUNITY IMPACT

2020-2021



THE
FoodBank
OF WATERLOO REGION



“The Food Bank of Waterloo Region’s ability to pivot and evolve throughout the pandemic is a testament to the commitment and dedication of the staff, volunteers, and leadership team.

Through extraordinary challenges they ensured the continued delivery of essential services and supports to people in need, as well as developed and launched new programming to fill gaps in services throughout Waterloo Region.”

Trevor Herrle-Braun, **Chair**

2020-2021 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**
Laura Lawlor, **Director**
Terry Melo, **Director**
Glen Polson, **Director**

Executive Message

As I take time to reflect on the last year and write this message to you – our incredible community of donors, food industry partners, sponsors, and volunteers – I am overcome with gratitude.

It was a difficult year; unlike anything we've experienced before. We faced several unique and unexpected challenges, which led to significant shifts in our day-to-day operations. From streamlining service delivery to help flatten the curve in the early days, to pre-packing emergency food hampers on-site, to managing increases in transportation and food needs. We adapted and evolved to ensure the consistent availability of emergency food to people in need in our community.

To prioritize the health, safety, and well-being of our staff, volunteers, and the community, we also made the decision to limit access to our facility to only essential workers. This meant we had less people power on-site to sort food donations, pre-pack emergency hampers, and help with the increased transportation needs. Despite the reduction in on-site staff and volunteers, everyone worked tirelessly to ensure we didn't miss a beat. I am proud to say, there were no delays in service delivery and food was consistently distributed to the Community Food Assistance Network.

And we couldn't have done it without you. Whether it was financial or food donations, hosting socially distanced events, or donations of personal protective equipment (PPE), you went above and beyond to show your support and commitment to ensure no one goes hungry in Waterloo Region. Thank you.

Your generosity also supported the Community Food Assistance Network Capacity Fund – a program that allocated financial donations from various fundraising initiatives executed by The Food Bank to the Community Food Assistance Network. As part of the Community Food Assistance Network Capacity Fund, we allocated more than \$500,000 to community programs and agency partners that were significantly impacted by the pandemic, ensuring they were able to remain operational and continue serving the community. These funds helped pay rent, utilities, as well as support technology enhancements, staffing, transportation needs, and food storage.

While much of our focus last year remained on navigating the pandemic and adapting to meet community needs, we also developed and launched some exciting new programs, such as the Mobile Pantry.

Generously funded by an Ontario Trillium Foundation Capital Grant, the Mobile Pantry expands the safe distribution, access, and availability of fresh food to economically vulnerable households in high-needs neighbourhoods throughout Waterloo Region.

Launched in March 2021 by The Food Bank, the Mobile Pantry operates in collaboration with members of the Community Food Assistance Network and provides flexibility in how, where, and when a program operates and distributes food.

As you read through the Community Impact Report, I hope you see the ways you have allowed us to pivot and adapt throughout the pandemic and support our mission of ensuring no one goes hungry. While we may not know what the future has in store, we know that with your support we can tackle hunger in our community. As always, thank you. Together, we are feeding neighbours.



Wendi

Wendi Campbell

CEO, The Food Bank of Waterloo Region

In the Community:

Don's Produce

Don's Produce has been providing quality fresh produce and vegetables to Southwestern Ontario since the early 1990's. President, Gerry Blake started the business with one van and quickly grew into supplying local restaurants, long-term care and retirement homes, and grocery stores throughout Waterloo, Wellington, Perth counties and surrounding cities with fresh, local produce.

In 2020, that all changed. The COVID-19 pandemic wreaked havoc on the restaurant industry and disrupted supply chains. Business changed drastically, and the team at Don's Produce was looking for ways to eliminate food waste and give back to the community that has contributed to their growth and success.

In this profile, we talk to Mike Blake, Sales Manager at Don's Produce about why in the midst of a global pandemic, they continued supporting The Food Bank of Waterloo Region in such a big way.

The Food Bank of Waterloo Region (The Food Bank):

Tell me a little bit about your organization?

Don's Produce:

Don's Produce started about 30 years ago with just one van. We grew fairly quickly into supplying produce to restaurants, long-term care and retirement homes, grocery stores and markets in the area. We are very supportive of local, having been awarded the Local Food Champion award from Green Belt Ontario, and work closely with a number of local farms. In the summer months, our price guide represents approximately 80% of Ontario grown fruits and vegetables.

The Food Bank:

How does your organization support The Food Bank of Waterloo Region?

Don's Produce:

Last year, we donated nearly 40,000 pounds of fresh food and The Food Bank purchased an additional 22,119 pounds of food. The donations varied but included items such as lettuces, berries to full skids of asparagus. I believe our donations have helped to provide 29,120 meals at a critical time in our community. We also always deliver any donations or purchased food, which I know helps The Food Bank with transportation.

The Food Bank:

Why is it important, as an organization to give back to the community?

Don's Produce:

The community has been good to us and as a local business we feel it is important to support the people that support you. We also believe in the work of The Food Bank. During these trying times, it is important to support the people in our community that are struggling to put food on the table. Like many businesses, we've been hurt with the COVID-19 pandemic, restaurants are a major part of our business and it's been tough on them. We wanted to continue to support The Food Bank with high quality fresh produce and vegetables that needed to be redirected and not wasted.

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?

Don's Produce:

For us, it comes back to being local and trying to help people in our community. The Food Bank is such an important organization that helps thousands of people put food on the table.

To read more visit: thefoodbank.ca/blog



“The motto of Rotary is Service Above Self and one way we provide this service is to support organizations like The Food Bank of Waterloo Region, that help the most needy in our community. **As we celebrate 100 years of service to our community we are pleased to, again, assist The Food Bank in its quest to eliminate hunger in our local area, one of the core objectives of Rotary.**”

Adrian DeCoo, President, Rotary Club of Kitchener

“This emergency food hamper program means the most to my son and I. **They (food hampers) are available to us when times are hard, and we honestly wouldn’t know what to do without them.**”

Emergency Food Assistance Recipient



"It's just the right thing to do for those in need. I help when and where there is a need. **I just want others to be fine. And I know what it's like to be food insecure.**"

Donor, The Food Bank of Waterloo Region

Teamwork Makes the Dream Work

It's impossible to look back on the last year and not feel an enormous sense of gratitude for our volunteers. Like many organizations, volunteers are a crucial part of The Food Bank of Waterloo Region. They are involved in all aspects of our operations. From accepting community donations, attending events, sorting food donations, to delivering food to the Community Food Assistance Network. We couldn't do our work without them.

If you were to ask any member of The Food Bank staff, they'll tell you, our volunteers are the best. And that was reinforced many times throughout the last year.

People volunteer for a variety of reasons. For some it is the chance to give back, an opportunity to learn a new skill, or to meet new people. One thing is for sure; they all want to make a difference.

In March 2020, as COVID-19 reached Waterloo Region, we made some changes to our volunteer program to help flatten the curve. This meant fewer volunteers on-site to support various operational activities, such as sorting food donations, pre-packing emergency food hampers, and distributing food to the Community Food Assistance Network.

Despite the ongoing uncertainty, our incredible volunteers remained focused and dedicated to achieving our mission of ensuring no one goes hungry. They took on extra volunteer shifts and worked long hours to make sure there was no gap in service delivery and emergency food was available to people when they needed it.

"The work we do is crucial and with all the changes that needed to be made and how quickly we had to pivot our service, we definitely could not have done most of it without the volunteers," explained Lydia Tavares, Operations Team Lead. "We had to think fast and adapt to essential activities only and our volunteers did whatever was needed, with a positive attitude."

Melody Banks, Manager, Volunteer Programs, shared that on particularly challenging days, volunteers were often a bright spot.

"It was an emotional time, a lot of work, and we really needed the help," shared Nicole Marinelli, Partnership Manager. Nicole worked closely with volunteers in the early days of the pandemic and added: "there is absolutely no way we could have accomplished what we did without the volunteers."



"Whenever we as staff were feeling tired or worn out, volunteers were the highlight. **They were always willing to help out with whatever needed to be done and were flexible to any changes.**"

Melody Banks, **Manager, Volunteer Programs**

If you are interested in volunteering at The Food Bank, visit thefoodbank.ca/volunteer.

There's no denying the impact volunteers have had throughout the last year.

Between July 1, 2020 and June 30, 2021:

Volunteer driving teams travelled **19,428**

kilometers picking up and distributing a variety of fresh, frozen, and non-perishable food to emergency hamper, community centres and outreach, community meal, and shelter and residential services throughout Waterloo Region.

An average of 373 km per week and 1,600 km per month.

There were an average of

266



pick-ups per month from local grocery stores, food industry partners, and farmers.



516

people volunteered 16,322 hours.

Volunteers packed

36,992 fresh and 14,673 non-perishable

food hampers. These hampers included a variety of fresh fruits, vegetables, individual snacks, frozen items as well as culturally diverse options such as Halal.



3,831,319 pounds

of fresh, frozen, and non-perishable food, as well as non-food items such as, personal care, hygiene products, and cleaning supplies, was sorted by volunteers, staff, corporate, and community partners.



994 perishable and non-perishable orders

were assembled by volunteers. These orders were delivered to the Community Food Assistance Network and supported community meals, emergency hamper programs and more!

Orders may have included:

- fresh vegetables
- eggs
- milk
- juice
- meat
- grains
- canned beans
- peanut butter



"This food hamper is a life saver, especially during this pandemic.
The people are so kind, friendly, and calm. They make sure my family's needs are met."

Emergency Food Assistance Recipient



Monthly Donor to Receiving Food Assistance, One Person's Story

Growing up on a farm in a small-town in Ontario, food has always been a big part of Joan's life. She was raised to use food well, not waste it, and share it with others.

"I came from a modest, hard-working family, where I was taught to help neighbours in need," said Joan. "They showed me what it meant to be a good neighbour, especially in times of need. Back then we didn't have food banks or clothing drives, but we did have [small town] community that would come together to help each other when needed."

It should come as no surprise that as an adult, food and helping people remain a priority for Joan. For her, being a good neighbour means supporting organizations that focus on the overall health, well-being and betterment of a community and its residents.

COMMUNITY MEANS BEING A DONOR

Joan joined Eat 365, The Food Bank of Waterloo Region's Monthly Giving Program in 2014. She credits her upbringing, and her work with children and families as her motivation to give.

"I became a monthly donor (to The Food Bank) because of my work with children and their families," Joan shared. "Aware of the support and services provided by The Food Bank, I often directed families to The Food Bank. The positive impact and reputation of the organization was well known amongst my colleagues."

Throughout her time as a donor to The Food Bank, Joan helped to provide nearly 6,000 meals.

We all know that life doesn't always go as planned. Little did Joan know that one day, she would need the help of her neighbours.

FROM DONOR TO RECIPIENT

Following some unexpected challenges, Joan found herself navigating unfamiliar territory. Living on a fixed income and strict budget, Joan was finding it increasingly more difficult to find the money for groceries.

In February 2021 Joan received her first food hamper.

"A caring healthcare professional suggested accessing The Food Bank for support," she explained. I called The Food Bank of Waterloo Region and was connected to the Emergency Food Hamper program at the House of Friendship's* Guelph Street location," said Joan.

While she admits, she wasn't sure what to expect for her first visit, she received a warm welcome.



“The first time I received a food hamper, I cried. The COVID-19 pandemic has been a tough time for me, and I was at a low point,” she explained. “The first time I went in to register, I will never forget it, I was chatting with another individual and although we had different struggles, there was no divide. And I couldn’t help but think ‘how wonderful it was to be in a place with no stigma or judgement and to be treated with dignity and respect.’”

Joan has been receiving food assistance for a few months now, and she continues to be impressed with the variety of fresh, frozen, and non-perishable food. Each hamper fits her unique dietary needs with preferences accommodated.

“The Food Bank supports my vegetarian lifestyle,” she emphasized. I love that! It’s not simply cans, and boxes packed into the food hampers, there is more. The effort of the staff and volunteers and the generosity of donors shows. My experience of depending on others for food – though a new one – has been made positive because of the generosity of others.”

“I am often in awe,” she said. “Everything is in such good condition. I’ve received fresh pineapple to plant-based frozen burgers, it’s all just so helpful and appreciated.”

Despite her dietary restrictions, Joan is sure to use everything included in her hamper, ensuring nothing goes to waste.

“The luxury of going to the grocery store and buying everything needed for a particular recipe isn’t there right now,” she explained. “The good news is I love creating in the kitchen and the food hampers have led to some interesting, and I don’t mind saying, delicious recipes.”

GIVING BACK REMAINS TOP PRIORITY

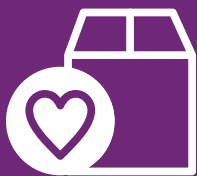
While she is currently unable to donate financially, Joan hopes she will return as a monthly donor in the future. In the meantime, she continues to support and advocate for The Food Bank. Whether it is sharing her culinary skills with the unique and delicious meals she creates from items in the food hamper, donating her skills and talents as a photographer to various events, or sharing her story.

Giving back remains a top priority for Joan, no matter how that looks. “I am a huge giver and there will certainly be a time when I return as a monthly donor. Food is essential to life, and to living, and so much more.”

**The House of Friendship is part of the Community Food Assistance Network, a system of 100+ community programs and agency partners working together to provide food and other vital supports to people in need throughout Waterloo Region.*

6,845,860

pounds of food was acquired, coordinated, and distributed to a network of 100+ community programs and agency partners in Waterloo Region, as well as to provincial partners as part of Food Bank Distribution Services.



“I am a huge giver and there will certainly be a time when I return as a monthly donor. **Food is essential to life, and to living, and so much more.**”

Joan, Food Bank Donor and Emergency Food Assistance Recipient



Community Food Assistance Network

The Community Food Assistance Network is a system of 100+ community programs and agency partners working together to provide access to food and other vital supports and services to people in need throughout Waterloo Region. These community programs and agency partners include emergency hampers, community centres & outreach, community meals, and shelter & residential services and focus on helping people learn about healthy eating, budgeting, food preparation, and more. These programs and partners are located in Kitchener, Waterloo, Cambridge, North Dumfries, Wellesley, Wilmot, and Woolwich townships.

COMMUNITY PROGRAMS AND AGENCY PARTNERS



EMERGENCY HAMPERS

• Anishnabeg Outreach Employment & Training • Cambridge Self-Help Food Bank • Conestoga College • Emmanuel United Church • Glencairn Mennonite Brethren Church - Bridges • Grand River Collegiate Institute • Historic St. Paul's Church • House of Friendship • Kingdom Community International • Pioneer Park Church of God • Ray of Hope • oneROOF • Salvation Army Community & Family Services (K-W) • Salvation Army Cambridge • Sexual Assault Centre • Society of Saint Vincent de Paul (SSVP) • St. Aloysius Church • Traverse Independence • The Working Centre • University of Waterloo FEDS Food Bank • Wilmot Family Resource Centre • WLU Student Food Bank • Woolwich Community Services



COMMUNITY MEALS

• Cambridge Self-Help Food Bank • Cambridge Shelter • Cambridge Vineyard Church • Community Ministry • Emmanuel United Church • First United Church • Food Not Bombs • K-W Open Bible Pentecostal Church of God • Nutrition for Learning • Ray of Hope • oneROOF • Salvation Army Community & Family Services • Saturday Supper@Stirling • SSVP Archangels Youth Conference Sandwich Program • The Healing of the Seven Generations • The Working Centre - St. John's Kitchen • Traverse Independence • Trinity Community Table



SHELTERS & RESIDENTIAL

• Anna Kaljas Residence • A Better Tent City • Cambridge Shelter • Family Counselling Centre of Cambridge and North Dumfries • House of Friendship • KW Underhill Residential Home • Lutherwood • oneROOF • Marillac Place • Supportive Housing of Waterloo Region (SHOW) • The Working Centre • Women's Crisis Services of Waterloo Region • Y.W.C.A



COMMUNITY CENTRES & OUTREACH

• Carizon Family and Community Services • House of Friendship • Kinbridge Community Association Lang's • Wilmot Family Resource Centre • Woolwich Community Services

"I felt lucky and I knew I was lucky, and that others were not.
It was important for me to ensure I took care of others not as fortunate as me."

Donor, The Food Bank of Waterloo Region



THE
FoodBank
OF WATERLOO REGION

Leaders of the Community Food Assistance Network



Farms & Community



Food & Retail Distributors

Acquire Food & Funds

Government Commodities



Restaurants & Hospitality



Sort & Store



Distribute to Community Programs & Agency Partners



Feed Communities

The Community Food Assistance Network Distributes Food to Individuals and Families



34,620

men, women and children were served by the network in Waterloo Region.

Wellesley

1 in 20

households in Waterloo Region accessed an emergency food assistance program.

35%

of those helped were under the age of 18.

Woolwich

31

Food hamper Programs received essential food to assist program participants.



64%

of food acquired and distributed is fresh or frozen.

Wilmot

4.7 million

pounds of food were acquired and distributed to the network last year.



1,830

community meals are distributed every day.

Kitchener

250

hampers are distributed daily by community programs and agency partners.

Cambridge

47%

of those helped were single people living alone.

North Dumfries



Thank you to the Government of Canada for their support of food banks during the COVID-19 pandemic.

We were the recipient of \$410,000 which supported food purchase, and increased transportation needs and allowed us to acquire, coordinate, and distribute food to the Community Food Assistance Network.

Thank you to our Food & Fund Drive sponsors.

Last year these community leaders helped to provide more than 300,000 meals. In addition, they also help support the acquisition, coordination, and distribution of fresh, frozen, and non-perishable food to the Community Food Assistance Network.

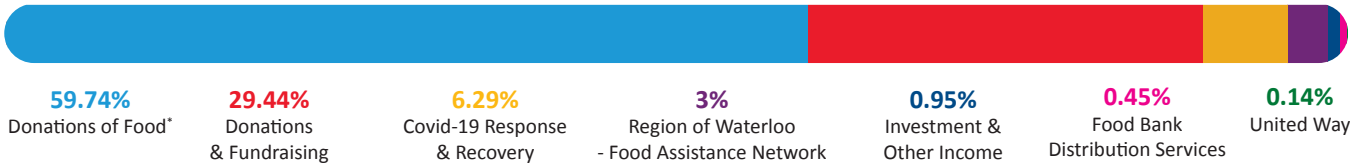


Financial Statements

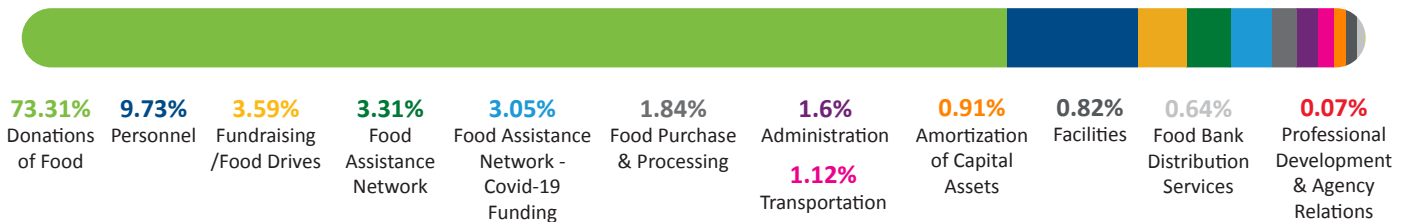
Income statement for the year ended June 30, 2021

The generosity of our community ensured that 34,620 people in Waterloo Region had access to food when they needed it.

DONATIONS & INCOME (\$24,825,291)



EXPENDITURES (\$20,229,439)



*In the past year more than 5.6 million pounds of food was donated, valued at \$2.62 per pound.

As a result of COVID-19 and the uncertainties of the length and complexity of the recovery period, The Food Bank of Waterloo Region ensures a focus on growth, sustainability and innovation. Through a three-year plan, the Board of Directors will ensure financial stability to address any fluctuations in donations and the impact of economic uncertainty. In addition, the Board of Directors has internally designated the following operating reserve:

Emergency Food Purchase Reserve

\$800,000

provides funding to purchase food in the event of significant events and damages (such as COVID-19) or gaps in supply chains to prevent disruption to community programs and agency partners.

Capital Maintenance Reserve

\$200,000

addresses the needs of an aging building and ensures optimal health and safety of staff and volunteers.

Emergency Management Reserve

\$150,000

supports community food and program needs in crisis situations as outlined in the Region of Waterloo Emergency Management Plans.

Innovation & Future Capacity

\$1,000,000

provides resources for emerging program capacity support, to ensure safe and secure spaces to distribute food and implement new programs to meet the needs of our community.

Operating Reserve

\$2,699,143

provides approximately six months operating expenses as working capital to accommodate fluctuations in cash flow and program funding.



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

Hunger Count

Hunger Count is an annual report that provides insight into food insecurity in Waterloo Region. The data in the charts below is from January 1, 2020 – December 31, 2020.

PROGRAM VISITS

30% 1 VISIT



30% 1 VISIT 27% 8+ VISITS 19% 4-7 VISITS 15% 2 VISITS 9% 3 VISITS

FAMILY COMPOSITION

47% SINGLE PEOPLE



47% SINGLE PEOPLE 20% TWO PARENT/GUARDIAN 19% SINGLE PARENT/GUARDIAN

8% OTHER 6% COUPLE WITH NO CHILDREN

FOOD RECIPIENT (AGES)

35% 0-17 YEARS



5% 0-2 YEARS 6% 3-5 YEARS 13% 6-11 YEARS 11% 12-17 YEARS 20% 18-30 YEARS

21% 31-44 YEARS 19% 45-64 YEARS 5% 65+ YEARS

HOUSING TYPE

75% PRIVATE RENTAL



75% PRIVATE RENTAL 10% SOCIAL RENTAL HOUSING 8% HOMEOWNERS 3% RESIDES WITH FAMILY/FRIENDS

2% ROOMING HOUSE 1% HOMELESS 1% EMERGENCY SHELTER

SOURCE OF INCOME

27% ONTARIO WORKS



27% ONTARIO WORKS 23% ONTARIO DISABILITY SUPPORT PROGRAM (ODSP) 18% EMPLOYMENT INCOME

10% OTHER 8% NO INCOME 8% OLD AGE PENSION 4% EMPLOYMENT INSURANCE

1% PRIVATE DISABILITY 1% CANADA EMERGENCY RESPONSE BENEFIT (CERB)



“Since we couldn’t get together with our children, their partners, and our grandchildren, **we decided to give a bigger donation to The Food Bank instead of exchanging gifts.**”

Donor, The Food Bank of Waterloo Region

34,620

individuals were served by the Community Food Assistance Network last year.



13,957

households received emergency food assistance.

91,660

food hampers were distributed by the Community Food Assistance Network.



“Since I have no income, it was hard to buy the food to support my kids. **With this hamper, I can feed my kids very well. Thank you so much for all your help.** Things are getting better, and I will pay it forward and donate to The Food Bank.”

Emergency Food Assistance Recipient

64%

of food distributed to the Community Food Assistance Network was fresh or frozen.



1,415,255

pounds of fresh fruits and vegetables were distributed to a network of 100+ community programs and agency partners throughout Waterloo Region. An 8% increase compared to the same time last year.



A Fresh Approach

Between July 1, 2020 and June 30, 2021, **89,247 pounds** of fresh, frozen, and dry food was sliced, diced, and/or repackaged in the Fresh Approaches Food Centre.



Eggs	13,958 pounds
Chicken Legs	1,295 pounds
Halal Chicken Legs	875 pounds
Shrimp	16,450 pounds
Salmon	1,480 pounds
Salmon Kabobs	45 pounds
Pork	8,250 pounds
Cod	54 pounds

Bananas	2,059 pounds
Spinach	1,863 pounds
Asparagus	760 pounds

Flour	11,933 pounds
Cereal	3,838 pounds
Rolled oats	200 pounds
Bread	19,959 pounds
Rice	3,828 pounds
Dry Beans	3,135 pounds
Coffee	25 pounds



**THE FOOD BANK OF
WATERLOO REGION**

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Email: info@thefoodbank.ca

Charitable Registration No. 11923 3310 RR0001

We're Social!   

Follow us @FoodBankWatReg
 @FoodBankWaterlooRegion
#FeedWR
thefoodbank.ca