Creating a Canada where no one goes HUNGRY
Why Food Banks Canada?

Food Banks Canada is the only national organization dedicated to helping Canadians who are hungry. Our strong network unites donors, partners, supporters, Members, and affiliated food banks in a common goal.

Our vision: a Canada where no one goes hungry.
By raising food and funds to share with our provincial Members and affiliated food banks. This helps ensure a steady supply of resources, to address the immediate need of people who are going without today.

By delivering programs and services to Canadian food banks that enhance their ability to serve their communities. These programs help them deliver high-quality food more efficiently, and provide skills and education that foster longer-term empowerment and self-sufficiency of individuals.

By influencing public policy and raising awareness among Canadians, to create long-term solutions to the problem of hunger, and to reduce the need for food banks in Canada.

Read on for highlights of this year’s achievements...

At Food Banks Canada, we see the big picture. We work cooperatively with our 10 Members to help them achieve their goals in supporting food banks in their provinces. We also work at both the regional and national levels with corporate donors and government. Together we help close to 850,000 individuals in need each month, in almost every corner of this vast country.
At the same time, organizations must innovate and change in order to thrive. Food Banks Canada was restructured and revitalized in 2008 to grow its capacity to address the problem of hunger in Canada. Unfortunately, the problem has grown: each and every month 850,000 people ask for help from a food bank. We have no choice but to continue to evolve to better support those in need, and to help them get to a place where they don’t need help to put food on the table.

This is the first year of our new five-year strategic plan and we are highly motivated to achieve the goals we have set for the future. The cornerstone of the plan is our vision of a Canada where no one goes hungry.

Our new strategic plan focuses on the fundamentals: raising essential food for food banks to share with Canadians in need; raising funds to build the capacity of our network; and reducing the need for food banks through research and policy advocacy.

With a network of 10 provincial associations and 500 affiliated organizations in every province and territory, we are part of the social service bedrock in Canada. With a truly national scope, Food Banks Canada plays a unique and critical role in addressing hunger – as a link to the hunger-relief network for national supporters; as a research leader on hunger, household food insecurity and poverty; and as an advocate with the federal government. Over the last 25 years, with the growth of food banks in communities from coast to coast, our national role has become increasingly important.

We are pleased to report that our support to our network this year included:

- Acquiring and sharing more than 9.5 million kg of food and consumer products;
- Raising $2.4 million in funds for our network, and investing $1.8 million in programs and services;
- Supporting 113 food banks through program grants;

As we embark on a new strategic plan at Food Banks Canada, it is important to learn from the past. We have a rich history defined by a commitment to service and social change, and we are consistently inspired by the leadership of the people and organizations that have helped to build this national network.

THE CORNERSTONE OF THE PLAN IS OUR VISION OF A CANADA WHERE NO ONE GOES HUNGRY.

- Working collaboratively with our network to create the HungerCount 2013 report, the only national source of information on food bank use in Canada;
- Seeing our affordable housing policy recommendations implemented in the 2013 federal budget;
- Bringing together 10 provincial associations and more than 125 food banks in Charlottetown, PEI at our national membership conference.

To be an effective leader, we must maintain excellent governance and operating practices, as reflected by our accreditation under the Imagine Canada Standards Program. We are accountable to our network, our donors, and the public to achieve the goals we have set for ourselves. We are also focused on reaching these goals effectively and efficiently – our administration costs account for only 3% of the value of our fund and food outputs.

We are proud of the results our network accomplishes each and every day. We are inspired by the commitment of the individuals who, without fail, offer their time and compassion to help their neighbours in need. This report provides a window into our work; it is also a chance to thank you for your support. Without our supporters, none of this would be possible. We want to continue to engage and inspire you as we work to relieve hunger today and prevent hunger tomorrow.

Brian Fraser Katharine Schmidt
Chair Executive Director

THE BIG PICTURE

Our next five-year plan is off to a strong start

FOOD BANKS CANADA Annual Report 2014
OUR VISION
A Canada where no one goes hungry

OUR MISSION
To relieve hunger in Canada every day by:
> Raising food and funds to share with food banks nationally
> Delivering programs and services to Canadian food banks
> Influencing public policy to create longer term solutions

OUR VALUES

TEAMWORK
We are committed to working collaboratively with our board, staff, food bank network, and partners across the hunger relief network.

TRANSPARENCY
We conduct our activities by being open and accessible to strengthen our network and maintain the trust of our stakeholders and the public.

INTEGRITY
We achieve our goals by maintaining the highest degree of ethical standards and by putting our values into action.

ACCOUNTABILITY
We are focused on outcomes. We value results and measure our performance against precise goals; we take ownership and responsibility for doing what we say we will do.
OBJECTIVE

We raise food and funds to share with Canadian food banks

sharing

FOOD & funds

$44,013,149

revenue and donated goods raised to support our mission

15.7%

increase over previous year

Why it matters

Food Banks Canada has developed a model for the collection of large-scale industry donations and a fair food distribution infrastructure. We’ve dedicated ourselves to improving food safety and are expanding the capacity of our network to handle fresh foods. Our contribution supports the work of our network in helping close to 850,000 people each month. With our assistance, even the smallest organizations in the most remote parts of the country are better able to help families in need who have nowhere else to turn.

How it helps

“Food Banks Canada’s ability to acquire and share essential food, in addition to securing funds from national corporate donors, is important to our food bank’s operations. It improves our ability to provide much needed food and to offer essential programs that support the needs of our community.”

Marjorie Bencz, Edmonton’s Food Bank

4 • FOOD BANKS CANADA Annual Report 2014
ACHIEVEMENTS

Here’s how we did in 2013

2013 has been a year of progress. We increased the amount of food and funds we raised to share with food banks across the country. We also strengthened our support from the corporate donors who are essential to our food acquisition strategy by forging new relationships and deepening existing ties.

We rolled out a major new initiative, the nation-wide Retail Food Program, with partners Walmart Canada, Target Canada, and Loblaw Companies Limited. Each participating retail location provides a local food bank with safe, quality food and consumer products, increasing the amount of food distributed to food banks (by 1,747,391 million kg in 2013), and helping to ensure a regular, on-going supply of crucial items, including fresh and frozen foods.

The Retail Food Program is part of our National Food Sharing System (NFSS), a cornerstone of our network support. It provides an infrastructure to help us acquire large-scale industry donations of food and essential consumer products, and share them fairly across the food bank network. The NFSS is highly efficient: every $1 donated enables us to acquire and share $20 of food and consumer products (see below).

We channelled more food into the food bank network*

<table>
<thead>
<tr>
<th>Amount</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food kg</td>
<td>8 million</td>
<td>9.5 million</td>
</tr>
</tbody>
</table>

* Amounts include corporate donations plus an additional 4.6 million kg raised through other channels including nationally coordinated food drives and the Retail Food Program.

We matched last year’s fundraising levels

<table>
<thead>
<tr>
<th>Amount</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funds</td>
<td>$2.4 million</td>
<td>$2.4 million</td>
</tr>
</tbody>
</table>

Each dollar we acquire enables us to share 20 dollars’ worth of food and goods

$1 = 20

PARTNERING WITH OUR CORPORATE DONORS

Every corporate donor who works with Food Banks Canada has specific corporate social responsibility objectives and unique ways of contributing. We welcome the opportunity to work with each of our supporters to find a suitable form for their charitable activities.

For example, we were delighted when The Printing House (TPH®) chose to work with us as the national charitable organization of its 2013 holiday card campaign. This TPH fundraiser combines beautiful seasonal greeting cards with the convenience of a personalized printing and mailing service.

Says Janice O’Born, Chairman of the TPH Charitable Office: “We have a great client base who believe in our values and participate year after year. Employees also love the cards and become very involved in the program.”

Since 1990, the holiday card campaign has raised more than half a million dollars for charity, and Food Banks Canada is honoured to be a charitable partner in this program.

GOALS

1. Increase the amount of safe quality food shared with food banks.
2. Increase the amount of funds to support the food bank network.
113 food banks received grants this year to support their work

28% increase over previous year

Why it matters

It’s a fact that 80% of the organizations in our food bank network provide at least one non-traditional service beyond hampers and meals. Our programs provide provincial Members and affiliated food banks in every corner of this vast country with skills, education, equipment, funding, food, and other resources that enable them to help their communities. We encourage the network to participate fully in all we offer, to better meet the growing need and help more Canadians.

How it helps

“Interfaith Food Bank received a grant through the 2013 Feeding Families Fund to expand our Kids in the Kitchen program. These funds have a huge impact in our efforts to teach families how to prepare healthy foods on a limited budget, and will allow us to offer more classes and reach even more families.”

Danielle McIntyre, Interfaith Food Bank of Lethbridge
ACHIEVEMENTS

Here’s how we did in 2013

2013 has been a year of growth.
To continue strengthening our support of the food bank network, we increased funding of our signature programs including the Rural Support, Community Kitchens, and Feeding Families programs, and provided infrastructure funding through our Capacity Building Fund.

Through our Rural Support Program: Rural Transportation Grant, we shared more than $60,000 with our 10 Members and among 76 organizations in non-urban communities. This funding plays a crucial role in helping to offset the high costs of transporting food for food banks in agricultural and remote areas.

We doubled the size of our Community Kitchens granting program, sponsored by Unilever, with $80,000 in additional funding from the RBC Foundation. This allowed us to create a Child and Youth stream in order to support programs aimed at educating children and youth about healthy eating and food preparation and empowering them to make more nutritious food choices. Thanks to this support, we provided grants to 18 organizations.

PRESERVING THE FUTURE OF OUR KIDS

One of this year’s recipients of our newly expanded Community Kitchens program for kids is Fresh from the Farm, operated by The Salvation Army Penticton Community Food Bank in BC. Content is specifically tailored to 10- to 16-year-olds.

Organizers are surprised at just how enthusiastically the participants have embraced the program. “Last year they didn’t want to stop and continued beyond their summer holidays,” says Barb Stewart, Penticton Program Coordinator.

In addition to picking food at local farms, the kids learn how to grow from seed in the food bank’s own garden, and learn how to capitalize on in-season produce using preserving techniques such as canning, pickling, freezing, and dehydrating — as well as the enjoyment of eating tasty and nutritious snacks and meals they’ve made themselves.

With the help of the grant, organizers plan to engage 40 young people whose parents are registered food bank clients, up from 25 participants last year. Funding for this program helps a new generation acquire a healthy relationship with food and a deeper understanding of preparation methods.

GOALS

1. Ensure food banks can access national programs and services.
2. Support the capacity needs of food banks to enable them to keep pace with client needs.
3. Increase the value and relevance of our services to the food bank network.
We influence public policy and increase awareness to bring lasting change

Influencing POLICY & raising awareness

236 parliamentarians and staff participated in Food Banks Canada meetings and events

23% increase over previous year

Why it matters

Meaningful, lasting change – the kind required to create a Canada where no one goes hungry – requires long-term vision. As the national body representing food banks and provincial associations, Food Banks Canada has this vision. We also have the reputation and expertise to work with key decision makers and stakeholders to change public policy, and the reach to speak to all Canadians. This two-pronged approach of advocacy and awareness has galvanized action and led to positive change.

How it helps

“Food Banks Canada has put forward real policy solutions to hunger, and backed up their advocacy with research that clearly shows the scope of the problem. They are an effective voice for their network in Ottawa.”

Sean Casey, Member of Parliament for Charlottetown, Prince Edward Island
ACHIEVEMENTS

Here’s how we did in 2013

2013 has been a year of advancement. We have built a strong reputation as a trusted expert on hunger in Canada. We worked hard this past year to ensure that this issue stays top-of-mind for governments and for the Canadian public.

Several years of policy development and advocacy paid off this year, with the federal commitment of $1.9 billion over five years for affordable housing in Canada – a direct response to Food Banks Canada’s recommendations.

We also saw success at the provincial level. Thanks to an advocacy partnership between Food Banks Canada and Food Banks BC, the BC Government committed to implement our Fresh Food Tax Credit, which will increase the amount of fresh and frozen BC food donated to food banks.

We raised awareness of and support for our cause

Our Executive Director Katharine Schmidt was featured on W Network’s Undercover Boss Canada, bringing national attention to Food Banks Canada and the work of our network.

EDUCATING CANADIANS ABOUT HUNGER

The HungerCount report is the only national source of information showing the scope of food bank use in Canada. It is a key driver of attention to the issue among the public, governments at all levels, academia, and the non-profit world. Since 1997, it has provided an annual indicator of food bank use and important details about the people who go to them for help.

“The HungerCount puts it out there, in black and white, that hunger is a serious problem in Canada,” says Bill Hall, Executive Director of the Battlefords District Food and Resource Centre in Saskatchewan. “It is incredibly helpful for us, at both the local and provincial level, when we talk to government, and to potential donors.”

This annual study depends on the entire Food Banks Canada network for success, with participation from 10 provincial Members and more than 4,000 organizations in every province and territory.

“The report makes it clear that we need real policy change if we’re going to reduce the need for food banks,” says Hall. “And it puts forward well-thought-out, intelligent recommendations – it shows that we aren’t waiting for someone else to try to make change.”

GOALS

1. Ensure that Canadians’ awareness of the hunger issue continues to grow.
2. Achieve real, substantive government policy changes that reduce the need for food banks.
a thank you to our donors who share our VISION

Your support makes BIG things possible

The generosity of our donors – and their shared commitment to helping us create a Canada where no one goes hungry – makes our work possible. We give them our heartfelt thanks.
We also thank the many individuals who have supported us with generous donations.

Corporate Partnership Awards
We are pleased to recognize the outstanding contributions of corporate donors with our Partnership Awards:

- Award of Excellence
- Donor of the Year
- Innovator of the Year

For more on the contributions of our award winners, please visit www.foodbankscanada.ca/Get-Involved/Corporations/Donor-Award.aspx
Connecting the NUMBERS

REVENUE AND DONATED GOODS

$44,013,149

- Funds raised for national programs $2,795,794
- Funds raised and shared with the network* $2,423,775
- Value of donated goods shared† $38,793,420

EXPENSES/OUTFLOW OF REVENUE AND DONATED GOODS

$44,144,325

- Network service and support including food sharing $40,087,894
- Distribution of funds to the network $2,363,599
- Fund development $665,731
- Administration $474,187
- Research and advocacy $294,559
- Public education and awareness $258,355

Sources:
- Corporate donations – goods† $38,793,420
- Corporate donations – funds $4,725,140
- Individual donations $282,504
- Other income $132,440
- Foundation grants $79,625

* Food Banks Canada helped to raise an additional $684,384 which was paid directly to our network by donors.
† Based on a calculation whereby 1 kg of food is valued at $5.50. This value has been determined using data from: Nielsen MarketTrack, All Channels, 52 Weeks Ending December 15, 2012.

$1 = $20

WE LEVERAGE VALUE.
Every $1 donated enables us to acquire and share $20 worth, or 3.5 kg, of food and consumer products.

3%

WE ARE EFFICIENT.
When the full value of our entire operations is accounted for, our administrative costs are 3%. Without counting the value of donated food as revenue, our administration and fund development expenses account for 22% of revenue.

How we support our network

$4,949,163 in funds support our mission

$3,101,775

Funds raised to support our network

- Funds raised for the network* $2,423,775
- Funds raised and shared directly from donor to network $684,384

* $60K to be distributed in 2014

Funds invested in our programs and services

- Food acquisition and sharing through operation of NFSS $731,110
- Directed to service and support of the network $563,364
- Public education and awareness $258,355
- Research and advocacy $294,559

To view the complete Financial Statements and our Auditor’s Report, visit www.foodbanksCanada.ca/Learn-About-Hunger/Publications/Annual-Reports.aspx
TEAMWORK makes it all possible

We are committed to working collaboratively with our Board, provincial Members, and affiliated food banks.

Member Council 2014

Food Banks BC
Marilyn Herrmann, Surrey Food Bank
Laura Lansink, Food Banks BC

Alberta Food Banks
Marjorie Benecz CM, Edmonton’s Food Bank
Stephanie Rigby, Alberta Food Banks

Food Banks of Saskatchewan
Bill Hall, Battlefords District Food & Resource Centre
Laurie O’Connor, Saskatoon Food Bank & Learning Centre

Manitoba Food Banks
David Northcott, Winnipeg Harvest, Food Banks Canada Board Member
Marla Somersall, Samaritan House Ministries

Ontario Association of Food Banks
Michael Howard, Ottawa Food Bank
Bill Laidlaw, Ontario Association of Food Banks

Food Banks of Quebec
Jean Gagnon, Centre de Bénévolat-Moisson Laval
Zakary Rhissa, Food Banks of Quebec

New Brunswick Association of Food Banks
Sarah Norman, St. George and Area Food Bank
Stéphane Bourgoin, L’Atelier R.A.D.O. Inc.

FEED NOVA SCOTIA
Becky Mason, FEED NOVA SCOTIA
Dianne Swinemar, FEED NOVA SCOTIA, Member Council Chair, Food Banks Canada Board Member

PEI Food Banks
Mike MacDonald, The Upper Room Hospitality Ministry

Community Food Sharing Association of Newfoundland and Labrador
Wanda Hillier, Community Food Sharing Association of Newfoundland and Labrador
Eg Walters, Community Food Sharing Association of Newfoundland and Labrador

Food Banks Canada
Katharine Schmidt, Food Banks Canada

Board of Directors 2014

David Armour
Director of Philanthropy, United Church of Canada, President, United Church of Canada Foundation

Teri Brown
Business Advisor

Allan Cosman, Treasurer
President & CEO, Ferrero Canada Ltd.

Monica Donahue, Secretary

Brian Fraser, Chair
Partner, Gowling Lafleur Henderson LLP

Robin Garrett, Past Chair

Marc Guay, Vice-Chair
Chair, Governance Board Committee President, PepsiCo Foods Canada

Rachel Margolis
Partner, Aikins, MacAulay & Thorvaldson LLP

Executive Director, Food Banks Canada: Katharine Schmidt

Lori Morrison
Chair, Nominations Committee VP, Research, Development & Quality Kraft Canada Inc.

David Northcott
Member Council Representative Executive Director, Winnipeg Harvest

Debbie O’Bray
Manager, Project Management Career Centre Investors Group

Greg Stewart
President & CEO Farm Credit Canada

Dianne Swinemar
Member Council Representative Executive Director, FEED NOVA SCOTIA

Susanne Willett
Chair, Audit and Finance Committee Consultant, Griffin Atlantic Inc.

To see our Organizational Chart, and a list of Committee members, please visit www.foodbankscanada.ca.