



Closing the weekend gap



Impact Report

2022-2023

Published November 27, 2023

No child in our community should go hungry

This belief is at the very heart of what we do at Food4Kids.

Food4Kids Guelph is now in its sixth year of operation, currently providing food support to almost 480 children every week. This is the maximum we can afford this year. It's a big leap from the 43 children we helped during our start-up in 2018 yet falls short of the estimated 700 local kids in need of our support.

Our service commitment remains the same:

- delivering nutritious weekend food bags for children to take home from school, and
- mailing helpful grocery gift cards to their families during school holidays.

Our Guelph program is still completely self-funded through donations, fundraising and grants, and we're still almost entirely volunteer-run with just one staff member.

Closing a hunger gap

Hunger hurts in so many ways.

Half the Canadian population lives paycheque to paycheque with little in the way of savings. Ontario has about half a million children going hungry. About three-quarters of the hungry kids have at least one parent who's employed but for those earning minimum wage, it's hard to make ends meet when providing for a growing family, even before life's unexpected challenges and expenses.

Some parents with school-age children face agonizing choices every week: to pay rent or buy groceries for their family; to buy a bus-pass for work or food for school lunches; to pay for a dentist visit or buy a snowsuit for their child.

These are choices that none of us would ever want to make for our kids or grandkids. And that's why we gladly offer this program to our neighbours in need.

Our incredible partnerships

THE SCHOOLS: School principals and their staff are our key partners in this program. They know which children and families are struggling financially, with not enough food at home. They gently tell the parents about Food4Kids and register the highest-need children into our program. Each week, caring school staff discreetly distribute our weekend food bags for the children to take home from school, at 30 out of Guelph's 39 elementary schools. **WE LOVE OUR SCHOOLS.**

THE SEED: From the time we started Food4Kids Guelph, [The SEED](#) has been there for us. As a program of the Guelph Community Health Centre, their goal is for everyone to have access to healthy food, fuelled by community and filled with dignity. We purchase our fresh produce through them, as well as many grocery items which they deliver to our door each week. They also provide us with free temporary storage, allowing us to order higher quantities at lower prices or to accept occasional large donations of food. They are our secret weapon and **WE LOVE THE SEED.**

OUR VOLUNTEERS: We could not run Food4Kids Guelph without our hardworking board members who each lead an important part of our program, plus another 45 regular volunteers every week (expertly coordinated by program manager Brittany Skelton, our one-and-only employee), plus hundreds of casual volunteers who attend various shifts during the year. **WE LOVE OUR VOLUNTEERS.**

OUR DONORS: It is only thanks to incredible donors in our community – individuals, clubs, foundations and corporations – that we are able to offer our program at no cost to schools and families. It actually costs us around \$1,000 per child to provide year-round support with our weekend bags and grocery gift cards. **WE LOVE OUR DONORS.**

**We are grateful to each and every supporter sharing in our belief that
No Child In Our Community Should Go Hungry.**

Thank you for standing with us.

November 2023

Fun Facts for School Year 2022-2023

Sept 2022 - June 2023
our incredible volunteers:



Portioned 31,393 Bags of Vegetables, Fruits and Grains!





Sept 2022 - June 2023
our incredible volunteers:



Packed 13,670 weekend Food bags





Sept 2022 - June 2023
our incredible volunteers:



Completed 1,050 Deliveries to schools driving 7,000km





Sept 2022 - June 2023
our incredible volunteers:



Cleaned 3,364 Food Delivery Bins





Surveying our most important stakeholders









We continually review our Weekend Food Bag program for improvements, seeking feedback from school staff as well as the families in our program. In spring 2023, we tried something new!

Feedback directly from Kids









In cooperation with two elementary school principals, we conducted **Food Focus Groups** with **KIDS** in our program.

In small groups, we met with students from Junior Kindergarten to Grade Eight. We asked the children to rate the food provided in our weekend bags and to generally share their experience in the program. One fun aspect for them was a **Taste Test**, in which they were given the opportunity to try out some potential new menu items for the fall. While we know kids are famously picky eaters, it is still important for us to get their feedback on the food provided. We learned a lot from these students and are grateful to our school partners who enabled the sessions. The students provided honest and frank feedback which led us to make a few adjustments to our food bag menus. Here are examples of our kid-friendly survey forms.


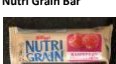




Food Feedback Page 1

Apple  <input type="radio"/> <input type="radio"/> <input type="radio"/>	Clementine  <input type="radio"/> <input type="radio"/> <input type="radio"/>
Pear  <input type="radio"/> <input type="radio"/> <input type="radio"/>	Banana  <input type="radio"/> <input type="radio"/> <input type="radio"/>
Grapes  <input type="radio"/> <input type="radio"/> <input type="radio"/>	Blueberries  <input type="radio"/> <input type="radio"/> <input type="radio"/>
Snap Peas  <input type="radio"/> <input type="radio"/> <input type="radio"/>	Baby Carrots  <input type="radio"/> <input type="radio"/> <input type="radio"/>

Food Feedback Page 3

Chicken Snack Kit  <input type="radio"/> <input type="radio"/> <input type="radio"/>	Hummus Snack Kit  <input type="radio"/> <input type="radio"/> <input type="radio"/>
Can of TUNA  <input type="radio"/> <input type="radio"/> <input type="radio"/>	Muffin  <input type="radio"/> <input type="radio"/> <input type="radio"/>
Melba Toast  <input type="radio"/> <input type="radio"/> <input type="radio"/>	English Muffin  <input type="radio"/> <input type="radio"/> <input type="radio"/>
WOW butter  <input type="radio"/> <input type="radio"/> <input type="radio"/>	Milk 2 Go  <input type="radio"/> <input type="radio"/> <input type="radio"/>

Taste Test

1. Date Cookies  <input type="radio"/> <input type="radio"/> <input type="radio"/>	2. Nutri Grain Bar  <input type="radio"/> <input type="radio"/> <input type="radio"/>
3. Roasted Chickpeas  <input type="radio"/> <input type="radio"/> <input type="radio"/>	4. Popcorn  <input type="radio"/> <input type="radio"/> <input type="radio"/>
5. Pumpkin Seeds  <input type="radio"/> <input type="radio"/> <input type="radio"/>	6. Apple Chips  <input type="radio"/> <input type="radio"/> <input type="radio"/>

Feedback from Parents & Caregivers

In mid-2023, we also conducted an online survey with the children's parents and caregivers. The survey enabled caregivers to provide feedback and input on our menu items, program design and delivery methods. It is important to us at Food4Kids that we listen to the voices of our program families, and provide opportunities for their input on what is provided to their children.



“Thank you guys for doing this, I know it's not only a huge help to me for the kiddos, but also, something they both look forward to getting every week. It's like a surprise goody bag full of yummy goodness that's not only healthy for them, but also a lot of the foods they both love to eat as well. Thank you so much, we really appreciate all the hard work and extra help!”

-Program Participant
Food4Kids Caregiver Survey
2023



My daughters love this program. Thank you a million times for accepting my daughters. We truly appreciate everything you have done for us. 😊 ❤️

This program is very helpful to families with needs ... I would like to say thank you.

This food is good for my kids. Don't change anything.

General Information

GUELPH PROGRAM COSTS

Program budget per child per week	\$15
Annual cost per child, including every expense	About \$1,000

GUELPH PROGRAM GROWTH

Our year-end targets, depending on funding

Year	# schools	# children	Year-end result
2018 spring	3	43	43 in 15-week pilot project
2018-19	5	90	90
2019-20	12	200	211
2020-21	20	300	365
2021-22	30	400	425
2022-23	30	425	467
2023-2024	30	480	On track to reach 480 by December 2023. A waiting list will then be started.

GUELPH PROGRAM VOLUNTEERING

At least 6,000 volunteer hours per year worth around
\$125,000

at Guelph's Living Wage
of \$20.90/hour

Financials 2021-2022

The Food4Kids Guelph Audited Financial Statement for Year Ended June 30, 2023 is available from our website Food4KidsGuelph.ca

REVENUE

	2022-2023	2021-2022
Donations	\$399,763	\$362,190
Grants	--	\$500
Other Revenue	\$60,011	\$5,189
Fundraising	\$16,470	\$16,556
	<u>\$476,244</u>	<u>\$384,435</u>

EXPENDITURES

	2022-2023	2021-2022
Food/gift cards	\$269,368	\$268,870
Salaries and wages	\$43,069	\$32,437
Rent	\$15,275	\$14,975
Office	\$12,027	\$12,171
Fundraising Expenses	\$8,699	\$9,720
Professional Fees	\$8,223	\$5,482
Interest/bank charges (*)	\$6,304	\$3,681
Insurance	\$2,221	\$1,508
Amortization	\$1,554	\$1,050
Advertising and promotion	\$1,196	\$242
Donations	--	--
	<u>\$367,936</u>	<u>\$350,136</u>
Carried Forward	<u>\$108,308</u>	<u>\$34,299</u>

(*) includes Canada Helps service fees

Thank You!

Food4Kids Guelph Board of Directors 2022-2023

Chair	Donna Graham
Vice Chair	Sylvia Willms
Treasurer	Jeff Watson
Secretary	Celia Clark
Director	Hazel Dickie
Director	Liz Sandals
Director	Reny Pietrobon
Director	Terrie Jarvis

We extend a huge THANK YOU to our many donors and dedicated volunteers!

With extra special thanks to our leading lights, including:

Brittany Skelton
Program Manager

Lauren Jamieson
Bookkeeping

Miriam Vince
Minutes / Special Projects

Operational and Fundraising Leads

Evelyn Greensmith • Norm Greensmith • Mary Anne Allain
Peggy Brightwell • Raymonde Walker

Our regular school delivery drivers, and so many other helpers that we value!