



# ANNUAL REPORT

## 2020-2021



# HELP FIGHT CHILD HUNGER IN ONTARIO

Our world is becoming more complex. As the pandemic continued throughout most of this fiscal year, we continued to support all participants without any interruption of service. We not only sustained service, but managed against all odds to increase service levels. In September 2020, we provided service to 2,800 children. By August 2021, we expanded service to 3,235 children by providing food every single week, 52 weeks annually.

We modified outreach through provision of grocery gift cards and/or food delivery directly to the homes of our children. Our flexibility to meet the needs of our families is a component of our success. Child first has been and always will be paramount to our outreach.

Our ability to do so much was made possible by a caring network of individual, group and corporate donors who believe in our program. They walked beside us never wavering their commitment ensuring children in our community would have a consistent and healthy supply of food.

Our gratitude to founding sponsors: The Grocery Foundation who funded summer outreach to every child involved in our program and the Sprott Foundation who doubled their donation in 2021. The Meridian Credit Union launched an employee giving program, and RBC make a multi-year commitment to Food4Kids Ontario. Breakfast Clubs of Canada and Community Food Centres Canada provided critical funding to expand outreach to additional children. Ozery Bakery coordinated a Set-for-Kids generating \$25,000. Generous support from our sponsors allowed us to distribute \$860,000 to our chapters responsible for distributing food to 3,235 children each week.

Our greatest accomplishment this past year has been our ability to demonstrate our resiliency under incredible odds. We not only met the challenges head on, we thrived.

We extend our sincerest gratitude for all that you have contributed and made possible this year. We thank you for your confidence in our leadership and ask you continue to stand with us as we work to ensure no child goes hungry.



*Kelli Bugden*  
Board Chair

*Lena Bassford*  
Executive Director

# TIME TO SAY GOOD-BYE

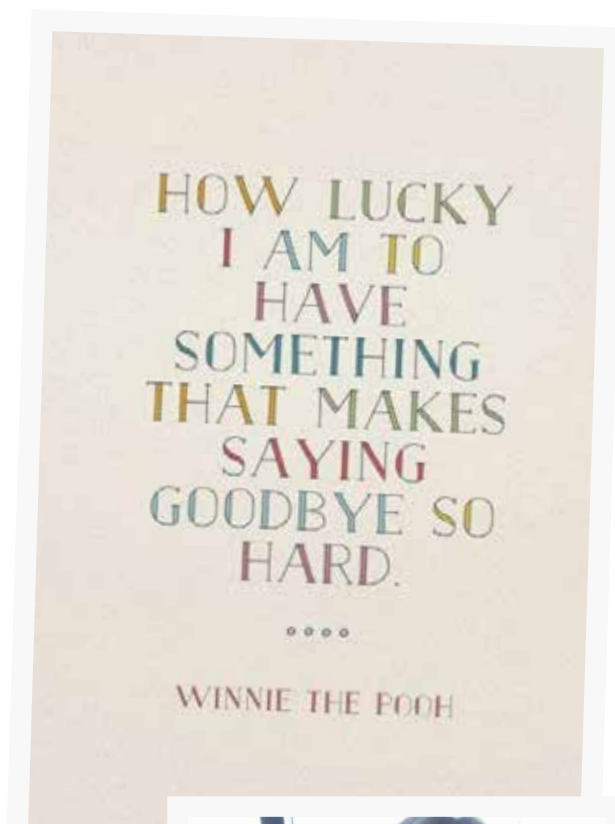
As founder of Food4Kids in 2012, never did I expect the organization would grow and flourish to the extent it has. Having achieved more than I could ever imagine, and with a stable and thriving organization, it is time to say good-bye.

I have had a full and gratifying career, working with various not-for-profits. **My time with Food4Kids without a doubt, has been the most gratifying.** Food4Kids became my dream and passion. It taught me to never give up despite adversity; if you believe in something with conviction, others will support you and despite the complexity in the world, there are so many good, caring, giving, and loving people.

I will be forever grateful to the members of our Board of Directors, past and present. Your willingness to risk despite what appeared to be a leap of faith helped Food4Kids to become an innovative & welcoming program with a never say no attitude. A heartfelt thank you to our chapters in Halton, Hamilton, Mississauga, Guelph, Niagara, (and soon to be Windsor/Essex and Chatham/Kent) who began as colleagues and evolved into friends.

**Thank you for touching my life, and for helping make this world a better place.**

*Lena XO*





## VISION:

An Ontario where no child goes hungry.

## MISSION:

To provide healthy food for children from at-risk, low-income or disadvantaged homes with limited or no food during weekend periods or during the summer months.

## MANDATE:

- Provide resources and support for existing Food4Kids agencies in Ontario to grow capacity, increase reach, and build strength.
- Help Food4Kids agencies to find, track, and share impact.
- Oversee the development of new and emerging Food4Kids programs within Ontario.



## GUIDING PRINCIPLES:

**PROVIDE** packages of nutritious food for children with little or no access to food during weekend periods or during the summer months;

**FOCUS** on schools located in low-income and marginalized neighbourhoods with poverty rates in excess of 40% to reduce barriers for those most in-need;

**CONDUCT** public education and community-awareness initiatives designed to develop an understanding of child hunger;

**PROVIDE** leadership as the primary resource for weekend and summer food distribution for at-risk children engaging community partners;

**MAINTAIN** a high standard of service through best practices and annual evaluation methods;

**DEVOTE** extensive resources to recruit, train, retain and recognize volunteers to facilitate the program.





HAMILTON

HALTON

MISSISSAUGA

GUELPH

NIAGARA

## OUR COMMUNITIES:

Following one year of operation, Food4Kids Hamilton began receiving calls from other communities within Ontario wishing to replicate the program model allowing us to expand our reach and service to children in other communities.

In four years, 4 additional chapters emerged in Halton, Mississauga, Guelph and Niagara.

Food4Kids Ontario was established in 2016 to oversee chapters and ensure structures were in place to ensure safe and impactful programs. Generous funding received through founding sponsors, The **Grocery Foundation** and the **Sprott Foundation** provided start-up funds to begin program implementation and expansion.

## OUR PROGRAMS:

**WEEKEND FOOD PROGRAM:** Provides packages of healthy food for children with limited or no access to food each weekend. Referrals are received from schools aware of children and families struggling with food security. Volunteers package food each Wednesday and volunteers deliver food to schools each Friday morning. At the school, the food package is quietly tucked into the child's backpack and when the child arrives home and opens their backpack, a healthy food supply awaits them. 2,840 children served.

**SUMMER FOOD PROGRAM:** Summer is typically a time for camp, vacations and having fun. For our kids, ensuring they have enough food to eat is their greatest focus. Providing food for these children becomes even more critical, since school snack or breakfast programs are not available during the summer months. We addressed this issue by developing a summer food program, **the first of its kind in Canada**. The children received a bounty of healthy foods including proteins, dairy, fruits and vegetables, along with a weekly feature recipe card to make a simple nutritious meal.





## IMPACTING THE LIVES OF **3,235 CHILDREN**



	Year Established	Weekends without Hunger
<b>Guelph</b>	<b>2018</b>	<b>365</b>
<b>Halton</b>	<b>2014</b>	<b>850</b>
<b>Hamilton</b>	<b>2012</b>	<b>1,330</b>
<b>Mississauga</b>	<b>2018</b>	<b>300</b>
<b>Niagara</b>	<b>2018</b>	<b>390</b>
<b>TOTAL SERVED</b>		<b>3,235</b>



**BECAUSE OF YOU,**  
WE HAVE ACHIEVED SO MUCH.

**223**

Schools  
facilitating  
Food4Kids  
programs

**3,235**

Children provided  
nourishment each  
week

**\$2,330,900**

Food costs only in 2020-2021



# STATEMENT OF OPERATIONS

	2020 \$	2021 \$
<b>DONATION REVENUE</b>		
Donations	818,384	1,075,070
Government Grants	13,054	-
	<b>831,438</b>	<b>1,075,070</b>
<b>EXPENDITURES</b>		
Advertising and promotion	20,662	52,175
Bank charges	557	126
Consulting fees	-	-
Funds to partner agencies (Note 4)	551,849	807,290
Insurance	1,656	1639
Office and general	6,560	13,013
Professional fees	6,741	8,436
Rent	3,000	3,000
Travel	722	919
Wages and benefits	60,539	69,793
	<b>652,286</b>	<b>956,361</b>
<b>EXCESS OF REVENUES OVER EXPENDITURES</b>	<b>179,152</b>	<b>118,709</b>

Year ended August 31







## 2020-2021 BOARD OF DIRECTORS

Kelli Bugden  
Katherine Power  
Charlie Difalco  
Ryan Strang  
Krista Wright  
Greg Mallia  
Shaun McKenna

STAFF: Lena Bassford

# THANK YOU!

**WE COULD NOT DO THIS WITHOUT YOU.**

Food4Kids Ontario is funded through donations or onetime grants. We are grateful for the unconditional giving of individuals, groups and businesses entrusting our agency with their donations, knowing the difference their support will make. To each and every donor, our thanks and assurance, your support fuels a collective effort ensuring no child goes hungry in our shared community.

- 4Site Retail
- Aqueduct Foundation
- Benevity Fund
- Bickell Foundation
- Breakfast Clubs of Canada
- Charles Ivy Foundation
- Cogeco Cable
- Community Food Centres of Canada
- Giant Tiger Foundation
- Gift Fund Canada
- Grocery Foundation
- Lunan Foundation
- Meridian Credit Union
- Ontario Teachers Insurance Plan
- Ontario Catholic Teachers Association
- Ozery Bakery
- Paypal Foundation
- RBC Foundation
- Samuel and Son
- Sprott Foundation
- Strategic Charitable Giving
- Suncor Energy
- United Way Greater Toronto

