



Greater  
**food bank** Vancouver

# 2018 COMMUNITY REPORT



// BUILDING **STRONG** CONNECTED COMMUNITIES  
THROUGH THE POWER OF FOOD //





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**Food brings people together, crosses cultures, sparks conversations and conjures up memories. Ultimately, food has the power to connect people and that is exactly what we envisioned 5 years ago.**

Two of the most critical goals from our first-ever strategic plan (2013 – 2018) were improving the quality of food our members received, and reducing wait times and long lineups.

By the end of June 2018, 67% of the food that we distributed was wholesome or fresh. More fresh fruits and vegetables, more eggs, and less ultra-processed foods and sugary snacks are on the menu thanks to valuable feedback from our members and agency partners. Your support made a real impact in delivering this.

We've also significantly reduced wait times and lineups with our new Community Food Hub model, where people make their own food choices. They are warm and welcoming places, connecting people to their communities in neighbourhood houses and other locations where members can spend time with each other, and our incredible volunteers. Thank you to all of our partners who made food access so much more dignified and respectful.

It's only with the passionate team of people at the Greater Vancouver Food Bank that we can do this work. They truly inspire me with their enthusiasm, their commitment to our Community, and our members surpasses my expectations every day. Thank you all for your amazing work.

And most importantly, a big thank you to you, our donors. Without your support, this work would simply not be possible. You allow us to serve healthy, nutritious foods from our BC backyard.



Warm greetings,

Sincerely,  
Aart Schuurman Hess  
CEO

# MESSAGE FROM THE BOARD OF DIRECTORS

Dear Friends,

Thank you for your generosity and support of the Greater Vancouver Food Bank in 2018! It is this community commitment that has been so successful in ensuring our continuing ability to provide delicious, healthy food to people in need in our community.

We've achieved a number of significant milestones in the past year, most notably we have reached the end of our five-year Strategic Plan. Through this process we have built a much more sustainable model to better serve those in need. Over the past few years cash donations have steadily increased in comparison to food donations. This is important because the Food Bank has a three to one buying power meaning each one dollar donation can be leveraged to provide three dollars worth of food to our members, agency partners and many programs. Initiatives such as increasing the number of dignified distribution centres, higher quality food, and food preparation tools for families continue to ensure

that all our community members have equitable access to fresh, healthy food.

Other achievements for the organization include the awarding of a BC Community Achievement Award from the BC Achievement Foundation Awards to the Food Bank's CEO, Aart Schuurman Hess. We are proud that Aart has been recognized for leadership in building strong and connected communities through the power of food.

In closing, thank you for your generosity and belief in the Greater Vancouver Food Bank. We simply could not do what we do without the support of our amazing volunteers, donors, and partners. On behalf of the entire Board of Directors, your support of the GVFB is appreciated in the building of a strong connected community.

Regards,

Dale Saip  
Chair, Greater Vancouver Food Bank  
Board of Directors





Volunteers having a blast at the Purolator Tackle Hunger event

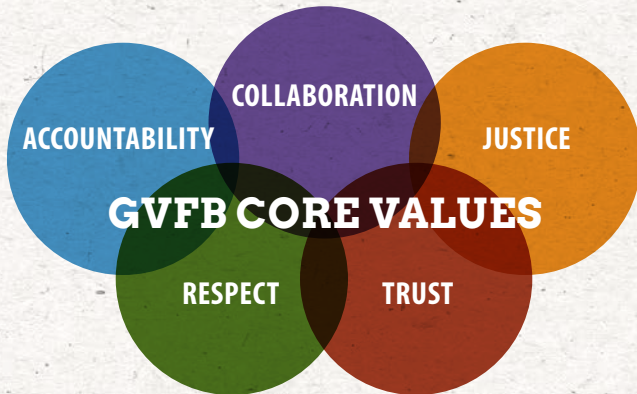
Our truck out in the community illustrating the power of 3:1 buying power



A member at a food hub picking up ingredients for a tasty meal

## OUR VISION

Accessible, healthy  
and sustainable  
food for all.



## OUR MISSION

To create  
empowering  
environments that  
provide and promote  
access to healthy  
food, education  
and training.



**22%**  
**CHILDREN**

**22%**  
**SENIORS**

To this end the GVFB receives, purchases and distributes millions of pounds of food each year. Because of this size, scale and our unique position in the local food system, the GVFB has significantly greater buying power than can be achieved by individuals at the grocery store. We can purchase as much as \$3 worth of food for every \$1 donated, maximizing the impact of our donor's generous contributions.

While we continue to provide assistance to help address the immediate needs of the community, we also recognize that emergency food as a stand-alone is not a long-term solution. The first strategic plan term has come to an end and we are in the process of building our next five-year plan with an invigorated leadership team and the progress we've made around food quality, education, dignity, and sustainability.



# IMPROVING THE **QUALITY** OF FOOD

Over the years Food Bank members and agency partners have shared valuable feedback with us on how we can improve our services. They have asked for healthier, more nutritious food on a consistent basis. Chronic health conditions, like diabetes, can be higher amongst food bank users which makes food quality especially important. Support from our donors makes it possible to purchase delicious, healthy, nutritious, food that is important for both physical and mental health.

With the Food Bank's 3:1 buying power we can really make donations count to purchase things for our members like

fresh produce, whole grains, eggs, milk and peanut butter.

Moving forward, instead of measuring our success solely by pounds of food distributed, we now include a focus on three food quality areas:

- **Nutrition**
- **Condition of Food**
- **Food Safety**

Improving the quality of food is foundational to what is accepted, purchased, and distributed by the Greater Vancouver Food Bank. Improving food quality is also foundational to the aspirations and contributions that food banks can make towards a more dignified, just and responsible food system for all.

Cherries from Rai Produce in Osoyoos, BC



Food Bank crops



# MEMBER SPOTLIGHT

## **Please tell me a little about yourself?**

I was born and raised in North Vancouver and have lived there all my life. I used to be a taxi dispatcher in the city, but have recently retired.

## **What are your favourite foods you get from the Food Bank?**

I really like the fresh veggies, yogurt, and peanut butter. It's wonderful what they have, it's a good supplement to my diet.



**// SPEAKING WITH PEOPLE  
AND MEETING PEOPLE  
IN THE COMMUNITY  
REALLY MAKES SUCH  
A BIG DIFFERENCE.  
I FEEL RESPECTED  
BY THE STAFF. //**

**— COLIN**

Food Bank member at  
one of our Food Hubs

## **How does your current experience with the Food Bank compare to when you used it previously?**

It's improved so much. I really like the personal touch they provide. Speaking with people and meeting people in the community really makes such a big difference. I feel respected by the staff. And I really appreciate the volunteers and donors who make it all possible.

## **What was the reason that you first visited the Food Bank?**

I first used the Food Bank in 1998 when I found myself between jobs. They helped me get back on my feet and I didn't expect to need them again. But now that I'm retired I find funds a little tight sometimes, so I've had to start collecting food at the Food Bank again.



**As we continue to focus on providing healthy and sustainable food for all, one of our primary goals is to open more Community Food Hubs. We opened three new hubs in 2018 – in Hastings Sunrise, Downtown, and South Vancouver. We now have a total of 7 hubs and 6 distribution locations where members can make healthy food choices for themselves and their families.**

These Food Bank locations are aligned with community partners that offer a variety of opportunities for collaboration like a public library table and nurses from Vancouver Coastal Health. These relationships deepen the impact of our work, sharing resources and programming with our members along with sharing a vision for food in dignified community spaces that works directly against an historic model of food banks.

A farmer from the Edible Garden Project dropping off fresh produce for the low-cost market



Broccoli and peppers to choose from



A variety of yogurt to choose from





Checking out some tuna for the beginnings of a delicious meal.

The Community Food Hubs are changing the way our members access the food they need. Rather than showing up and receiving pre-packed bag of food, they are now able to make their own selections, much like you would at a grocery store. Not only is this a more dignified experience, but members receive more fresh, healthy fruits and vegetables than ever before.



Fresh eggs are a popular item at our locations

These locations do much more than just provide food. They provide a place for members to connect and meet others in the community. Every day we see people sharing recipes, life experiences, and building new friendships.

The goal is to create an environment where our members feel their contributions are welcomed and valued. Where they can speak up and share not only their food knowledge, but also their challenges like living on a limited budget, and managing health issues.

# COMMUNITY PROGRAMS

We believe in building community around simple, delicious, easy to prepare food, and creating opportunities for people to share and learn. On the following pages are a few examples of how the Greater Vancouver Food Bank is changing the way food is shared in your community.

## GOODLY™

Recently, the Greater Vancouver Food Bank (GVFB) in partnership with Fulmer Capital Partners Ltd, launched Goodly Foods. This is a budding social enterprise that makes delicious soups, stews, and sauces by repurposing surplus produce and creating supportive community employment opportunities. Initially a tomato soup was developed by local Chef Karen Barnaby. 572 litres of soup were distributed to organizations and Food Bank members for feedback- it received rave reviews!

After a successful pilot phase Goodly Foods is now increasing production of their first product, Hearty Tomato Vegetable Soup, thanks to a generous investment grant from the Walmart Foundation as well as continued support from the Greater Vancouver Food Bank and Fulmer Capital Partners Inc.

The soup will be distributed through Food Bank channels and will also be available for sale to buying partners in late in 2018. Working closely with supplier partners, employment and production partner H.A.V.E. (Hope, Action, Values, Ethics) Culinary Training Society and Chef Barnaby, they are working on the next generation of Goodly branded soups, stews and sauces.

For more information visit [hellogoodly.ca](http://hellogoodly.ca)



Karen Barnaby, Chef and longtime GVFB volunteer



Project CHEF



Cook Healthy Edible Food

**Project CHEF (Cook Healthy Edible Food) is an experiential food-based program for elementary school children. Barb Finley, the program's Founder/Director was recently awarded the Governor General of Canada's Meritorious Service Medal. This award-winning program teaches**

**students about delicious, healthy food: where it comes from, what it tastes like, how to prepare it and how to enjoy sharing it around a table.**

Meals today can be highly processed and eaten on the run, and studies regarding children's eating habits indicate we need more education about nutritious, whole food choices. Project CHEF immerses children in the process of cooking, from preparation, to clean up, to the joy of sharing food together.

Project CHEF started in 2007 and so far has taught over 15,000 Vancouver children. The program has visited 650 elementary classrooms, working with over 900 teachers and 7,500 parent and community volunteers. To quote one principal, "Project CHEF is the best kind of educational experience; it changes lives."



Project CHEF founder Barb Finley



Kids preparing a watermelon salad

# DEPOT TO FOOD HUB: MORE THAN JUST A NAME CHANGE

Things at the Food Bank are changing for the better. The photo on the left shows the lineup to collect food from Christ Church Cathedral when we launched our program there in 1982.

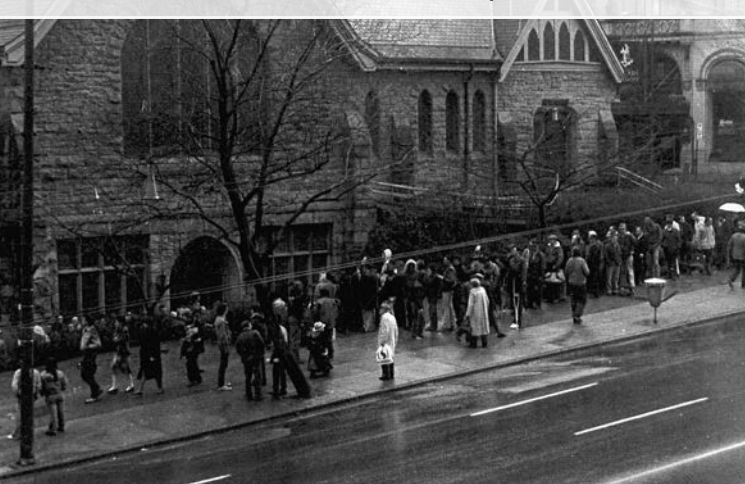
Now the majority of our members wait less than 15 minutes to access the food they need.

With the launch of our Community Food Hubs, community kitchens and Curbside Fresh Markets, and through programs like Project CHEF and Goodly Foods, our members now have more ways than ever to get food and food skills to help nourish their families.

Most importantly, we're delivering more nutritious food options than ever before. Currently 67% of the food in our warehouse meets the criteria for healthy food. Through the continued generous support of donors like you, this percentage will grow over time.

And we will continue to make shifts from the historical food bank depot model of pre-packaged food hampers to a more dignified, warm and welcoming member-centered hub model. We will strive to create opportunities for our members to connect, with us, with each other and with groups and service providers in their communities.

**THEN**-Members collecting food from Christ Church Cathedral depot 1982



**NOW**-volunteer with apricot samples at Christ Church Food Hub





# DONOR SPOTLIGHT

Donors are key to everything we do at the Greater Vancouver Food Bank. We can only provide food for those in need with the support of generous people like you. Corporate donors also play a big part in donating money, and in donating their time as volunteers.

Corporate groups regularly join us in our warehouse to help sort food, especially during the busy Christmas season. One of these organizations is Cavendish Contracting which has been supporting the GVFB for the past seven years. Cavendish puts a call out to all of their subcontractors to pull together donations. **To date, they've raised nearly \$200,000 in food and funds, and provided many volunteer hours to help the Greater Vancouver Food Bank.**



Cavendish and their team of sub-contractors at the GVFB warehouse

From larger corporate donors like this, to legacy and monthly donors, to donors who make annual donations every dollar truly makes a difference. With the Food Bank's 3:1 buying power, this helps make your donations go even further in purchasing delicious, healthy food for those in need.

// **Helping our community is a priority for Cavendish Contracting - The Greater Vancouver Food Bank offers an incredibly important service to our city and we are so proud to be part of such an amazing organization.**

**Our annual Christmas Run to the Food Bank provides each and everyone of us with a feel good experience and while I know you appreciate our support, it means as much to us as it does to you.** //

**— DREW GRIMSTON,  
AND CHRIS HADDLETON**  
OWNERS





Volunteers from Rocky Mountaineer sorting food

A choice of sweet potatoes, celery or tomatoes  
at the North Shore Food Hub



A volunteer shows how to prepare  
a tasty coleslaw







A wide variety of local produce to choose from

Food Bank Volunteers collecting donations



Curbside Fresh Market brings fresh food to neighbourhoods around town



Picking up some pasta at our North Shore Food Hub

# DONOR IMPACT

## 2018 IN REVIEW

**Your support helps us help those in our community who need food.**

Last year, we saw a 12.5% increase in the average weekly members supported. Even with this increase in need, the assistance provided by our generous community helped ensure that everyone who came to the Food Bank was able to walk away with healthy food, and a sense of belonging. We are building strong connected communities through the power of food.

With the increase in the number of people supported, we were actually able to reduce wait times for members substantially. 63% of members report waiting less than 15 minutes to collect their food. This is a better than 25% improvement from the previous year.

In the upcoming year we will improve our distribution even further to ensure that all members get timely access to the healthy food they need.



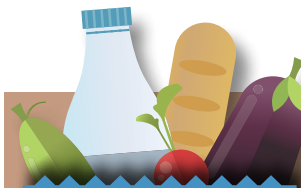
**EVERY DOLLAR YOU DONATE  
TO THE FOOD BANK HAS**

**3X**

**TRIPLE  
THE  
IMPACT,**

**BECAUSE OF OUR  
BUYING POWER &**

**PARTNERSHIPS WITH LOCAL FARMERS.**



**67%**

**OF THE FOOD  
WE PROVIDE MEETS  
THE CRITERIA FOR**

**NUTRITIOUS &  
HEALTHY FOOD**



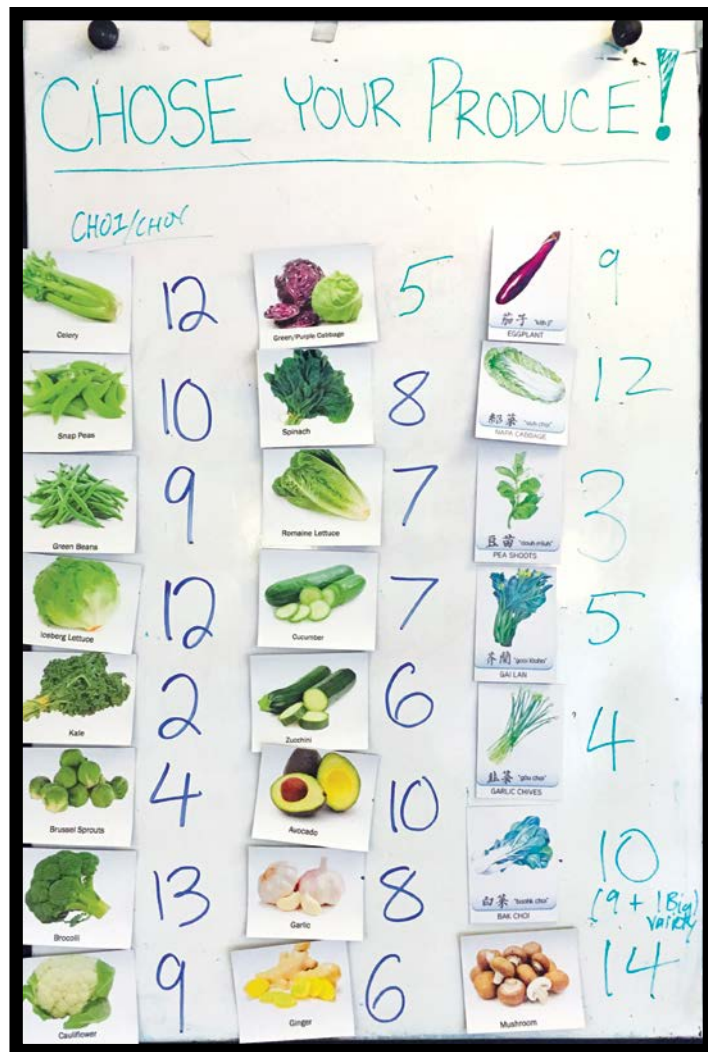
# BUILDING OUR COMMUNITY

**In a diverse community like Vancouver, people from many different backgrounds visit the Food Bank. One of our goals has always been to ensure everyone feels welcome regardless of where they come from or what language they speak.**

One of the ways we do this is by partnering with organizations like the Hua Foundation, which has helped to ensure we can better serve our Chinese-speaking members at the Hastings Sunrise Community Food Hub.

We make every effort to communicate in one of the 13 languages our members speak and have added different types of culturally appropriate vegetables to help those using the Food Bank feel even more comfortable.

The Greater Vancouver Food Bank will continue to grow these types of partnerships to ensure that all of our members feel connected within their local community while visiting the Food Bank.



# 2018 FISCAL REVIEW

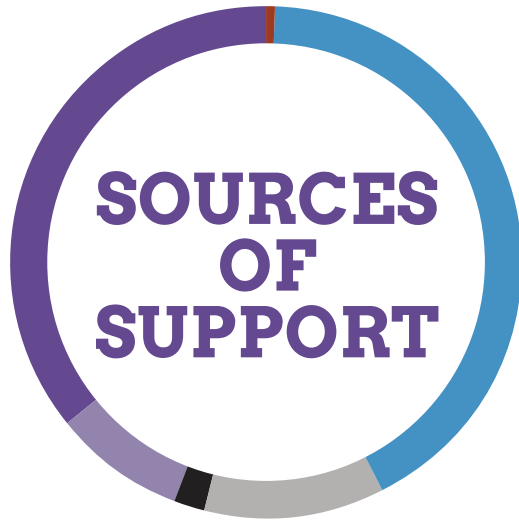
The finances of the GVFB remain consistently strong, and while our overall revenues have not varied greatly over the last four years, the split between our monetary revenues and the value of food donated has seen a growing divide. Since 2015, our monetary revenue has grown from 34% to 58% of our total budget. This gives us the ability to stretch your donations, with our 3:1 buying power, and as a result has a tremendous impact on what we can provide for our members. This year we purchased \$800,000 worth of fresh, wholesome food! This was an all-time high for us, with results that were easily seen in our Community Food Hubs and distribution centres; the quality and variety of produce, dairy products and eggs available to our members has been an enormous source of pride for us all.

The overall value of food donated declined from 66% in 2015 to 42% in the last fiscal year. This trend has brought us to an uncomfortable point in terms of the amount of food we have stocked in our warehouse. As a result, we have had to significantly increase

our budgeted value of donated food in fiscal 2019. We know it will take some new approaches and creative solutions to meet this target, and we are up to the task! We are working with our industry partners to strengthen the level of their donations to GVFB and, we are going to enhance our profile in the greater Vancouver community with some new events, partnerships, and corporate food drives. We're excited about the potential, and what this will mean for our members.







**41.92%**

**FOOD DONATED | 5,277,819**

**35.63%**

**PUBLIC SUPPORT | 4,486,535**

**11.42%**

**FUNDED COMMUNITY PROGRAMS  
1,437,337**

**8.42%**

**COMMUNITY ENGAGEMENT EVENTS  
1,060,756**

**2%**

**GRANTS RECEIVED | 251,331**

**0.61%**

**INVESTMENT INCOME  
76,851**



**42.63%**

**FOOD DONATED AND DISTRIBUTED  
5,277,819**

**26.62%**

**OPERATIONS AND PROGRAMS  
3,296,149**

**11.08%**

**GENERAL AND ADMINISTRATION  
1,371,283**

**10.31%**

**DEVELOPMENT AND FUNDRAISING  
1,276,653**

**9.36%**

**FOOD PURCHASED AND DISTRIBUTED  
1,158,281**



A small part of the Food Bank Nerd Herd who help us generate our robust data



Volunteers take a photo on our photo wall



Volunteers helping to sort food



Food Bank mascots meet BC Lions Mascot at Purolator Tackle Hunger event



# VOLUNTEER SPOTLIGHT



**What first inspired you to volunteer at the Food Bank?** You can really help people, and I love giving food because it gives me a sense of satisfaction. When you give people food it's a blessing, and it's a very important part of my culture.

**What is the best part of volunteering?** I feel so elated when I leave here. Knowing that I've been able to give people healthy fruits and vegetables.

“THE SATISFACTION OF VOLUNTEERING  
OUTWEIGHS EVERY OTHER JOB THAT  
YOU CAN DO. IT IS JUST SO SATISFYING.”

— SYLVIE

Food Bank Volunteer

## **How do you interact with members?**

We show them respect, and give them back their dignity. We never know what they went through in life to bring them to the Food Bank, and we want to ensure we can provide them with healthy food and vegetables to makes their lives so much better.

# OUR VISION FOR THE FUTURE

When we consider the future of the Greater Vancouver Food Bank, we reflect upon how everything we do centres around building strong connected communities through the power of food. Our team will continue to focus on sharing the most nutritious, delicious and culturally appropriate food possible, ensuring people are treated with dignity and respect, while at the same time creating comfortable, welcoming spaces.

Wholesome, quality food is foundational at the Greater Vancouver Food Bank. Our vision for Community Food Hubs goes beyond our borders. Our members tell us that our Hub-style model has helped increase their connection to the community. We would like to transform all of our distribution centres into Food hubs and share the knowledge gained from our experiences with food banks across Canada.

**“I see people I know at the Food Hub; we’re all brighter when we see each other.”**

**“I’m happy when I leave the Food Hub. I walk in with nothing, and I leave with my heart and arms full.”**

Together with engaged partners like Fulmer Capital, the Walmart Foundation, Commissary Connect and H.A.V.E. Culinary Training Society, we are excited to grow the Goodly Foods brand. Goodly repurposes surplus food into hearty soups, sauces and stews and offers training and employment opportunities for people who experience barriers to employment. Our goal is to grow Goodly Foods into its own, thriving sustainable social enterprise.

It is important to remember that while we celebrate our successes we must recognize that demand for food is up and donations are down. This past year we distributed 3.3 million pounds of food, and we anticipate this number will increase in the future. More people are turning to the GVFB for support which means that we will need to dramatically increase the amount of quality food donated to us. We will continue to strive to support our growing membership in a way that makes us proud every day.

Join us in this journey; together we truly can change lives with the power of food.



# THANK YOU

FROM OUR APPRECIATIVE  
MEMBERS ACROSS  
GREATER VANCOUVER

*After I had a stroke and went blind on my left side I wasn't able to work anymore. I now go to the Kitchener Street location every week to pick up healthy fruits and vegetables. It gives me a lot of security*  
- Bugsie

**“YOU CANNOT IMAGINE HOW  
IMPORTANT YOUR DONATION IS.  
THIS PLACE MADE ME STAY  
IN CANADA. IT GAVE SAFETY  
TO MY DAUGHTER.**

**IT IS LIFE  
CHANGING.**

**IF I DIDN'T GET COMMUNITY  
HELP LIKE THIS,  
I WOULD HAVE HAD  
TO GO BACK TO IRAN”**

*Having two little kids was very difficult after my husband left us. I was really grateful to the Food Bank around Christmas so that I could have Christmas with my kids*  
- Helen

*My first experience at the New West location I was so grateful. I only started using the Food Bank recently after my employer dissolved my position at work. I know the people working and volunteering there want to help other get better and set people up on the right foundation to they can help themselves and get out of their situation.*

- Victoria



# THANK YOU

FROM THE GVFB  
STAFF AND BOARD  
MEMBERS

Please know how grateful we are for your ongoing, deep generosity. The passion of the staff here at the GVFB ensures that your donations are treated with the utmost respect and efficiency, to provide for our members.

Thank You! Cynthia

## Special thanks to our partners:

Fulmer Capital

Happy Planet

Loblaws

Maple Leaf Foods

Nature's Path

Overwaitea

Purolator

Sobey's

Vancouver Coastal Health

Walmart Canada

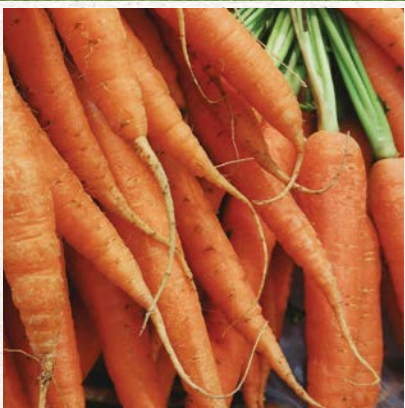
The Walmart Foundation

A huge thank you to all our donors for your trust and amazing support.

Together we can make our vision of accessible, healthy and sustainable good for all a reality. Thank you.

*Sant*





ALL OF US AT THE GREATER  
VANCOUVER FOOD BANK  
**THANK YOU**  
FROM THE BOTTOM  
OF OUR HEARTS!



**SUSTAINABLE** **IT'S A NEW DAY**  
- Collaboration - **WHOLE SOME**  
*Nutritious*  
Greater  Vancouver **MARKET**  
**FARM FRESH**  
**EAT DIVERSELY** TRUST  
**EMPOWERMENT**  
**EDUCATION**  
**NOURISHING** **COMMUNITY REPORT 2018**  
**JUSTICE - ACCOUNTABILITY - RESPECT**