



GREATER VANCOUVER FOOD BANK  
2015 COMMUNITY REPORT

VISION

Accessible, healthy and sustainable food for all.

MISSION

To empower people to nourish themselves by providing access to healthy food, education and training.

VALUES

- Leadership, Advocacy and Challenging the Status Quo
- Collaboration
- Accountability
- Respect and Compassion
- Trust and Integrity

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AART SCHUURMAN HESS  
CEO

## We are planting seeds!

Do a fast page flip of this booklet. Notice anything? Hint: It's related to the graphic flip-illustration on each page.

The Greater Vancouver Food Bank Community Report 2015 is themed around seeds — more specifically, planting seeds in support of our new vision, mission and food philosophy.

Thanks to your support, we have been able to begin this process of seeding initiatives towards our vision of accessible, healthy and sustainable food for all through three key goals: Improving Quality of Food, Food Access and Choice, and Food Skills/Literacy.

We have continued to increase our purchasing and distribution of fresh, healthy, seasonal produce in order to improve the nutritional quality of food we distribute.

We have been out in the community learning how people access food and working towards better understanding their needs, and we have piloted new food access points.

And we have continued to provide food skills workshops to help others learn and to facilitate basic cooking and kitchen skills using simple, healthy and nutritious food.

By planting these initiatives we are setting out on a new pathway for a better Food Bank and a method of evaluating the initiatives we begin.

We recognize that not every seed will take root. Some we'll plant and realize we don't have the right tools to help them grow, or the season isn't right; others will begin to grow into seedlings that will strengthen our vision.

It takes an army of gardeners to sustain any community garden. Likewise, our seeds will only flourish through the hard work of our incredible 38 full and part-time staff and the thousands of partners who give food, funds and time, trusting in us to be the best we can be.

I want to thank you all for rallying around our cause and believing in our ability to grow our community impact. I invite you to read further as we share information and numbers that help tell our story over the past year.

Together, we seed the future and affect real growth.

Aart Schuurman Hess, CEO





## Planting for the future

Our Strategic Plan focuses on seeding three strategic goals that will become the new model for improving and evolving our service to the community.

We are moving from a traditional food bank model to one that focuses on:

1. Quality of Food.
2. Food Access and Choice.
3. Building Food Skills and Food Literacy.

We believe people should have access to healthy and nutritious food where they live and in a dignified manner.

So we often ask ourselves: Are we located in the right places serving the most need? Are we providing the right types of service?

We don't have all the answers. Not yet, anyway, but the research is beginning.

At the same time, we're looking at transforming our 14 food distribution centres — located across Burnaby, New Westminster, North Vancouver and Vancouver — into a more welcoming and accessible model.

We call this new model a Community Food Hub, because that's what we're trying to be — a central hub where people can gather in their community, in a dignified manner, have a hot beverage and then be provided with access and choice to healthy, nutritious food, and education around food choices and skills.

### Quality of Food

Food quality is addressed by purchasing fresh, quality produce to distribute. This is achieved through a focus on fundraising over food raising (i.e. cash over food donations); investing more dollars to educate/influence food donors;

raising awareness through our development and communications arenas; and developing nutritional guidelines and standards.

### Food Access and Choice

To plant the seeds for this program, we are evaluating the effectiveness of our current distribution and location model, looking at overhauling our emergency food bag program, and working with more partner agencies and distribution locations.

### Food Skills/Literacy

Food Skills/Literacy is focused on the Food Bank's Food and Education (FED) team working towards building on existing programs and developing new ones centred on community kitchens, demonstration teams and food preservation teaching. Working to raise awareness and education within partner agencies and food recovery education (working with industry partners to target quality over quantity) supports this stream.

In a nutshell, these three goals will establish the foundation for the Food Bank in working with stakeholders in developing a new model moving forward.

- **26,500 people access Greater Vancouver Food Bank services each week**
- **14 distribution locations**
- **Partnerships with close to 100 community agencies**
- **20% of our members are children; 19% are seniors**
- **4.4 million pounds of food received, purchased, distributed last year**





DIANE COLLIS  
FOOD & EDUCATION DIRECTOR

### Setting the seeds for new standards

It’s all about setting standards and frameworks to build foundations.

That’s the reaction of Diane Collis reflecting on her work this past year as Food and Education Director at the Food Bank.

In addition to the ongoing facilitation of programs in the department (detailed in the next few pages of this Community Report), Diane and her team have spent the better part of the last year in review and re-evaluation mode.

This review will help seed the future foundation and direction of Food Quality and Choice, and Food Skills/Literacy activities.

For Diane, the top three achievements over the past year have been:

1. Creating a collaborative Food Philosophy.
2. Completing a three-year department plan.
3. Evaluating the Food Bank’s agency partner program and improving processes.

The Food Philosophy is an aspirational document that was achieved in collaboration with 330 Food Bank stakeholders from across the spectrum.

From this document will come supportive standards, clear policies and best practices regarding quality of food, food choice and community capacity building around food skills and literacy, Diane explains.

Also ongoing has been a review of four department programs, including:

- a) Agency partnerships — close to 100 community agencies receive food, kitchen equipment and other supplies from the Food Bank.

- b) Fresh Choice Kitchens — builds capacity of Community Kitchen leaders through a Train-the-Trainer model.
- c) Downtown Eastside Community Kitchens — facilitates and encourages communal cooking skills.
- d) Food Runners — rescues and redistributes perishable food that would otherwise go into the waste stream.

A fifth area is working with Project Chef, a school-based educational program that teaches food skills to children. Over the last year, the Food Bank has developed a partnership agreement with Project Chef and now offers storage and office space, and the weekly transport of food and cooking equipment to and from the schools.

“We are sowing the seeds for the future with a focus on increasing the quality of food we accept, purchase, use and distribute, and we will collaborate to create environments where a greater understanding of foods and food skills can be shared across communities — and I’m excited about all that.”

- **35,280 meals facilitated through 26 Community Kitchens across the Downtown Eastside**
- **3,000 pieces of kitchen equipment distributed**
- **150 Community Kitchen Leaders trained over the year**





AMY WEEKS  
COMMUNITY AGENCY  
COORDINATOR

### A menu of choices for Agencies

The Greater Vancouver Food Bank is happy to support organizations working in our communities.

As part of the Food and Education department, the Community Agencies program sees close to 100 community agencies across Greater Vancouver receiving food and other supplies on a regular basis at no cost.

In turn, these agencies use the provided food and supplies to support their programs such as community kitchens, meals, workshops and events.

Agencies run the gamut from mental health programs to youth and senior programs to transition houses, neighbourhood houses and community centres.

Community agencies are also invited to participate in Food Bank town halls and educational and skills development workshops that are conducted by our Fresh Choice Kitchens program.

“The Greater Vancouver Food Bank is a key partner in helping meet needs,” remarks registered dietitian Maria Burglehaus of the Sheway program. “They provide food and supplies. The Food Bank also has key programming that help us meet food safe requirements and training needs. They are very supportive of our weekly community kitchen.”

Over the past year, we invited close to 100 agencies to participate in a renewal application. We used this as an opportunity to learn more about the organizations we support.

“There are many organizations in Vancouver who are doing great work, and by learning more about what they do we learn how to better support them,” says Amy Weeks, Community Agency Coordinator.

While the number fluctuates throughout the year, there are approximately 94 agencies that regularly turn to the Food Bank as a source of food and educational resources. Of these, about 52 agencies are picking up food from our warehouse, 20 are agencies supported by the Food Bank’s Downtown Eastside Community Kitchens and 22 are agencies supported through the Food Runners program.

- **10,723 people supported weekly through 52 agencies that do direct pickups from our warehouse**
- **6,117 people supported weekly through Community Angel Food Runners program**
- **1,911 people supported weekly through Downtown Eastside Community Kitchens**





LEO RAMIREZ  
MANAGER, DOWNTOWN  
EASTSIDE COMMUNITY KITCHENS  
(DECK)



### What’s cooking in the Community Kitchens?

Most people will do everything they can to stay away from Vancouver’s Downtown Eastside, one of Canada’s toughest neighbourhoods.

But not the Food Bank’s Leo Ramirez and his team of Food Bank facilitators and volunteers.

Leo manages Downtown Eastside Community Kitchens, also known as DECK, a program of the Food and Education department. DECK works with a varied population from all walks of life who are living with poverty, mental health issues, chronic diseases and addictions.

“The intent is for people in single-room occupancy facilities to come together to cook, to share a meal and to socialize. The Food Bank facilitates this by bringing the food.”

But there’s more to this program than just food.

The Food Bank’s facilitators are connectors. A friendly and constant face providing groceries, recipes, facilitation support and community referrals to the residents and workers of the Downtown Eastside.

Paulo Ribeiro, Dayshift Coordinator at the Woodward’s Building on East Hastings, agrees. “One of the things I enjoy the most about the program is watching people feeling empowered once they’ve learned how to make a favourite food item.”

Paulo applauds the program for helping encourage people to learn more about different food ingredients, cooking methods and skills. “This is huge. The feeling people get from becoming more self-reliant helps build confidence and promotes wellness that will serve them in other areas of life.”

Education, training and resources are also provided through a Food Bank program called Fresh Choice Kitchens. Open to the general public and community organizations, this program enables people to share experiences and knowledge in areas such as food skills, food safe handling, community development practices, community kitchen leadership and food preservation.

The focus is to build the capacity of the community. Over the past year, 225 people were trained through Fresh Choice Kitchens; within this group 17 came through the DECK program.

For Leo, the biggest marker of success has been building the capacity of community partners in the Downtown Eastside supported by the Fresh Choice Kitchens program.

“Seeing how the community kitchen program is growing, seeing the community become more self-reliant — that’s so important. Before, if we were to stop, then this program would have died. Now we know they can continue on their own.”

- **26 Community Kitchens across the Downtown Eastside**
- **44 weekly cooking sessions helping 730 people**
- **38,472 volunteer hours to DECK program for the year**





ERIN NICHOLS  
MANAGER, COMMUNITY ANGEL  
FOOD RUNNERS

### A Food Angel in our midst

Erin Nichols is passionate about reducing waste. Mind you, not just any waste but rather good food that would otherwise go to waste if it were not rescued or collected by the Food Bank.

Erin is the Manager of the Community Angel Food Runners program, which rescues good food from businesses and delivers it to agencies to be cooked or heated and served free of charge in the community.

“We want to ensure that good food is used to make meals rather than compost,” she explains.

Thanks to donor dollars and community support, Food Runners operates six days a week with a team of two drivers and two refrigerated vans. Over the past year, the drivers marked 32,164 kilometers making 2,200 deliveries to 22 community agencies supported on an ongoing basis, and saving over 600,000 pounds of good food from being wasted. This is the equivalent weight of 15 transit buses.

The recovered perishable food is collected from a variety of sources including hotel kitchens, caterers, grocery stores and bakeries.

Highlights of the program over this past year include:

- The creation of BC’s first Industry Food Donation Guidelines in collaboration with BC Centre for Disease Control, Metro Vancouver and Food Banks BC.

“The significant need by industry and food distribution organizations for such a guide fuelled this 19-month collaboration to its successful completion. The guide explains how food recovery can be integrated into daily business operations,” Erin explains.

- An extensive review of Food Runners to assess how the program could build on its 13-year foundation and educate businesses to increase access of good recovered food for agencies.

Fresh produce and entrees amounted to 67% of the recovered food distributed in 2014-15 compared with 55% the year before. The distribution of less nutritious sweet baked goods was halved. Overall, the program contributed to over 660,000 meals last year.

- Sharing knowledge about food recovery’s ability to reduce greenhouse gas emissions and other environmental impacts.

Presentations on food recovery and the impacts of food waste were made to six organizations including Metro Vancouver, the Rotary Club and Simon Fraser University.

- **103 active food donors**
- **8,366 donation pickups made in the fiscal year**
- **607,207 pounds of food saved and distributed**
- **22 agencies supported regularly**





CRAIG EDWARDS  
OPERATIONS DIRECTOR

## Operating out of hunger

Hunger is personal for Craig Edwards, the Food Bank's Operations Director.

Craig moved here in the late 1990s from the UK. His wife was a student and under his landed immigrant status, he wasn't allowed to work.

They had to turn to a local food bank for support.

"We were struggling to make ends meet," he recalls. "So I know what it's like; I've been there."

When a job opportunity came up at the Greater Vancouver Food Bank, he applied, and the rest, as the saying goes, is history.

Craig now oversees a team of 12 people, assisted by Manager Frank Tallarico. Operations is housed in a 33,000-square-foot warehouse where donated and purchased food is received, sorted, stored and distributed.

In addition to daily operations, the team has focused on three key areas over the past year:

1. Building efficiencies.
2. Setting foundations to improve the quality of food received.
3. Researching options for a warehouse inventory control system.

When it comes to building efficiencies, Craig's goal is to ensure that food moves from the food donor, through the warehouse and out to Food Bank Members and agencies. Prior, there was no organized system in place.

Working with the Food and Education team, Operations has also focused on categorizing food to aid menu planning. The intent is to distribute enough balanced food types including a starch, protein, fibre, fruit and vegetable into every weekly distribution.

And in that distribution, Quality of Food is key. Nowadays, approximately 18% of food distributed is fresh produce purchased by the Food Bank through agreements with farmers and BC Fresh (related story next page).

Walk into the vast warehouse, see the stacks and stacks of palettes and bins, and it's hard to believe that everything is tracked manually through a paper system.

"We need real-time planning," says Craig, "and that's something an electronic warehouse inventory control system will give us."

The seeds for this have been planted, and it is hoped for an electronic inventory system to be introduced in 2016.

### Food distribution totalling 4.4 million pounds:

- 53% comes from Industry Food Donors
- 18% is purchased by the Food Bank
- 12% is from grocery store bins and pickups
- 7% from community food drives
- 6% from special events
- 4% from private donations





## Fresh produce means healthier options

Angela Lefort loves watching her two young sons biting into fresh fruit provided by the Food Bank.

Living on a single income, Angela and her husband struggle to make ends meet when most of their money goes to pay for housing.

So three times a month, Angela comes to the Food Bank’s North Vancouver location with her two kids in tow. And the fact that there’s a selection of fresh fruit and vegetable enables healthy and nutritious food for her family.

“It’s been fantastic as we are really tight on our income.”

The Food Bank’s focus on healthier food donations has resulted in a new most wanted food list, with donations of simpler whole foods and fewer processed foods high in sugar and sodium.

Supporting this push is the launch of a buying program, thanks to donor dollars, where fresh seasonal fruit and vegetables are purchased. With its buying power, the Food Bank is able to convert every \$1 donated to a value of at least \$3. Last year, about \$500,000 was spent buying fresh produce for distribution.

To enhance our buying power, the Food Bank now has agreements with approximately 12 local farmers and BC Fresh, a grower-owned company with more than 50 participating farms providing locally grown vegetables.

An additional benefit is that farmers also become donors when there is an over abundance of a product or a product that is considered over- or under-sized. As a result, the Food Bank was fortunate enough to receive about 278,949 pounds of farmer-donated food this past year.

Over the course of a year, we have been able to distribute farm-fresh and seasonal apples, pears, plums, peaches, carrots, potatoes, cauliflower, tomatoes, cucumbers and kale, to name a few. As well, approximately 475,200 eggs were purchased and distributed to Members and agencies.

As this program takes seed, Craig Edwards, Operations Director, dreams of having more cold storage space beyond the current 1,200 square feet. This would enable a higher acceptance of donated products to store fresh produce and supports the Food Bank’s vision of improving the quality of food distributed.

“There’s so much work to be done, but at the end of the day I’m so proud of what we do to help people. We have a dedicated and passionate team and a true commitment.”

- **60 farmers participating**
- **39,600 eggs purchased monthly**
- **682,169 pounds of fresh produce purchased last year**





### Helping with dignity, respect and nutritious food

Helen, 70, is at a food bank for the first time. Almost apologetic, she says she’s worked hard all her life and hadn’t made bad choices — it’s just that her limited retirement income doesn’t cover her expenses.

Helen is one of 26,500 people who access Greater Vancouver Food Bank services weekly, either by coming to one of our 14 food distribution locations or by accessing food through our partner agencies.

Thanks to the ongoing generosity of donors, we supply an emergency two-day supplement of food by way of our locations in Burnaby, New Westminster, North Vancouver and Vancouver. Hundreds of volunteers help at these locations.

Typically, Food Bank Members line up. Over a two-hour period, up to 500 people can stream through receiving canned goods, rice and pastas and produce.

The Food Bank is in the midst of transforming this model and planting the seeds for a new way to help — a model that aims to distribute food in a way that is more dignified, respectful and nutritious. We call this a Community Food Hub.

The Community Food Hub operates with limited or no line ups. Hours of operation are longer. Members have more choice in the food available to allow for dietary needs. And there’s always a selection of fresh fruits and vegetables. As well, community service providers connect with members.

It is hoped to eventually transform all locations into a Hub model. Currently, two of the 14 are on their way.

Thanks to a grant from the McConnell Foundation to allow for contract staff to be hired, we are assessing the Member “intake” process and undergoing a multi-year research project in partnership with UBC and SFU to better understand Member food and health needs.

Angela Lefort, a mother of two, accesses the Community Food Hub in North Vancouver. With her husband being the sole income earner, the family has found it hard to make ends meet. The dignified and healthy approach has made the journey to ask for help easier to accept, says Angela.

“What you are doing here is fantastic.”

- 26,500 people accessing services weekly
- 20% are children; 18% are seniors
- 14 food distribution locations





LORRAINE RYBORG  
FOOD BANK MEMBER

### Loss of job, heart attack, leads to the Food Bank

Lorraine Ryborg is you and me. She is our friend. Our neighbour. Our co-worker. Our sister. Our mother. Take your pick. And she’s a Member of the Food Bank. Brought here by everyday circumstances that could be any one of our stories. After working for years out East as a film set decorator and photographer, Lorraine moved back to the West Coast to be closer to family. Unfortunately, her move took place just as the recession arrived, and despite her education and experience, she couldn’t find work.

While she eventually found work, she suffered a stress-related heart attack and for the first time in her 50 years she found herself without a home, without a job, and relying on the Food Bank — a cause she’d previously supported.

At first, she was taken in by her brother on the North Shore, which is where her relationship with the Food Bank began. However her brother’s family was also struggling financially, so she moved out; for a while she lived in her car, and later, in a women’s shelter.

When she went to the Food Bank location in North Vancouver, she felt a desire to contribute. So she began by volunteering to help unload the food from the truck into the community centre.

The occasional became the regular, and Lorraine soon became a steady volunteer.

“I felt grateful to have discovered a supportive community. That was what this was — this was our morning routine. You get to know the people. And that’s why I love it here.”

Eventually, Lorraine became the Hub Volunteer Coordinator and later, when a development assistant position opened up at the Food Bank’s main office in Vancouver, she applied.

“When they called, I was so incredibly overjoyed.” Lorraine remembers how scary it was to have lost faith in herself.

“You second, third, fourth guess yourself, down to the point in which you just stay still. So this has been brilliant — coming here, working here. Even if it’s just a couple of days a week. But I volunteer extra time, if I can,” she says.

“It’s nice to feel like people appreciate my brain again.”

**“I’m starting to dream again. Which is huge, because I’m very creative. Before, I just didn’t care. If I wake up, I wake up. Now I’m starting to look ahead again.”**





People with a passion for giving back

Simply put, we could not provide support to 26,500 people each week without our amazing volunteers.

Together, volunteers donated 94,746 hours of time last year — the equivalent of 50 full-time staff.

The Food Bank’s volunteer program offers opportunities for caring individuals or groups to help out in our office, warehouse, 14 food distribution locations, and at many public and fundraising events (read a couple volunteer stories in the next page of the Community Report).

“Being able to be part of such a fantastic organization that provides people the opportunity to give back to the community has such a huge, positive impact in my life,” says volunteer Jennica Macphee. “I love being able to work with the community and have the opportunity to give back as well getting to work with people with the same passion.”

A variety of skillsets support us including data entry, phone work, supervising other volunteers, food sorting and packing, cooking, cleaning, lifting and hauling, gardening, collecting donations, and distributing promotional and awareness materials.

Here are just some of the highlights of how volunteers impacted our work over the last year.

- Set up and assisted Food Bank Members at our 14 weekly food distribution locations, come rain or shine.
- Helped people to register and access emergency food support.
- Worked as a Geek Squad team to deliver a new database for our Food and Education workshops.
- Planted, watered, grew and harvested food for our Community Kitchens in many locations.

- Danced and made everyone smile on Granville Street at 6 a.m. while collecting food and funds at City TV Food Bank Friday.
- Gleaned over 50,000 cabbage heads from a farmer’s field.
- Sorted, packed and stacked boxes and boxes of donated food.
- Helped us collect and recycle our cardboard every day.

Recognizing their impact, we recently appointed a Community Engagement Manager focused on developing a recruitment, orientation and retention volunteer program. Over the next year, this position will help establish a formal program for us, defining potential volunteer roles and building supportive systems.

Volunteer Appreciation Week in April saw the Food Bank saying a giant thanks to our hundreds of volunteers with refreshments, home-baked cookies, cards and thank you hugs all around.

Anyone interested in volunteering can apply online through our website. We’re always on the lookout for amazing, dedicated people who are willing to help us help others.

- **280 volunteers contributing 12 hours per month at our locations for 41,000 hours of yearly giving**
- **377 food sort groups totaling about 5,259 people contributing 14,599 hours**
- **4 dedicated warehouse volunteers who come in daily or weekly, giving 1,200 hours**
- **450 volunteers at 55 community events donating 2,030 hours**





STEPHEN DEEDES VINCKE



ERIK CHRISTOPHERSON

### Giving back as volunteers

#### Childhood memories centred around food are strong for Stephen Deedes Vincke.

“I used to live in Africa and can still remember throwing sticks and stones at the mango trees to knock the fruit off.”

Nowadays, food is still a big part of Stephen’s life but this time as a volunteer for the Greater Vancouver Food Bank.

Stephen became a Food Bank volunteer seven years ago through his work at Telus — and he’s not looked back since. This past year he helped coordinate Telus Days of Giving at the Food Bank, bringing in more than 300 staff to help sort food in our warehouse, totalling 15,000 hours of donated time.

Stephen says volunteer work not only helps contribute back to the community, but provides a feeling of togetherness for his colleagues.

“We go to the Food Bank and play music. We crank up the volume. And, there’s a bit of a buzz... a little bit of an electric feeling in that building and it carries outside, because once we’ve finished, that buzz still exists and it creates camaraderie. Together, we feel good that we’ve done something good.”

#### Second generation volunteer

Meet Erik Christopherson, a second generation Food Bank volunteer whose family has been contributing for many years. His father Rik has been coordinating one of our weekly locations in Burnaby for over a decade and introduced Erik to volunteering at an early age.

He now volunteers for us at two of our locations and is fast becoming a key part of our warehouse team. Erik also has a big heart and a desire to contribute further, so recently we began working with him to develop his technical abilities, transitioning him into a skills-based volunteer position.

“The Food Bank was a big part of my life through my Dad, so I was excited to start helping. One of my philosophies is to treat everyone with respect and I hope that by doing this to get the same back, and for it to be passed on to others.”

Erik adds a personal philosophy to his outlook on volunteering: “I firmly believe that we should talk with people, rather than talk at people and I try to bring that to my volunteering at the Food Bank. In many cases people may have had a rough day, so I try and spend time listening to them, understanding their priorities.”

“

**I believe in giving back to my community. It’s one thing to donate money to a charity, but I like the idea of also donating one’s time. The Food Bank can’t exist without volunteers.”**

**— volunteer Stephen Deedes Vincke**





GLEND A MORIN  
COMMUNITY EVENTS COORDINATOR

We cannot do this without you

55. That’s the number of organized third-party events that took place in our last fiscal year resulting in \$764,785 in funds raised — money that supports the work of the Food Bank, our services and programs, and the purchase of fresh, seasonal produce for distribution.

An additional \$733,842 worth of food was raised from food collected through 500 community and school food drives. The value is based on a cross-Canada food banks standard that equates one pound of food at a value of \$2.50.

“The work that we do and the help we provide cannot even begin to be accomplished without the incredible support of corporations, organizations, businesses and individuals,” says Glenda Morin, then Community Events Coordinator.

Highlights from the past fiscal year (July 2014 - June 2015) included:

- CBC Day: \$179,317 — annual event saw CBC open its studio to the public in exchange for a food donation.
- Four golf tournaments: \$76,543 — thanks to ECABC Golf Tournament, MIABC Golf Charity Tournament, TD Golf Tournament and Vancouver Board of Trade Golf Classic.
- The REEL Thanksgiving Challenge: \$63,652 — organized by the BC Film and Television industry, the event saw production companies and local unions challenge fans and followers to raise funds and food.
- CityTV Food Bank Friday: \$40,099 — CityTV hosted their annual Food Bank Friday at London Drugs with viewers encouraged to donate non-perishable food items and cash.

- Nature’s Path Eat Well Do Good: \$25,654 — this annual event saw Nature’s Path host a pop-up organic café and marketplace in the downtown area of Vancouver.
- Other major public events that focused on helping us build awareness, food and funds, included:
- CANstruction: Teams built sculptures made entirely out of canned food. Since 2002, CANstruction Vancouver has collected over 1,318,000 cans of food.
  - Five Hole For Food: All it took was a hockey stick and a can of food to enter the Five Hole for Food street hockey tournament. Over the past five years, the event has raised in excess of 1,000,000 pounds of food.
  - Global BC: Global BC’s Thanks for Giving campaign raised funds for Food Banks BC.
  - Rogers Santa Claus Parade: The Parade is one of the largest public events for the Food Bank. Since 2004, the Parade has collected \$141,800 and more than 75,400 pounds of food.
  - Vaisakhi Parade: The parade organizers and RBC joined to raise food and funds collected over the parade route.
  - Feed 4 More: Throughout November and December, Whole Foods Market stores in Vancouver encouraged their customers to support the work of the Food Bank through the Feed 4 More campaign, raising \$89,000.

- **55 events held throughout BC**
- **450 volunteers helped out**
- **\$765,000 raised**





HEIDI MAGNUSON-FORD  
DEVELOPMENT OFFICER

## Community support makes a huge difference

The Greater Vancouver Food Bank is very grateful to have a long-standing history of strong community, industry and individual support.

Historically, in-kind and cash donations have made food distribution to those in need possible. Thanks to donor support of \$4.4 million in cash donations and \$8.6 million worth of food donations this past year, the Food Bank helped approximately 26,500 people who turn to us for support each week.

In recent years, the Food Bank’s funding needs and fundraising options have become more diverse in order to realize our vision and mission.

Online fundraising is growing and becoming the donation vehicle of choice for our Food Bank donors. One online tool is our Virtual Food Drive — an exciting new way to make it even easier to help — and donors agree.

“The Virtual Food Drive is... so different from all the other fundraising campaigns we have run. It’s very visual and lets you shop online picking and choosing the items you want to buy. Our employees have told us they are so happy we started a Virtual Food Drive for them to participate in. It’s fun and easy,” says Nisha Agrawal of Bentall Kennedy.

In addition to building on existing donor relationships and developing new fundraising tools, the Food Bank is developing new funding partnerships to:

- Increase the quality of food we receive and distribute (Whole Foods Market).
- Test and develop social innovation around mobile food marketing (City of Vancouver).

- Transform the food bank experience and depots (McConnell Foundation).
- “The Food Bank is truly grateful to all its dedicated monthly donors, major donors and individual donors,” says CEO Aart Schuurman Hess. “This support enables the ongoing work we do and makes a difference in the lives of people.”
- **1,137 monthly donors**
  - **780 corporate donors giving over \$5,000**
  - **\$4.4 million raised in 2014-2015**





Murray Penner  
BOARD CHAIR



Jake Letkemann  
VICE-CHAIR



Catherine Anderson  
DIRECTOR



David Brodie  
DIRECTOR



Dale Saip  
DIRECTOR



Dianne Turner  
DIRECTOR



Dallyn Willis  
TREASURER



Warren Wong  
DIRECTOR

### Seeds of change

Change in any organization comes in fits and starts, sometimes moving backward and then forward.

The past few years have been an interesting journey in the evolution of the Greater Vancouver Food Bank. We are entering the third year of a Strategic Plan and now have some foundational pieces seeded.

Key Performance Indicators (KPIs) from the Board to management is a huge marker of our success, where we do our best to set targets and meet them.

We align KPI activity with stakeholders to create accountability to our vision of accessible, healthy and sustainable food for all. Involvement of all stakeholders is critical to creating the vision we are heading towards.

The Board of Directors, working in alignment with Senior Leadership, has approved three strategic goals centred on Food Quality, Food Access and Choice, and Food Skills/Literacy.

Of the highest importance is Food Quality: The Food Bank no longer believes that any and all food is a good idea for Food Bank Members — it must have nutritional value and should contribute to a healthy diet.

Another strategic shift is around Food Access and Choice. The Board supports the need to change the “line up and hand out” methods of the past, and move towards a more dignified manner allowing Members self-selection around foods that reflect their dietary, cultural and personal preferences.

Improved Food Skills and Literacy is also a key direction the Board supports. Among the many strategies in this area is one centred on good food and cooking education at the earliest grades.

The Food Bank has begun a journey in this direction, and although only starting, ultimately, it will impact the health of the next generation.

These three strategic goals mark huge changes in the direction of Food Bank philosophy. The Board recognizes that some areas are on track; in others, there is much more work to be done and we will support management in achieving these goals.

None of these changes and new directions would be possible without the support of stakeholders and donors, the dedication of the Board of Directors, and a Senior Leadership team, staff and volunteers that work incredibly hard to plant the seeds of change.

Thank you to all!

Murray Penner, Board Chair





IRYN VEKAY  
FINANCE DIRECTOR

A foundation of accountability

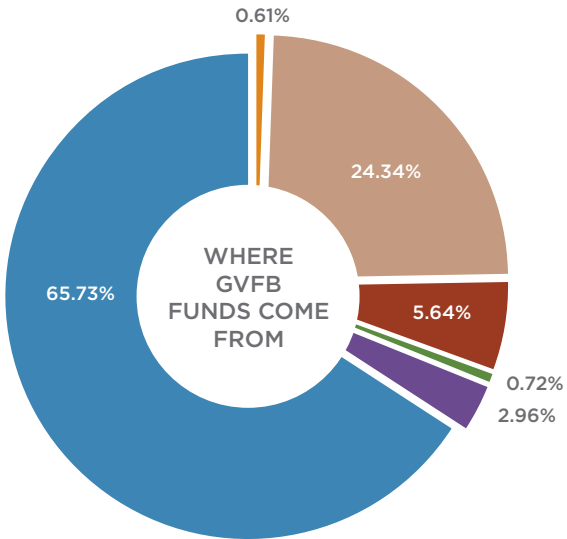
We are proud to have a broad level of community support, both in the levels of funds and food donated. These donations provide a foundation for us to be able to lay seed to our programs and work.

Almost 90% of our funds come from public support and from the value of donated food,

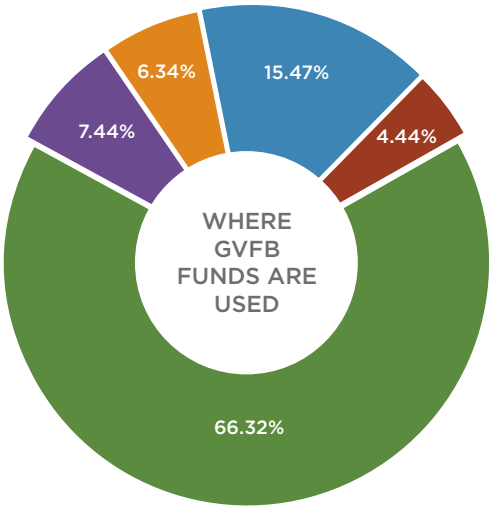
while roughly 71% of our funds go back into food purchase, donation and distribution as seen from the pie charts below.

Our fully approved audited financial statements are available on our website at [foodbank.bc.ca](http://foodbank.bc.ca).

Greater Vancouver Food Bank fiscal year:  
July 2014 to June 2015



FOOD DONATED	65.73%
INVESTMENT INCOME	0.61%
PUBLIC SUPPORT	24.34%
COMMUNITY ENGAGEMENT EVENTS	5.64%
GRANTS RECEIVED	0.72%
FUNDED COMMUNITY PROGRAMS	2.96%



FOOD DONATED & DISTRIBUTED	66.32%
FOOD PURCHASED & DISTRIBUTED	4.44%
DEVELOPMENT & FUNDRAISING	7.44%
GENERAL ADMINISTRATION	6.34%
OPERATIONS & PROGRAMS	15.47%





## Planting our own seeds

It takes many different types of people with unique gifts to have a successful team. Each individual brings something crucial that together allows an organization to move forward towards its goals.

“We are fortunate to have an amazingly diverse team at the Food Bank, adding new and exciting skills, opinions and passions to our very own mixing bowl,” remarks Aart Schuurman Hess, Chief Executive Officer.

As a team we have collectively canned, cooked, fundraised, filleted, sorted, learned, laughed, celebrated, commiserated and strategized.

Throughout the year, regular all-staff town hall meetings and shared cooking skills workshops have helped bring people together, and build team and community among the 38 full and part-time staff.

As part of a staff development exercise, we were able to head out on our first-ever all-staff field trip, a visit to UBC Farm and Botanical Gardens to better understand our local food system. We saw and experienced its challenges, its opportunities and our responsibilities.

It was on this visit that we all sat down, filled an individual pot full of earth and literally planted our own seeds.

In that exercise we began to reflect on the importance of seeds, their power, potential growth and impact on the future.

We have since been working hard to have the right leadership team in place and are making daily, positive steps towards being a better workplace for all.

### Senior Leadership Team

Aart Schuurman Hess  
Chief Executive Officer

Diane Collis  
Food and Education Director

Craig Edwards  
Operations Director

Ariela Friedmann  
Communications Director

Trish Kelly  
Community Food Hubs Director

Will Shields  
Facilities Manager

Iryn Vekay  
Finance Director

With acknowledgement to Janine de la Salle of Urban Food Strategies supporting the management team as a Development Consultant

“

**The Food Bank staff give so much, every day. While our incredible volunteers are our life blood, our dedicated staff provide the heart and soul of all that we do.”**

— Aart Schuurman Hess, CEO





## Acknowledgements

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Editor: Ariela Friedmann

Writers: Ariela Friedmann, Greg Dawson

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## The Greater Vancouver Food Bank is a member of:

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- Board of Trade – Vancouver
- Food Banks Canada (Affiliate)
- BC Food Systems Network
- Food Secure Canada
- Food Banks BC
- Imagine Canada (Sector Champion)

## Greater Vancouver Food Bank

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