

2021-2022 Impact Report



About Us



VISION

Healthy communities through fair and effective food systems



MISSION

Providing healthy food to those in need



VALUES

Respect, Integrity, Accountability, Stewardship

STRATEGIC DIRECTIONS FROM THE 2020-2023 STRATEGIC PLAN:

- 1 BUILD LONG-TERM FINANCIAL STABILITY
- 2 DRIVE CONTINUAL ORGANIZATIONAL IMPROVEMENT
- 3 MAKE DATA-DRIVEN DECISIONS
- 4 ENHANCE STAKEHOLDER RELATIONSHIPS
- 5 PLAN FOR THE FUTURE

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MESSAGE FROM

Fiona Macdonald, Board Chair

In addition to the ongoing COVID-19 pandemic, British Columbians are being challenged by the rising cost of food and housing. This has expanded the number of individuals and families who need our support. Thanks to our generous donors, amazing volunteers, and dedicated staff, we are able to meet this increased demand.

We are honoured that our organization has been selected as Canada's & BC's Top 100 Employers two years in a row! We take serious care of our clients, volunteers and staff.

We will launch our new strategic plan in 2023 outlining how we can best support people in need, efficiently and sustainably. We will continue to steward our immensely important industry partnerships while we build new connections with other food security partners in BC.

The Board of Directors extends a huge thank you to our donors, volunteers and staff. Thank you to each and every one of you – we couldn't do what we do without you!



MESSAGE FROM

David Long, CEO

Every day, we meet new clients who have never needed a food bank before. The increased food insecurity across Canada has startled us; we see it locally with many record-breaking client numbers in 2022.

In response to the increased need, we opened a new Vancouver warehouse for our Community Agency Partners (CAPs). In this new warehouse CAPs can choose the fresh, nutritious food they need for their food programs, meal programs, and more.

I want to say a sincere thank you to our donors, staff, and volunteers for their support and commitment. Especially our team who works outside all year round, from -10 degrees to 40 degrees – they are our heroes.

Although it was another busy year for the team, we are ready to help more people in need. In the next year, we will continue increasing healthy food availability by preventing high quality food from ending up in landfills. Thank you for being a part of our journey!

GVFB OVERVIEW



BYTE-SIZED DATA: CLIENT DEMOGRAPHIC SPOTLIGHT



48%

SINGLES
(68,623
VISITS)



22%

COUPLES
(32,267
VISITS)



30%

FAMILIES
(42,770
VISITS)



26%

CHILDREN
(5,898
INDIVIDUALS)



60%

ADULTS
(12,527
INDIVIDUALS)

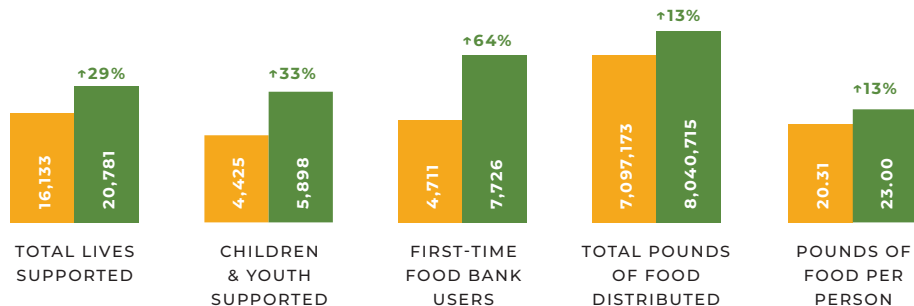


14%

SENIORS
(3,022
INDIVIDUALS)

WITH YOUR SUPPORT,
THE GVFB HAS BEEN
ABLE TO MEET THE
SIGNIFICANTLY
INCREASED NEED
OVER THIS PAST
YEAR.

● 2021 ● 2022



BC-Wide Support

During the wildfire season, between April and October 2021, the GVFB was on standby to send much-needed food and supplies to affected areas such as Lytton and Merritt.

Right after the wildfires came the floods which prompted a state of emergency to be declared in BC. Highways were destroyed, roads were closed, farms were under water; the residents of the Fraser Valley were struggling to access day-to-day essentials, especially food.

The only way to get food into the Fraser Valley was to transport it via air. Contour Helicopters Ltd. generously donated pilots and a helicopter to get to Hope, Merritt and Abbotsford. After multiple trips, 14,046 pounds of food and supplies like fresh produce, ready to eat meals and toilet paper were delivered to food banks in need, and they distributed them to affected residents.

And this was just the beginning. Looking ahead, we will continue to work with other food banks in BC to share knowledge and food, offer support, and build relationships.



14,046

POUNDS OF FOOD AND
SUPPLIES DELIVERED TO
FLOODED AREAS



Hope Food Bank receiving food and supplies with firefighter volunteers



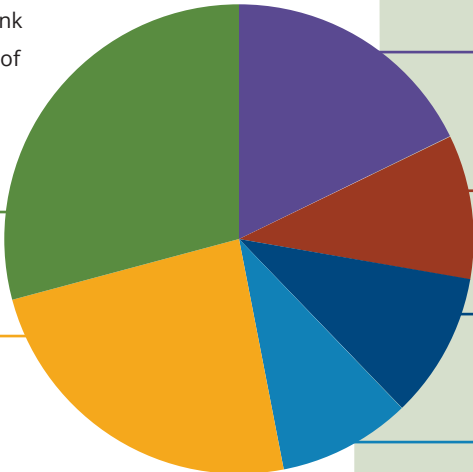
Pilot Angus, Mr. Bentley the Dog and Alex Beyer (GVFB's Operations Manager) loaded food and supplies into the helicopter

Global & Economic Crises

It's getting even harder for people in our communities to make ends meet. The dramatic increases in the inflation rate, the cost of living and food have affected all of us. In the past year, with your generosity, we helped **7,726** new food bank clients access fresh, healthy food – many of whom never thought they would have to depend on the food bank.

29%
RELOCATION
INTERNATIONALLY

24%
LOW WAGES OR PENSION



REASONS TO USE THE FOOD BANK

18%
STUDENT POVERTY (DOMESTIC & INTERNATIONAL)

10%
COST OF LIVING

10%
LOSS OF INCOME

9%
OTHER

Andrea immigrated to Vancouver at the beginning of 2022 with her husband, Leonardo. Back in Brazil, Andrea was a certified accountant. Unfortunately, her diploma and experience were not recognized by most accounting firms in Vancouver.

Committed to building a new life in Vancouver, Andrea is now attending BCIT to get another accounting diploma while working part-time at a bakery. Although Leonardo works full-time in construction, grocery prices and rent are simply too high for the couple to make ends meet.

"I'm so grateful to the Food Bank. We just don't have enough money to buy healthy groceries. I really appreciate the fresh veggies and protein I get every week."

Thanks to you, we can continue to provide healthy food to people like Andrea and Leonardo as they establish their new lives in Vancouver.



Thank You Supporters

Contrary to a popular misconception, food banks have not received consistent government funding (the pandemic has been an exception); we rely largely on public support. Thanks to YOU, our trusted donors, we were able to keep up with the 29% increase in lives supported compared to last year. Although we hear heartbreaking stories every day from first-time clients, we also hear gratitude from people who are relieved that they can eat a healthy dinner tonight.

Our dedicated volunteers donated a total of **60,000 hours** of their time in the last year; this is the equivalent of 31 full-time staff!! Volunteers are the backbone of our organization, from sorting and distributing food to administrative support and community events, we truly cannot do what we do without YOU.

Thank you for changing lives.



8,799

NEW DONORS



4,813

ACTIVE MONTHLY DONORS



60,000

VOLUNTEER HOURS
DONATED



1,289

NEW VOLUNTEERS
SIGNED UP



*Being part
of the
reason why
the GVFB
clients smile has made
my volunteer experience
worthwhile.*

Flo, volunteer since 2020



*Together with GVFB we're
proud to advance collective
efforts to safeguard
lifelines to food and bring
hope to communities that
have been hit the hardest.*

Rubicon, corporate group volunteer

Expanding Capacity

In addition to supporting our clients, we also provide food support to 118 Community Agency Partners (CAPs). These CAPs run smaller food banks, meal programs and more. Due to the increased need in our communities, we expanded our capacity and opened another warehouse - the Vancouver CAP Market. Located by the Main Street – Science World station, it is an ideal pick-up location for the 96 (out of 118) CAPs we support based in Vancouver and North Vancouver, especially those in the Downtown Eastside.



118

ORGANIZATIONS
SUPPORTED



81%

CAPS IN
VANCOUVER



3.3M

LBS OF FOOD
DELIVERED



Tara from Mission Possible picking up food



The dairy and eggs fridge at the Vancouver CAP Market

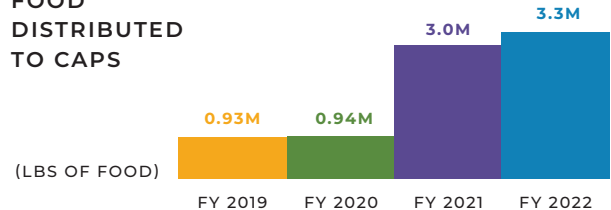


The fact that we now get to do our own shopping in the fresh market every week means that we can customize our orders to meet the needs of our participants on a weekly basis.

Tara, Mission Possible

Our Vancouver CAP Market is equipped with industry-sized fridges and freezers packed with fresh produce, dairy and proteins, dry and bulk goods and kitchen equipment. With the wide selection of items, we are now operating a pick-up-only model to increase the efficiency of our operations and offer a more autonomous and personalized shopping experience for our CAPs.

FOOD DISTRIBUTED TO CAPS



Support Beyond Food

As a large food bank, we experience firsthand the amount of labour and resources that go into running a food support organization beyond just providing food. For instance, we need to maintain a fleet of trucks and warehouse refrigeration, along with staff training programs. With this in mind, we want to ensure that support for our Community Agency Partners (CAPs) is not limited to food.

With a combination of government funding and our generous donors, we successfully launched our second Grant program that provided \$224,239 worth of funding. The funds used included the following categories: Infrastructure Development, Food Purchases, Program Labour, and Program Material.

Steeve's Manor, one of our Grant recipients, was able to hire program staff and purchase food for several new food programs in support of their residents. Steeves Manor is a seniors housing program as a part of Seniors Services Society of BC.



Scan this QR code to see the full list of the CAPs we support



Sandwiches for lunch at Steeves Manor



Scott carving a turkey for residents of Steeves Manor

“Many people living here are on a tight budget and struggle with food security. Thanks to the CAP grant, we were able to expand our food programs and have since provided over 600 hot meals.”

Ronja, Steeves Manor

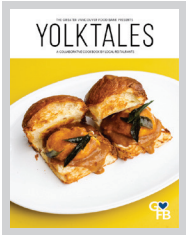
New Initiatives

We pride ourselves on being trendsetters in the nonprofit world by experimenting with new and exciting means of engaging with our supporters. To name a few of our new initiatives:



Scan to watch!

We became one of the first food banks in North America to utilize **TikTok** as a storytelling tool to share supporters' impact – and we went viral! One of our educational videos that showed donated food that was either damaged, opened, or expired garnered over 400,000 views; this helped to increase awareness and our profile.



Try out the recipes today!



We launched **Yolktales**, a collaborative egg-themed cookbook with ten local restaurants, who shared delicious recipes they created using the food we distribute to our clients. This was a great way to engage with the local food industry.



We hosted a Music and Beer Festival Fundraiser - **Foodstock** - sponsored by 102.7 THE PEAK. The first of its kind in BC, we were joined by local bands, breweries, and food trucks to raise funds and spread awareness about our work in the community. We hope to see you at Foodstock 2023!



Check out our newest events!



Scan me to shop!

We launched our **online merchandise shop** featuring t-shirts, toques, baseball caps and more! Show your support for the GVFB and spread awareness in your community by wearing one of our snazzy t-shirts!



Our Bold Move

At the start of 2022, we made the bold move to stop accepting food drives from the public for three reasons:

1. **Unhealthy Food Donations:** The food we distribute is packed with nutrition and the menus are dietitian designed; most of the food we receive from food drives is neither.
2. **Labour Intensive:** The support required for food drives is labour intensive and an inefficient use of volunteer hours, particularly when at least 30% of what we receive is spoiled.
3. **Better Buying Power:** We can buy more food and better food with our buying power (averages 2:1), because of the industry partnerships we have and the volume of food we purchase.

Instead of the traditional food drive, we encourage you to support us through our easy-to-use **Virtual Food Drive (VFD)** online fundraising platform. You will go through a “shopping experience” when you make a donation on a VFD page, and the items you see are just some of the options we provide to our clients each distribution week. Fundraisers tell us that this is a great team building experience!



Scan to host a
Virtual Food Drive

Did you know?

We purchase apples directly from Okanagan farmers at \$0.55 per pound, compared to approximately \$2.00 per pound at a grocery store.

An example of what a single client could receive per week



More Food, Better Food

In addition to the weekly food allotment, the GVFB’s most vulnerable clients receive specialized nutrition programs each month. Providing healthy and fresh food is our priority, but it is also important to us that GVFB clients enjoy the food they receive. That’s why we conduct client surveys every year to continuously improve our menu.

Kids’ Pick
photo from
2018



MONTHLY SPECIALIZED NUTRITION PROGRAMS



BABY STEPS:
BIRTH TO 24 MONTHS OLD



PRESCHOOLER:
2 TO 5 YEARS OLD



GRADE SCHOOLER:
6 TO 12 YEARS OLD

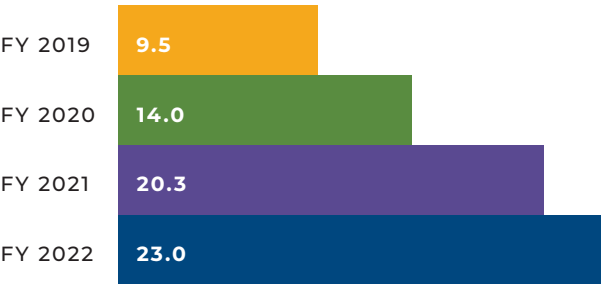


SENIORS:
65+ YEARS OLD

Preschooler Pack
photo in 2022



AVERAGE POUNDS OF FOOD PER PERSON DISTRIBUTED



The quantity of the food we distribute has also increased, thanks to our generous donors! GVFB clients are bringing home more food than ever before. This is extremely valuable to low-income individuals and families as the cost of food has soared, especially the price of locally grown fresh produce.

Shocking fact!

This increase in food was achieved even with a 29% increase in lives supported between FY2021 and FY2022.

Fresh Food Impact

In June 2022, a few members of our leadership team went on a road trip to the Okanagan to visit some farmers who have been donating fresh food to the GVFB for years, including Rai Produce.

In addition to donating fresh fruit, **Rai Produce** has been selling produce to us at cost for the past 10 years. Industry donors like Rai Produce are the reason we can consistently distribute fresh, nutritious, seasonal produce to our clients every week.

Usually, GVFB clients can afford cheap meals like Kraft Dinner, canned beans, and instant noodles. Our role at the GVFB is to provide individuals and families with nutritious food they cannot afford, such as fresh apples, eggs, milk and a variety of fresh protein.

Rai Produce owners and the GVFB team

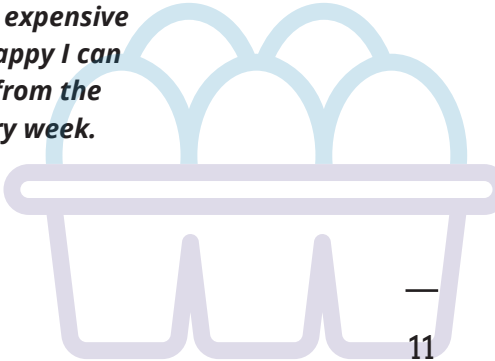


Jimin Li and his wife picking up food



As a senior with a low pension, consistent healthy food is just too expensive for us. I'm so happy I can get fresh food from the Food Bank every week.

Jimin Li, GVFB client



FY2022

Financial Accountability

HOW GVFB FUNDS WERE USED

FOOD DONATED & DISTRIBUTED	48%	\$12,534,879
FOOD PURCHASED & DISTRIBUTED	15%	\$3,946,641
OPERATIONS & PROGRAMS	22%	\$5,725,619
DEVELOPMENT & FUNDRAISING	9%	\$2,380,347
GENERAL & ADMINISTRATION	5%	\$1,157,311
COMMUNITY AGENCY PARTNER GRANTS	1%	\$349,824
TOTAL	100%	\$26,094,621

WHERE GVFB FUNDS CAME FROM

FOOD DONATED	43%	\$12,534,879
PUBLIC SUPPORT	38%	\$11,247,442
FUNDED COMMUNITY PROGRAMS	8%	\$2,244,362
COMMUNITY ENGAGEMENT EVENTS	6%	\$1,682,838
FOUNDATION & GOVERNMENT GRANTS	4%	\$1,227,722
INVESTMENT INCOME	1%	\$370,064
TOTAL	100%	\$29,307,307



THE SURPLUS WILL HELP THE GVFB NAVIGATE THE UNPRECEDENTED DEMAND AND THE ANTICIPATED NEED FOR YEARS TO COME

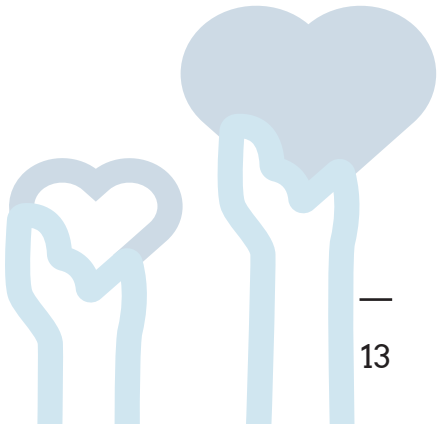
Looking Ahead

2023 represents the GVFB's 40th anniversary. What started as a temporary solution in 1983 has become an essential service for people struggling with food insecurity across Vancouver, Burnaby, New Westminster and the North Shore.

Looking ahead, in addition to distributing healthy food, we want to create partnerships with other large charities to expand our support. We understand that it takes more than healthy food to maintain a person's overall well-being; we want to be a part of a meaningful solution for people who are having a hard time.

As much as we try to plan and collaborate, running a food bank has its challenges; the future can be hard to predict. The lease on our Vancouver warehouse is running out in 2024, and it has been difficult for us to find a new, suitable warehouse. **This is the most critical issue we are facing.**

Despite the challenges, providing healthy food to those in need remains our primary goal. With your continued support, we are confident that we can continue to meet the rising needs in our communities.





Providing healthy food
to those in need.



FOODBANK.BC.CA
8345 WINSTON STREET, BURNABY,
BC V5A 2H3 | 604.876.3601
REGISTERED CHARITY NUMBER
10744978RR0001