

G♥FB
VOLUNTEER
1983 - 2023



FISCAL 2023
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



TABLE OF CONTENTS

1	A Message from Leadership	8	The Cost of Food Insecurity
2	How Does the GVFB Work?	10	Most Charitable Impacts
3	Community Partnerships	11	Fresh Funding
4	Record-Breaking Demand*	12	Financial Accountability*
5	Who Supports the Food Bank?	13	Looking Ahead
6	Growing Our Team		

* Please note, for the purpose of this annual report, the fiscal year will be referred to as 2023. The actual dates used for data are July 01, 2022–June 30, 2023.



MESSAGE FROM

Fiona Macdonald, Board Chair

As we close in on four decades of GVFB history, we are forced to acknowledge the growing financial challenges and food insecurity facing British Columbians. In the past three years, we have experienced unprecedented growth in new clients and signed on record levels of new Community Agency Partners, who need our support each week for their food programs. We thank our dedicated staff, volunteers, and donors for making it possible to keep up with this growing demand and to continue serving our clients and agencies.

We will soon welcome a new 3-year strategic plan focused on extending our mission into a new chapter for the GVFB. More than ever, we will focus on our relationships with industry partners and donors, whose fresh food is quite literally life-changing for our clients and agency partners. Through their donations, we can support not only our catchment area, but food banks across the province.

This year we celebrate being named one of BC's Top Employers for the third consecutive year, as well as being recognized by Charity Intelligence as a 5-Star, A+ Rated Charity. We are also proud to continue our status as a Living Wage Employer. By ensuring high standards for our valued staff and volunteers, we empower our teams to serve the growing need across our communities. The Board of Directors extends a huge thank you to our donors, volunteers, staff, and leaders. You are what makes this organization the successful operation it is today!



Photo by Alana Paterson

MESSAGE FROM

David Long, CEO

In a year of unprecedented need, we're proud to have been able to continue registering clients and, because of our generous donors and volunteers, keep up with the growing need we see in our communities.

Year after year, we see record-breaking numbers of new clients and community agencies seeking support from the GVFB, with inflation, cost of living, job loss, and forced relocation as top drivers. We see working parents unable to make ends meet, skipping meals so their children can eat. We see seniors and people on disability pensions whose fixed incomes are not keeping pace with the cost of living.

We continue to look at ways BC can reduce its food waste and help divert the millions of pounds of healthy food that end up in landfill for strictly cosmetic reasons. There will never be an acceptable rationale for British Columbians to go to bed hungry while fresh, nutritious food goes to waste.

I can speak for our whole team when I say this has been a relentless sprint since the pandemic hit in the spring of 2020. The need has only increased since then, and we have overcome so many challenges along the way, from absorbing price increases of 15 – 50% from multiple suppliers to growing our team in a tight labour market. But we have come through it more robust and resilient, all because of your support.

From our hearts, we thank you.

How Does the GVFB Work?



2023 Client Demographic (Unique Individuals)

24%

6,670 **SINGLES**
34% INCREASE

27%

7,296 **CHILDREN**
24% INCREASE

22%

5,909 **COUPLES**
36% INCREASE

60%

16,339 **ADULTS**
30% INCREASE

54%

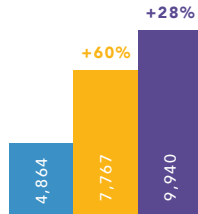
14,679 **FAMILIES**
24% INCREASE

13%

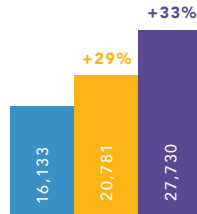
3,506 **SENIORS**
16% INCREASE

WITH YOUR SUPPORT – WE HAVE MET THE UNPRECEDENTED GROWTH EXPERIENCED YEAR OVER YEAR:

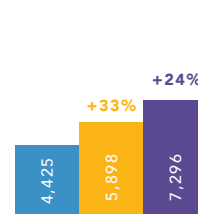
2021 ● 2022 ● 2023



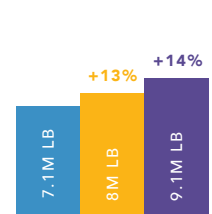
NEW CLIENT REGISTRATIONS



TOTAL LIVES SUPPORTED



CHILDREN & YOUTH SUPPORTED



TOTAL POUNDS OF FOOD DISTRIBUTED

Community Partnerships

It takes more than food to support BC communities in need.

Across the entire province, food banks are supporting an unprecedented number of clients due to inflation, job loss, immigration, and more. We have continued to serve our municipalities while also expanding our aid to other areas of the province in need, helping more food banks meet their growing demand.

Our development team worked with the Central Okanagan Food Bank (COFB) to provide training on best practices in fundraising and donor stewardship. The collaboration was a success and as a result, the COFB experienced a 700% increase in donations to their annual direct mail campaign. They also acquired 36 new monthly donors during the giving season!

These long-distance partnerships with other food banks are made possible through our industry relationships with farmers, producers, retailers, and ReFeed Canada, the circular nutrition organization we work with to recover large amounts of fresh, healthy produce. We also partner with Sysco, a food wholesaler and distributor, to facilitate the delivery of fresh food donations to food banks around the province. When the GVFB receives a large enough donation to support beyond our catchment area, Sysco has been able to distribute the food for free! Picking up from the GVFB in Burnaby, Sysco has enabled the GVFB to deliver more than 50,000 LB of fresh food to the Lake Country and Nicola Valley Food Banks.

"Rethinking Food", a short film produced by Rich&Jay in partnership with the GVFB and ReFeed Farms, collected a Telly Awards Gold for documenting the broken Canadian food system.



In 2023, the Lake Country Food Bank and the Nicola Valley Food Bank received 23 loads of nutritious food, weighing more than 50,000 LB, from the GVFB.



Scan this QR code to watch *Rethinking Food!*

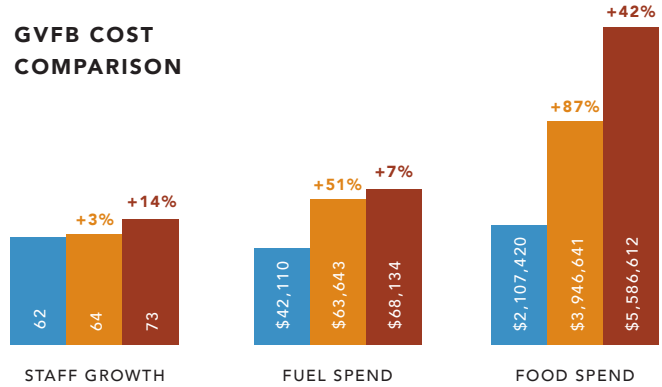


Record Breaking Demand

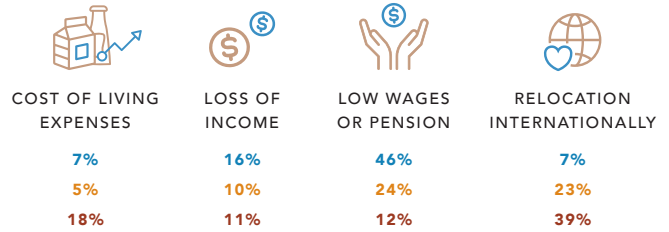
In the past year, food banks across Canada have experienced record breaking demand. As the number of new clients soars, so does the cost of food purchasing and our operational expenses. Despite the increase of food insecurity and ongoing economic crisis, the GVFB is proud to be in the position where we can keep accepting new clients and agency partners.

In the spring of 2023, after onboarding a record 23 new agency partners, the GVFB made the difficult decision to suspend the summer round of agency applications due to the significant increase in added workload and demands of adding a group of this size. Despite our limited acceptance of agency partners, we set an all-time high of 141 organizations who receive food from us every week. To align with our mission, providing healthy food to those in need, our team continues to find ways to support this growing need in our communities, and ensure we can provide sustainable support for our growing client database.

GVFB COST COMPARISON



TOP REASONS TO VISIT THE GVFB



“After fleeing from their war torn home in Ukraine, Olena, along with her husband and toddler arrived in Vancouver. Assimilating to life in a new country is a difficult transition, especially after having to leave home under such traumatic circumstances. They do what they can to support their family, but it is a challenge to balance all things, especially when it comes to affording fresh, healthy food. It is their goal to eventually give back to the community and organizations that have supported them during this critical time.”



Who Supports the Food Bank?

The GVFB is meeting the need in our communities thanks to the contributions and dedication of our volunteers and donors. Thanks to your generosity, we're able to continue serving our growing number of clients and agencies.

This past year, we registered 9,940 clients, many of whom were having to make difficult life choices so that their families could be fed. By supporting the GVFB, you are helping to make sure that food insecure people in our communities can get the healthy, nutritious food they need.

We're extremely fortunate to have a network of **5,638 monthly donors**, who add enormous value to our ability to forecast and budget. Our Full Heart Club Monthly Supporter Circle members contribute an annual total of **\$2.5M, with an average gift of \$43 per person each month**. Donors can set up ongoing monthly donations through their preferred payment method with their annual tax receipt sent out each February. This reliable source of funding gives the GVFB the confidence to plan many purchases and operational expenses well in advance.

Our dedicated volunteers donated 50,000 hours of their time last year, equivalent to 25 full-time staff! Volunteers are the backbone of our organization, working in our Burnaby warehouse, building our monthly nutrition program packs, or in our Vancouver warehouse, distributing nutritious food to our clients and agency partners. We truly cannot do what we do without YOU.

Thank you for changing lives.



10,941

FIRST TIME DONORS



5,638

TOTAL MONTHLY DONORS



\$43

AVERAGE MONTHLY GIFT



Scan this QR code to become a monthly donor!



With more than 8 years of volunteer experience, our volunteer Susan has contributed 2,500+ hours of time to the GVFB. Susan first volunteered for the GVFB in 2015 and has remained a loyal volunteer ever since.

Susan Olafson, volunteer since 2015



MORE THAN 50,000 VOLUNTEER HOURS DONATED

423

CORPORATE GROUPS
(14,000+ HOURS)

863

INDIVIDUAL VOLUNTEERS
(36,000+ HOURS)

Growing Our Team

The GVFB has grown 18% in terms of staffing over the last 3 years, allowing us to maintain operations in the face of growing demand in our communities. Now, with a paid staff of 70+, we are proud to be one of BC's Top Employers for the third year in a row and a Living Wage Employer. Over the years, our professional development, mentoring, and coaching efforts have fostered many strong, emerging leaders.

Gerry Skafydas

Hired in 2014, Gerry has been an integral part of the GVFB's growth and operations. Originally hired as a driver, Gerry quickly progressed through the ranks, taking on responsibilities for Administration, Facilities, Project Management, Data, Distribution, and IT. Gerry has become a supportive leader and made an enormous impact on our front-line operations. As the Manager of Distribution, IT and Facilities, Gerry now leads our largest single team, managing the front lines of the GVFB.



Gerry arrived at the GVFB with no prior project management experience and was encouraged by leadership to pursue Project Management as professional development. After his schooling, Gerry was quick to take on large projects, including the set-up and completion of our \$2M move and warehouse renovation in 2019. Throughout every high-stake, high-pressure project, Gerry's trademark calm has been a much-valued leadership skill.



Gerry Skafydas

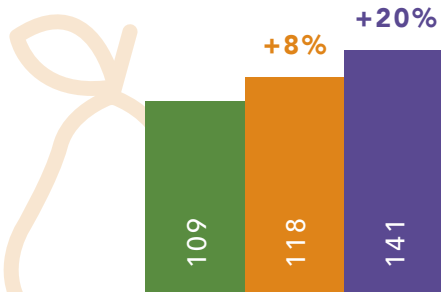
“I have been with the GVFB through many stages, some of them more challenging than others. We are now at a place where we have the freedom and ability to react to new situations accordingly, and we have trust in our leadership. My time with the GVFB has allowed me to carve my own path and make a real difference. The opportunity to grow is what has kept me here – the excitement to take on a new role and make it my own.”

- Gerry Skafydas, Operations Manager of Distribution, IT and Facilities

Jeanne Lefebvre

Jeanne began her GVFB journey as a volunteer in 2016. After an extensive hospitality career, Jeanne was ready for a change. She started in a part-time reception role, eventually increasing her hours and responsibilities and joining the Food and Education department, working as a Community Connector with local agencies. Recognized for her dedication, Jeanne was promoted to Agency Manager, responsible for managing all community agency partnerships within the GVFB catchment area, including women's shelters, community kitchens, indigenous centres, and more.

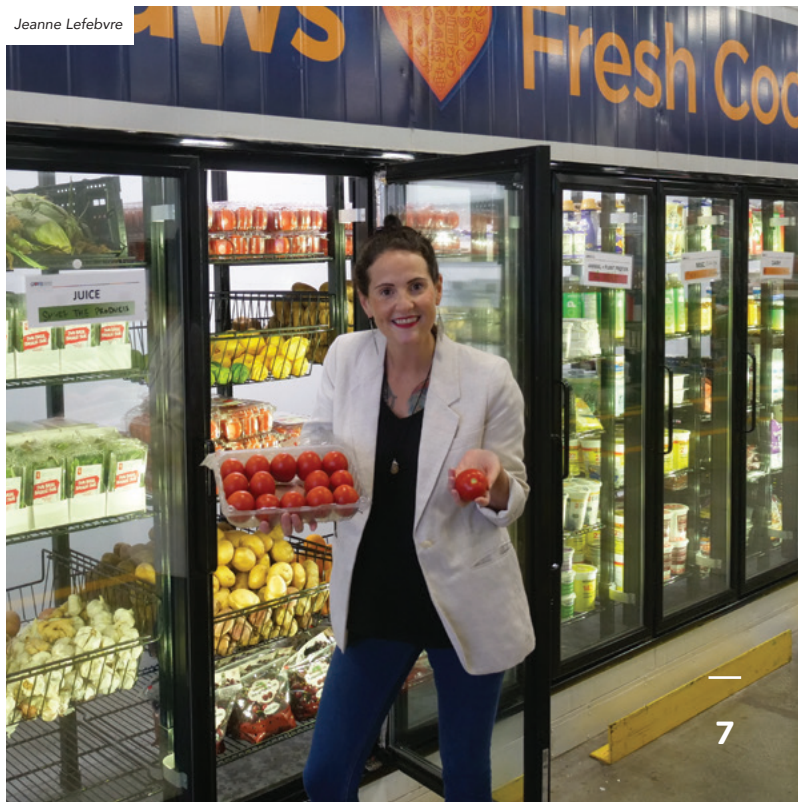
Jeanne took the initiative to rebuild the agencies department, visiting each agency partner in person over 12 months and establishing what is now known as our Community Agency Partner (CAP) program. One of her most significant milestones is the launch of our Vancouver CAP Market. This beautifully stocked warehouse in Vancouver has added enormous capacity to the support we provide our agency partnerships, 75% of which are based in Vancouver. While the growing need has been challenging at times, including a record 23 new agencies brought on as partners in January 2023, Jeanne is determined to ensure our community's needs are met.



NUMBER OF CAPs

“The GVFB was my first role after my career in hospitality, and it has truly been a dream job opportunity. Moving to the GVFB has combined my passion for food with my passion for service, and allowed me to develop my skills. I now get to proudly share the work we do with our agencies, which is such an important part of our story. In 2022, we had the opportunity to visit the Houston Food Bank and hear about their 1,600 agencies! This experience taught me so much about the industry and how we must continue to adapt and support those in need.”

- Jeanne Lefebvre, Manager of Community Agencies



The Cost of Food Insecurity

RATE OF POVERTY ACROSS CANADA:

7.41% IN 2023

(SOURCE: CANADA.CA)

**IN 2022,
18.4% OF PEOPLE**

IN CANADA LIVED IN A
FOOD-INSECURE HOUSEHOLD.

(SOURCE: STATISTICS CANADA)

**IN 2023,
FOOD BANKS CANADA (FBC)
EVALUATES A POUND OF DONATED
FOOD AT A VALUE OF \$3.52**

\$3.52 X POUNDS OF FOOD RECEIVED = TOTAL VALUE OF FOOD

WHAT WOULD IT COST TO FEED A SINGLE CLIENT FOR ONE YEAR?

AT THE GVFB, EACH WEEK WE DISTRIBUTE AN AVERAGE OF **13-15 LB PER PERSON.**



WHEN WE APPLY THE \$3.52 VALUATION

PROVIDED BY FBC TO THE GVFB'S DISTRIBUTED FOOD, WE WOULD ESTIMATE THE FOLLOWING COST TO FEED A SINGLE ADULT CLIENT:

- **COST PER WEEK:** \$45-49
- **COST PER MONTH:** \$135-\$147
- **COST PER YEAR:** \$1,620-\$1,764

IN 2023, WE PROVIDED FOOD FOR 2,598 SINGLE ADULT CLIENTS. USING FBC'S EVALUATION, IT WOULD COST MORE THAN **\$4 MILLION** TO SUPPORT SINGLE ADULT CLIENTS PER YEAR.

IN 2023, SINGLE ADULT CLIENTS VISITED THE GVFB MORE THAN

89,000 TIMES!

WHAT DOES THIS MEAN?

Monetary donations allow the GVFB to better establish stakeholder relationships, increase buying power, and purchase more healthy food.

- **DONATED FOOD:**
5M LB
- **PURCHASED FOOD:**
4.2M LB

AVERAGE BUYING POWER: 2:1

THANKS TO OUR BUYING POWER, THE GVFB WILL SPEND \$2M (OR LESS) TO PROVIDE \$4 MILLION WORTH OF FOOD TO OUR SINGLE ADULT CLIENTS!



Every dollar you donate to the GVFB goes towards our mission to provide healthy food to those in need. Visit [foodbank.bc.ca](https://www.foodbank.bc.ca) to learn how you can donate!

Most Charitable Impacts

With growing demand comes the need for more innovative fundraising solutions. To engage with potential donors and longtime supporters, the GVFB participates in annual charitable events to raise funding in support of our operational needs. We have also developed some signature annual GVFB community events that we run on our own! All these events not only contribute significantly to our annual fundraising, but they also create invaluable community awareness about food insecurity and the work we do. In 2023 our Community Events brought in close to \$2.5M!

CBC DAY: For 35 years, British Columbians have been generously donating to food banks at CBC/Radio-Canada's annual Open House and Food Bank Day, raising more than \$15 million for all food banks in BC since its humble inception in 1986. A total of \$2,970,000 was raised in 2022!

Mayors' Food Bank Challenge: For three successful years in a row, the Mayors' Food Bank Challenge has brought in substantial funding for the GVFB. Raising more than \$1,000,000 since we started running this event in 2021, the Mayors' Food Bank Challenge brings community leaders together to address food insecurity with citizens in their own municipalities.



Photo by Alana Paterson



Foodstock 2023,
Photo by Renegade Rock

Ryan Reynolds Matching Campaign: At the end of 2022, Ryan Reynolds and his wife, Blake Lively, generously donated \$25,000 to the GVFB to host a matching campaign. Thanks to the overwhelming response from our loyal donor network and Ryan's social media followers, the campaign was a massive success. With an original goal of \$75,000, our campaign brought in more than \$500,000 for the GVFB!

Foodstock: In 2023, we hosted our second annual Foodstock music festival and food bank fundraiser! Headlined by Canadian artists Said the Whale, the event was a huge success, selling three times the number of tickets than the year prior! Foodstock brings together local bands, food trucks, breweries, and distilleries for a fantastic outdoor summer event to educate our community and raise funds.

Fresh Funding

In addition to weekly food orders, the GVFB also offers its Community Agency Partners (CAPs) funding opportunities each year through financial grants. This initiative began using the first round of federal funds received by the GVFB during the pandemic and quickly became an annual event.

In 2023, the GVFB provided **more than \$380,000 in grant funding to 67 CAPs** towards their operational costs for things such as refrigeration, program labour, and food purchasing. This funding significantly increases the capacity, sustainability, and community reach of these smaller agencies. These federal grant opportunities also enabled us to provide more fresh, nutritious food our clients need. By strategically increasing cold storage, our partners can better support fresh and perishable products. Grant funding falls into three key categories – 1) Program Labour, 2) Food Purchasing, and 3) Operational Needs.



Promise Vancouver



*The GVFB grant funds were used to make our food service even **MORE** exceptional for the kids of our afterschool and summer programs! We have upgraded to a much larger refrigerator which is terrific for storing all the fresh produce we receive from GVFB. Staff and the Young Leaders will use the new dishwasher, storage, racks, knives, bakeware, and aprons to bake, cook and prepare healthy meals together. We can't thank the GVFB enough for providing the funds to upgrade our kitchen in this way. The staff and kids send our appreciation!*

- Promise Vancouver, one of the GVFB's Community Agency Partners and grant recipient.



GVFB Volunteers demonstrating a weekly allotment of food at our Burnaby warehouse.





2023

Financial Accountability

WHERE GVFB FUNDS CAME FROM

FOOD DONATED	45%	\$16,244,027
PUBLIC SUPPORT	34%	\$12,556,059
COMMUNITY ENGAGEMENT EVENTS	8%	\$2,535,440
FUNDED COMMUNITY PROGRAMS	6%	\$2,147,157
FOUNDATION & GOVERNMENT GRANTS	4%	\$1,558,893
INVESTMENT INCOME	3%	\$1,077,449
TOTAL	100%	\$36,119,025

HOW GVFB FUNDS WERE USED

FOOD DONATED & DISTRIBUTED	51%	\$16,244,027
OPERATIONS & PROGRAMS	19%	\$6,019,232
FOOD PURCHASED & DISTRIBUTED	17%	\$5,586,612
DEVELOPMENT & FUNDRAISING	8%	\$2,438,903
GENERAL & ADMINISTRATION	4%	\$1,363,934
COMMUNITY AGENCY PARTNER GRANTS	1%	\$380,745
TOTAL	100%	\$32,033,453



THE SURPLUS WILL HELP THE GVFB NAVIGATE UNPRECEDENTED CIRCUMSTANCES AND THE ANTICIPATED GROWING DEMAND FOR THE YEARS TO COME.

Looking Ahead

As we step into yet another new year, several impactful projects are on the horizon. In our fifth decade of operations, the GVFB will continue to chart a path of food recovery and waste reduction, focusing on the diversion of nutritious, fresh food from our provincial landfills. We will work alongside other food banks and provincial agencies to ensure this healthy food is captured and distributed across our province and into the hands of those in need.

Our operations will expand to continue meeting the growing demand and our targeted increase in fresh food from 60 to 70%. The GVFB has recently found a new long-term lease for our Vancouver distribution site with a move in date this fall. This new location will eventually encompass our Vancouver CAP market operations and enable us to engage other critical support services for our clients and agencies from within the community. These next steps are big ones, but we are optimistic about our team and the ongoing support of our community in making them happen. Thank you!





GO FFB THE GREATER
VANCOUVER
FOOD BANK

Providing healthy food to those in need.

FOODBANK.BC.CA
8345 WINSTON STREET, BURNABY,
BC V5A 2H3 | 604.876.3601

REGISTERED CHARITY NUMBER
107449787 RR0001