



2012/2013
PROGRESS
REPORT



community food centres
CANADA good food is just the beginning

Good
FOOD
*is just the
beginning*

health

dignity

hope

engagement

equality

education

prevention

community

sustainability

LETTER FROM THE PRESIDENT AND BOARD CHAIR

FOOD IS NEVER JUST FOOD. This unwavering belief fuels everything we do at Community Food Centres Canada. We know that food is a holder of culture, a marker of identity, a source of physical and mental health, a way to nurture the planet, and a means to connect with each other.

In building Community Food Centres Canada, we've travelled across the country visiting organizations who also see the countless possibilities of food, and who strive every day to ensure everyone has access to good food and the tools and knowledge to prepare it. In those travels, we saw the vulnerability in the sector: meal programs operating in dank, windowless rooms; food banks struggling to meet the needs of the hungry at their doors; food programs that run on the fumes of exhausted volunteers. Many of them reminded us of **The Stop** 15 years ago: under-funded, under-resourced, and unable to address the very big problems of poverty, poor health and social isolation facing their communities. Meanwhile, rates of poverty and poor health rise, affecting millions of people and costing our country billions of dollars per year.

The Stop is a much different place now than it was in those days. Community members told staff they wanted to be cooks and gardeners and engaged citizens, not passive recipients of food charity, so staff created programs that empower the community and inspire people from across the city to participate in that change. The result has been transformative. **We launched Community Food Centres Canada so we could share the lessons we learned there with organizations across the country.** Why? Because it's unacceptable that so many of our fellow citizens don't know where their next meal is coming from. And because ensuring low-income people have a say in transforming our food system is essential. Together, we can build a more sustainable and just society.

The response to our work and our message has been tremendous. From the *New York Times* to *The Guardian*, Jamie Oliver to Raj Patel — people are talking about the Community Food Centre's potential to build healthy, connected communities. Growing interest in food and food issues has created a phenomenal opportunity for us to expand the conversation. And our momentum continues to build.

Momentum is not all we're building. We've also prioritized creating rigorous evaluation systems that allow us to measure the impacts of our Community Food Centres and strengthen our collective work. So far these systems have yielded strong results, inspiring stories, and lots of new lessons. You'll read about some of them in this report, our first. These results, collected through verbal interviews with participants, daily program monitoring systems, pre-post surveys and other means, prove that our programs are making a difference, and that through prevention-based interventions, we can answer some of the seemingly intractable problems facing our communities. Together, we are working to make a case for investment in these programs because we believe they can build greater social cohesion and health, and save our society significant tax dollars in the process. The cost of inaction is too high.

It's been a busy first year, and we are extremely grateful for the generous support of the many friends, funders, and fellow travellers who've been there with us every step of the way. We could not do this important work without you. We hope that you'll continue to join us on this journey, and share our story with others.



NICK SAUL
*President and CEO,
Community Food Centres Canada*



SANDY HOUSTON
*President and CEO, Metcalf Foundation
Board President,
Community Food Centres Canada*

WE HAVE FOOD ISSUES

WE NEED TO ADDRESS THE COMPLEX ISSUES
FACING OUR FOOD SYSTEM

HUNGER

Food bank use in Canada has grown by **31% SINCE 2008**. Almost **ONE MILLION** Canadians used a food bank last year in one month alone, more than a third of them children.¹ Hundreds of thousands more needed assistance but stayed away because of the stigma associated with going to a food bank.



POOR DIET

Rates of heart disease and other diet-related illnesses are at historic highs. **MORE THAN NINE MILLION** Canadians have diabetes or pre-diabetes, and rates of Type 2 diabetes² – which is strongly linked to unhealthy eating – are over **FOUR TIMES HIGHER IN THE LOWEST INCOME GROUP** than the highest.³

LEFT OUT

Low-income people experience greater social isolation and feel a lower sense of community belonging than people with higher incomes. In fact, people living above the poverty line reported a sense of neighbourhood belonging that was more than twice as high as those living below it.⁴



THE COST OF DOING NOTHING

The public and private costs of poverty in Canada are close to

\$73 BILLION PER YEAR.⁵

We pay those costs in higher taxes, overburdened hospitals and jails, lost productivity, mental illness, social isolation and shorter lives.

Canada's poverty gap – the amount of money it would take to bring everyone living in poverty above the poverty line – hovers around

\$12 BILLION,
less than 1/5 of what poverty is currently costing us.⁶

There are significant costs to our health-care system as well. Diabetes alone costs us **\$12 billion**, a number that's expected to rise to

\$16.9 BILLION BY 2020.

There's so much we could be doing with this money. We need to start to develop prevention-focused solutions to the problems of hunger, poor health and isolation facing our communities.

¹ Food Banks Canada, 2012

² Canadian Diabetes Association, 2013

³ Dinca-Panaiteescu et al, 2011

⁴ Stewart et al, 2009

⁵ OAFB & Statistics Canada, 2007

⁶ OAFB & Statistics Canada

⁷ National Council of Welfare, 2011 (2007 data)

⁸ Canadian Diabetes Association

THE COMMUNITY FOOD CENTRE MODEL: HOW IT WORKS

COMMUNITY FOOD CENTRES (CFCs) ARE TAILORED TO MEET LOCAL NEEDS, AND OFFER INTEGRATED AND RESPONSIVE PROGRAMMING IN THREE CORE AREAS IN A WELCOMING AND RESPECTFUL SPACE



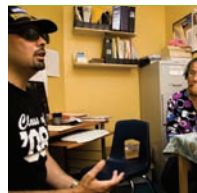
FOOD ACCESS PROGRAMS

HEALTHY FOOD BANKS, DROP-IN MEALS AND AFFORDABLE PRODUCE MARKETS provide access to healthy food in a respectful and dignified manner that allows people to regain their sense of self-worth.

COMMUNITY KITCHENS AND GARDENS develop cooking and gardening knowledge and skills and positive attitudes towards healthy food that are key to improving the health of individuals, families and communities.



FOOD SKILLS PROGRAMS



EDUCATION AND ENGAGEMENT PROGRAMS

PEER ADVOCACY, COMMUNITY ACTION GROUPS AND PUBLIC EDUCATION WORKSHOPS underscore that hunger, poverty and poor diet are policy issues, not individual failings, and work to give individuals and communities voice and agency on the issues that affect them.



MEASUREMENT MATTERS

Our robust evaluation framework measures and demonstrates outcomes in the areas of food access, health, social inclusion, civic engagement and sustainable food systems. We use this data to ensure our interventions are having maximal social impact. The development of our evaluation framework was informed by extensive consultations with CFC staff and external advisors.

OUR STRATEGY

1. Identify and capture appropriate measures to highlight short, medium and long-term impacts across all CFCs.
2. Introduce practical and easy-to-use tools that make evaluation easier for program staff across CFCs.
3. Develop evaluation activities that are respectful of program participants.
4. Ensure the information collected is used to make changes at both the program and agency levels.

HOW DO WE DO IT?

- Online data management systems track key program output numbers across program areas, including program participation, number of meals served and quantities of garden produce harvested.
- Written surveys, interviews, pre-post tests and storytelling capture outcomes, including increased fruit and vegetable consumption, increased confidence in the kitchen, more resilient support networks and increased volunteerism.

LOOKING AHEAD

- Social Return on Investment analysis (SROI) of CFC programs in partnership with SIMPACT.
- Partnership with Ryerson University and the University of Guelph to determine the health impacts of the CFC model and the benefits of partnerships with local, sustainable farms.

COMMUNITY FOOD CENTRES CANADA: A TIMELINE

JUNE 2010

Publication of the Metcalf Solutions Paper *In Every Community a Place for Food*, which lays out a proposal for how the CFC model can benefit other communities.

JANUARY 2012

Launch of **The Table Community Food Centre** (Perth, ON).



SEPTEMBER 2012

The Pod Knowledge Exchange grows to **2,600 users**.

THE POD KNOWLEDGE EXCHANGE

CFCC's online Knowledge Exchange gives members access to resources aimed at strengthening the community food sector. We also host a bi-monthly webinar series that covers topics ranging from evaluation, food justice and local food procurement to community kitchens planning and fundraising.

BY THE NUMBERS

2,600 users spread over **12** provinces and territories, **37** states, and **15** countries.
14 learning modules containing over **80** free downloadable resources.

WHAT PEOPLE ARE SAYING

"Thank you for this continued commitment to sharing what you all have learned. It has helped broaden the conversations we have at my organization about our role in the community and how we consider our organizational growth and development."

MARCH 2011

Start of pilot phase: announcement of partner sites in Perth and Stratford, ON.

JULY 2012

Launch of **Community Food Centres Canada**.



NOVEMBER 2012

Launch of **The Local Community Food Centre** (Stratford, ON).



FEBRUARY 2013

Announcement of \$5 million landmark gift from The Spratt Foundation (\$11 of \$20 million raised).

THE RESPONSE HAS BEEN PHENOMENAL

OUR GOOD FOOD

CHAMPIONS



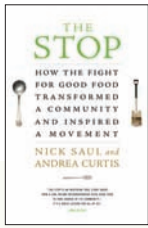
RAJ PATEL, author, *Stuffed & Starved*

"How do we get to a world where everyone eats well? The food movement has spawned thousands of local experiments to come up with the answer, and now's the time to start dreaming bigger. Now's the time for local initiatives to feed, and be fed by, a larger national vision for change. Community Food Centres Canada is growing an incredible platform for food justice, one that will be a model not just in Canada, but for the planet."



JAMIE OLIVER, chef

"I've travelled all around the world and I've never seen anything like **The Stop**. Every city should have one."



MARCH 2013

RELEASE OF *The Stop: How the Fight for Good Food Transformed a Community and Inspired a Movement*, by Nick Saul and Andrea Curtis (Random House Canada)

CFCS RAISE AWARENESS OF UN REPORT

On March 4, 2013, community members gathered at **The Stop**, **The Table** and **The Local** and at civil society organizations across the country to watch Olivier De Schutter's presentation of his report on his 2012 mission to Canada. In the report, De Schutter warns of high rates of food insecurity and rising income inequality across the country.

These are lived realities for many community members who access CFC programs. Following the report, coordinators at all three CFCS facilitated discussions involving more than 300 community members that aimed to identify local solutions to pervasive problems of hunger, poverty and poor health. As the number of CFCS grows, so will the opportunities for events like this, where those most affected by poverty and hunger can connect to the systems and policies that affect their lives.



OLIVIER DE SCHUTTER, UN Special Rapporteur on the Right to Food
 “Urban food poverty in the developed world is one of the great underestimated challenges of our time. Many people are locked in self-reinforcing cycles of food poverty and social marginalisation. Community Food Centres Canada and its partner sites work to break these cycles. Its work is invaluable and should serve as a model across Canada.”



FRANCES MOORE LAPPÉ, author, *EcoMind*
 “We urgently need to build a fairer, more resilient and sustainable food system, and we can only do that by involving everyone in that process. By connecting the dots between low-income communities and local farmers, consumer choices and our environment, Community Food Centres Canada is fighting for a living democracy where equitable access to good food is a reality.”



MARCH 2013 CONTINUED

ANNOUNCEMENT OF NEXT THREE CFC PARTNER SITES

OUR NEW SITES 2013/2014

THE NORWEST CO-OP COMMUNITY FOOD CENTRE

Located next to the social housing complex of Gilbert Park in the low-income, multicultural neighbourhood of Inkster, Winnipeg's NorWest Co-op CFC will offer healthy meals and gardening and cooking programs for kids, new immigrants and the Aboriginal community in a newly renovated and welcoming space.

INKSTER AT A GLANCE

- 31%** of the Inkster population is 19 and under, the highest proportion in the city
- 22%** of private households and **51%** of single individuals in Inkster are low-income

Source: Winnipeg Regional Health Authority, 2004

THE REGENT PARK COMMUNITY FOOD CENTRE

Food will play an important role in fostering social cohesion in the newly redeveloped Regent Park neighbourhood of Toronto. The Regent Park CFC will strengthen existing community meals, advocacy, and gardening programs at the CRC's building at 40 Oak St., pairing CFC's proven program mix with the CRC's state-of-the-art facility.

REGENT PARK AT A GLANCE

- 69.3%** of Regent Park residents over the age of 15 are low-income
- 80.1%** of Regent Park families with children under 18 are low-income

Source: United Way & CCSD, 2004; City of Toronto, 2008; RPCHC, 2008

THE DARTMOUTH COMMUNITY FOOD CENTRE

Dartmouth North is an under-served and high-needs area with a dearth of community gathering spaces and significant senior and immigrant populations. The Dartmouth CFC will expand the existing array of programs and provide a number of new entry points for families with young children while providing food access and skill-building opportunities for all community members.

DARTMOUTH NORTH AT A GLANCE

- 31%** of households are single-parent families
- 28%** of families in Dartmouth North are low-income, compared to **12%** in the Halifax Regional Municipality

Source: United Way of Halifax Region, 2008



MEDIA COVERAGE

- Toronto Star | CBC Fresh Air
- Global Television | Reader's Digest
- Winnipeg Free Press | Ottawa Citizen
- Walrus Magazine | John Tory Show
- Halifax Chronicle Herald | The Guardian
- CBC Here and Now | Maclean's
- Canadian Business | TV Ontario
- The Hill Times | The Grid

THE STOP COMMUNITY FOOD CENTRE



THE STOP IS CFCC's FOUNDING PARTNER. For the past 30 years, **The Stop** has been increasing access to healthy food in a manner that maintains dignity, builds health and community and challenges inequality.

At its main location, **The Stop** provides frontline services to the community including drop-in meals, a healthy food bank, perinatal health, community action, bake ovens and markets, community cooking, peer advocacy, and urban agriculture. **The Stop's** Green Barn, located in the LEED-certified Wychwood Barns, is a sustainable food production and education centre that houses a state-of-the-art greenhouse, food systems education programs, a sheltered garden, the Global Roots Garden, an outdoor bake oven and a compost demonstration initiative.

THE STOP BY THE NUMBERS (2012)

61,376

healthy Drop-in meals served

32,859

volunteer hours logged by 555 volunteers in 15 programs

557

children and youth in **The Stop's** education programs

110

babies born in the Healthy Beginnings perinatal program, all at a healthy birth weight

1,500

Advocacy Office visits fielded by 14 community advocates

10,000 kgs +

of produce harvested in **The Stop's** gardening programs

BUILDING HEALTH: PAULETTE AND DIAMOND KEANE

FAMILY MEETING NIGHTS in the Keane household allow Paulette, a single mom, to check in with 16-year-old Diamond and six-year-old Stevie. When Diamond joined **The Stop's** Wednesday afternoon Food, Leadership and Youth (FLY) program in 2012, family meetings began to involve more and more talk of food and cooking. Quickly, Paulette says, "every Wednesday night became a **Stop** meeting night."

Paulette's friend had told her about **The Stop's** Food, Family and Fun kitchen, a program for mothers with young children, but the idea hadn't interested Paulette at first. "But in talking to Diamond, hearing what they made in FLY and trying some of the food she brought home, I started to think, 'What's going on here, why don't I know about those things?'" So she joined.

"And then every Friday became a **Stop** meeting night too, because I'd come home and talk about what I'd learned in my program."

Paulette says the timing couldn't have been better. "My mom got diabetes in her mid-30s. I saw her struggle, not stick to her diet. My doctor had recently told me I was showing early signs of diabetes. I thought, 'I have to do this.'"

Since the program, Paulette says she's started buying and cooking with vegetables she'd never have bought before. Diamond, too, has made big changes to her eating habits. "I learned that you can do little things that can make a big difference and make you a lot healthier."

"Before I came here, I felt like I could do it. Coming to **The Stop** gave me the tools and helped me actually do it."



RESULTS FROM THE 2012 ANNUAL PROGRAM SURVEY

INCREASING ACCESS TO HEALTHY FOOD

94%

of all annual program survey respondents facing hunger and food insecurity reported that **The Stop** plays an important role in helping them cope.

“**The Stop** makes me feel that in the days ahead of me I have something to eat. And if you don’t have anything to eat, you have no hope.”

IMPROVING HEALTHY FOOD KNOWLEDGE, SKILLS AND BEHAVIOURS

75%

of respondents are eating more fruits and vegetables because of something they learned at **The Stop**.

“I’m learning how to incorporate more vegetables into my meals, which I’m happy to have found is not that hard.”

OVER HALF

of respondents said their physical health has improved since they came to **The Stop**.

“So here’s the first food bank stereotype **The Stop** breaks: some food is better than no food and beggars can’t be choosers.”

— CATHERINE PORTER, *TORONTO STAR*

STRENGTHENING CONNECTIONS & COMMUNITY ENGAGEMENT

77%

of respondents have made new friends at **The Stop**.

“It feels like home. People don’t feel that they’re second class – they feel important too. It helps emotionally.”

87%

of visitors to the Peer Advocacy Office report that Advocates had helped them resolve the issue they were facing.

INCREASING VOLUNTEERISM

The Stop aims to create meaningful volunteer opportunities for low-income program participants, and to reduce barriers to volunteering.

40%

of all respondents also volunteer in **The Stop’s** programs.

“Volunteering here led me on to self-confidence, hope, education and a future.”

THE TABLE COMMUNITY FOOD CENTRE



THE TABLE was formed through a partnership with the Perth & District Food Bank to fill an indentified need in the community for increased healthy food access and skills programs. The new organization launched in January 2012 with a new suite of programs that includes a healthy food bank, 8,000-sq-ft of community gardens, a meal program, several community kitchens, an advocacy office and an after-school program.

THE TABLE BY THE NUMBERS (2012)

9

new CFC programs complement the important services already provided, impacting **1,168** adults and **574** infants and children

9,982

healthy and delicious meals and snacks served

\$13,588

spent on healthy food from local sources

1/3

of the **619** households who used the Good Food Bank in 2012 were first-time visitors

8,335

hours contributed by **115** volunteers, **57.3%** of them new

735 kgs

of fresh produce harvested from community gardens. **62%** of the harvest was brought home by **76** garden members for use in their own kitchens and **38%** was used in The Table's kitchen

IN THEIR OWN WORDS: PROGRAMS THAT MAKE A DIFFERENCE

"I've lowered my cholesterol and my blood pressure has gone down now that I'm not eating a lot of salt. I feel more active now that I've changed my diet and realized what I was eating before was no good."

— PARTICIPANT IN MULTIPLE PROGRAMS
AT THE TABLE

"It's getting me out with other people and doing something constructive and it doesn't matter if I'm walking around with a smile on my face or not, everyone understands cause we all have our issues. It has improved my mental health for sure."

— SIMPLY GOOD FOOD COMMUNITY
KITCHEN PARTICIPANT

"I'm more in control of my life. I am able to stand on my own two feet. I am stronger."

— COMMUNITY ADVOCATE

"It has helped me to not feel isolated. Dignity is one of the main ingredients in what they do here. The fact that you don't stand in a line-up and the food they cook is not filler. This place feeds the soul."

— COMMUNITY MEALS PARTICIPANT

"Number one: Bonding with my son. Number two: showing my son roles that men play that are not typical roles in the media, breaking superficial observations that a child may have about what being "male" might be."

— DADS AND KIDS IN THE KITCHEN PARTICIPANT

"Thank you because the very first time I ever came to a food bank six years ago I felt guilty and ashamed but I don't feel that way anymore. Everyone is very friendly."

— GOOD FOOD BANK MEMBER

"It's gotten me to think more about what I cook, how I cook, and why I cook."

— SIMPLY GOOD FOOD COMMUNITY KITCHEN PARTICIPANT



57%
of participants surveyed have adopted healthier eating habits since they came to **The Table**



Roasted vegetable lasagna, tarragon orange greens (community dinner)



Chicken satay, Thai-fried rice, stir-fried snake beans, Pad Thai (Dads and Kids kitchen)



Mexican rice, fish tacos, salsa fresca, guacamole, winter slaw (Dads and Kids kitchen)



Summer bean salad, fragrant rice pilaf, pulled pork on whole-wheat buttermilk biscuit (community meal)

A SELECTION OF THE HEALTHY AND AFFORDABLE MEALS PREPARED FOR AND BY COMMUNITY MEMBERS AT THE TABLE.



MORE THAN HALF
of participants surveyed said that coming to **The Table's** programs has improved their mental health



88%
of participants surveyed feel that they belong to a community at **The Table**

THE LOCAL COMMUNITY FOOD CENTRE

A TOUR OF THE LOCAL BY DIRECTOR STEVE STACEY



HARD TO BELIEVE that just two years ago I was standing outside this empty building. It took months of hard work, community consultations and training but I can proudly say we're finally doing the important food work we set out to do. Here's a taste of how it all happened.

One of the first things we did was start our community gardening program. That's Food Skills Coordinator Liz Mountain tending to the first plantings in our raised containers.



The heart and soul of **The Local** is definitely the community kitchen and dining room. The kitchen island has two built-in cooking stations where 15 people can cook together. The dining room is a safe and welcoming space where we serve community dinners, wellness breakfasts and seniors lunches. Our Advocacy Office opens out onto the space so people can easily access the supports they need.

A WEEK IN THE LIFE OF THE LOCAL

MONDAY

Peer Advocates help community members with housing, legal and other issues in the Advocacy Office.

The Storehouse accepts donations of healthy, fresh and local food and distributes it to community food programs across the county.

The free community dinner draws 80 to 120 people to share a healthy meal.

TUESDAY

Chef Jordan's community kitchen helps participants develop cooking skills and showcases healthy recipes like chickpea tagine and green chicken curry.

In Shovel & Spoon, a program led in partnership with several social service agencies, participants do everything from building mini greenhouses to making meals from cultures around the world.

WEDNESDAY

The Seniors' Lunch draws 60+ people for socializing and a delicious meal.

In the After School Program, kids learn about cooking and gardening in sprouting workshops, food skills lessons and through visits to nearby farms. Each session is capped off with a healthy snack enjoyed with friends.

Through the summer, the Garden Pizza Bake teaches kids and adults how to prepare a healthy pizza with garden-fresh ingredients.



The Storehouse is a distribution hub that provides food banks, student nutrition programs, community meal providers and not-for-profits with access to healthy, fresh and local food, some of which is generously donated from our farming community.

Our grand opening in November was an unforgettable night. More than 200 people came out to cheer **THE LOCAL'S** birth. The most meaningful part was the Do the Math Challenge town hall that followed the ribbon-cutting, where several people shared their experiences of trying to subsist on the daily food budget of someone on social assistance. They were joined by community members who shared their lived experience of food insecurity.



Food is at the heart of so much that happens in Stratford. Our goal is to share that abundance with everyone in our community, regardless of income or status. I think of a time in the future when a CFC will be as ubiquitous as a library or a YMCA. People will say, *Of course we have a CFC. We're a community. And we recognize the power food has to bring our citizens together and to promote the health and well-being of the people who live here.*

THURSDAY

The Wellness Breakfast brings 30 people together to do yoga and enjoy a healthy breakfast.

In the evening, the Empowering People in Communities (EPIC) group meets to discuss various community action projects.

WEEKEND

Programs take a break, which makes the space available for markets, food events and other activities that cost us nothing but strengthen the local food sector and often raise money for **The Local**.

WE DO IT
ALL WITH
AN ANNUAL
BUDGET OF
\$400,000

WITH YOUR HELP

Over the next five years, Community Food Centres Canada will drive the development of 15 partner sites across the country and create an important national voice on food issues.

Your generous support will bring us closer to the \$20-million goal that will make this happen.

PARTNER DEVELOPMENT \$14.5 MILLION

- Funds food programming infrastructure like commercial-grade kitchens, classroom space and outdoor gardens at each partner site
- Funds strong leadership and staffing and integrated programming at each partner site in the three core program areas: food access, food skills, and education and engagement

COMMUNITY FOOD CENTRES CANADA \$5.5 MILLION

- Provides ongoing training, program and infrastructure support to partner sites
- Leverages fundraising opportunities for partner sites and helps build local fundraising capacity
- Develops national-level metrics and local program evaluation capacity
- Operates an online Knowledge Exchange
- Advocates for progressive food and social policy



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THANK YOU TO OUR DONORS

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Community Food Centres Canada provides ideas, resources and a proven approach to partner organizations across Canada so they can establish responsive, financially stable Community Food Centres. These centres work to bring people together to grow, cook, share, and advocate for good food. With our partners and communities, we are working toward a healthy and fair food system.

COMMUNITY FOOD CENTRES CANADA

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