

THE FACE OF HUNGER IN MISSISSAUGA



A note from our Board Chair, **MICHELLE PENMAN**



The start of this fiscal year marked the second year of our four-year strategic plan. This year, we have moved towards our goals of improving access to food for people with the highest need, sourcing adequate healthy and culturally appropriate food, and investing in strategic partnerships to leverage more food, resources, capacity and impact for those in need. **Together, we're working with you, to ensure no children, seniors, or families in Mississauga go hungry.**

The last few months have brought about a new world. None of us could have imagined the tireless work that front line workers and volunteers would have to do during this critical time. With business closures, layoffs, and changing personal circumstances, Canadians were three times more

likely to fall into food insecurity this year.¹ The pandemic has shone a light on the 1 in 7 Canadians who reported food insecurity during COVID-19, and highlighted the ongoing need of the 15% of Mississauga residents who live in poverty year-round.²

I am both proud and humbled to be a part of the dedicated team that provides healthy and nutritious food to our hungry neighbours across Mississauga. It is inspirational how you rallied together to ensure our neighbours had healthy food during this global pandemic and I know you will continue your support in the months to come.

Thank you for your generosity.

Michelle Penman,
Board Chair

1. www150.statcan.gc.ca/n1/pub/45-28-0001/2020001/article/00039-eng.htm#moreinfo, accessed August 24, 2020

2. www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page, accessed August 24, 2020

A note from our CEO, **MEGHAN** **NICHOLLS**



At the start of this year, I never could have imagined the challenges we would face. COVID-19 took the world by surprise and made us question what life was going to look like in the future. I imagine that this daily fear, worry, and stress must be what life is always like for those in our community who live in poverty and worry about providing food for their families. I cannot imagine the additional burden put on our neighbours during these unprecedented times.

But Mississauga, you continue to demonstrate what a caring community you are. You said you wanted to feed our hungry neighbours, and **together, we were able to provide food for almost 28,000 people this year, and distribute 2,700,000 pounds of food.** Thanks to you, we scaled up

our programs to support the rising number of people needing food through our network of over 40 agencies.

The impacts of the pandemic will be felt for months and years to come. For those who have lost jobs or fallen ill, it is the generosity from our community that will ensure they have access to healthy and adequate food. Thank you to each person and organization who gave a financial or food donation to feed a hungry neighbour in Mississauga. **I'm humbled by your giving and so grateful for your partnership.**

Thank you for feeding your hungry neighbours.

Meghan Nicholls,
Chief Executive Officer

THE FACE OF HUNGER HAS EVOLVED

As the cost of living rises, people experiencing poverty are in search of affordable housing. A safe standard of living is simply unattainable for many people who are employed and working multiple part-time jobs, on social assistance, or have no income at all.

Food bank usage is on the rise in Mississauga.

Food bank clients

Background

72%

of food bank users are visible minorities

Citizenship



15%

newcomers



9%

refugees

Education



31%

post-secondary education

Family Makeup

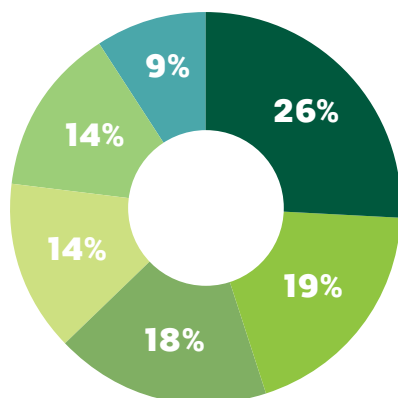


31%

single person households

and are **1.9** times more likely to be chronic food bank users³

Income



26% Ontario Works

19% Canada Child Benefit

18% no income

14% employment

14% Ontario Disability Support Program

9% undisclosed

DID YOU KNOW?

87% of households using a food bank in Mississauga earn incomes below \$2,000 a month.

Housing **\$1,905** - The average cost of a 1-bedroom rental unit in Mississauga.⁴

For a single-person household earning \$2,000 a month, just **\$95 is leftover to pay for utilities and necessary expenses.**



5%

own their home



75%

rent their home



5%

live in social housing

358

food bank users experience homelessness or reside in emergency shelters

Thanks to generous people like YOU...

This year, we served **25%** of the Mississauga population living beneath the poverty line and provided them with emergency food (compared to **18%** for the last three years).



FIRST TIME
food bank users

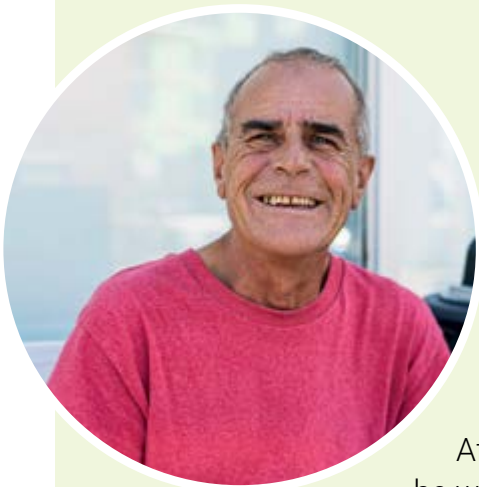


UNIQUE
individuals served



**DID
YOU
KNOW?**

11.8% of seniors living in Mississauga are living in poverty based on the low-income measure after tax (LIM-AT).
In our 2019 client survey, 49% of seniors said they went hungry at least once or twice in the previous month.



EDWARD'S STORY ▶

Edward, a single senior in our community, has been visiting his local food bank for about 15 years.

“Everyone at the food bank is so welcoming and kind, if it weren’t for them, I’d be in really bad shape. They will always give you something to eat, no matter who you are,” says Edward.

After visiting his neighbourhood food bank, Edward decided he would get involved as a volunteer, a meaningful way for him to give back to the community that’s supported him. “If it weren’t for volunteers and donors, we wouldn’t have food banks and people in our community would really struggle, especially seniors and families with children.

I’m so grateful for my local food bank, when I come here, I feel great.”

OUR PRIORITIES

As the central food bank in Mississauga, we source and distribute healthy food through a network of over 40 agencies to feed hungry children, seniors, families, and neighbours across Mississauga.



In consultation with our community, we listened to what is important to our hungry neighbours and are working towards our vision of **A Mississauga where no one goes hungry.**

In 2018, we established **three priorities** for our 2018-2022 strategic plan. With your support, we're committed to:



1. Improving access to food for people with the highest need.



2. Sourcing adequate healthy food, culturally appropriate where possible.



3. Investing in strategic partnerships that leverage more food, resources, capacity, and impact.

Please read on to see the progress you've enabled in each area.





1. IMPROVING ACCESS TO FOOD

Emergency Food Bank

When the COVID-19 pandemic hit, you showed up Mississauga, and showed you cared! Thanks to your financial support, we were able to act quickly and convert a portion of our warehouse space into an emergency food bank that served up to **40 households a day** during the height of the pandemic.

“As a first-time food bank user, I couldn’t be more thankful to The Mississauga Food Bank. When this is all said and done, I will be giving back and helping out in return.”

— AMY, TMFB EMERGENCY FOOD BANK USER



Food Bank 2 Home

In October 2019, we launched the Food Bank 2 Home delivery program to serve homebound neighbours. Because of your generosity, the program grew to serve **542 households** including emergency food hamper service during the COVID-19 pandemic.



1,117
INDIVIDUALS
SERVED

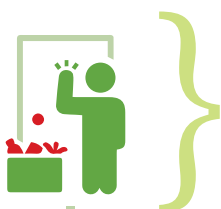


152,478
MEALS
DISTRIBUTED



“As a volunteer driver, I get to be the face of the food bank out in the community and see first hand the appreciation of our users for all the work we do.”

— DAVID, FOOD BANK 2 HOME VOLUNTEER DRIVER



THANK YOU TO THE 65 VOLUNTEERS WHO CONTRIBUTED 950 HOURS DELIVERING EMERGENCY FOOD TO OUR NEIGHBOURS



2. SOURCING MORE HEALTHY AND CULTURALLY APPROPRIATE FOOD

Thanks to support from local businesses, partner organizations, and community members, we were able to source more healthy and culturally appropriate food than ever before.

Because of **YOU**, food for **2,683,935 MEALS** have been distributed into our community (a 20% increase from last year).

► ReclaimFRESH

Last year we launched ReclaimFRESH with the goal of rescuing fresh food. By building relationships with local grocery stores and partner organizations, this program **rescued 400,000 pounds of food** that fed our hungry neighbours.



► AquaGrow Farms

AquaGrow Farms is Canada’s first aquaponic farm in a food bank. This year, we harvested:



700
servings of
TILAPIA

(109% increase from last year)



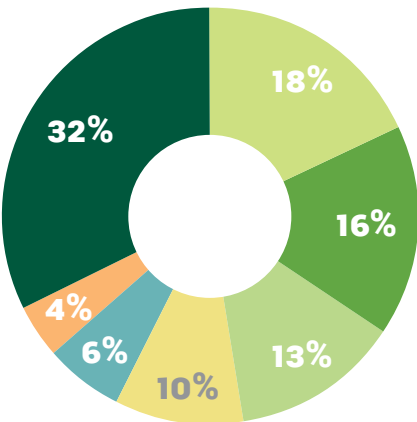
21,000
servings of
GREENS

(146% increase from last year)

Thank you to AquaGrow Farms’ volunteers who contributed over 160 hours this year.

► Food sources

Thank you to the generous donors who contributed **2,037,678** pounds of donated food this year, valued at **\$5,338,716!**



32% FOOD DRIVES/PUBLIC
18% RECLAIMFRESH
16% PURCHASED
13% CORPORATE DONATIONS
10% FOOD BANKS CANADA/
FEED ONTARIO
6% OTHER AGENCIES
4% OTHER

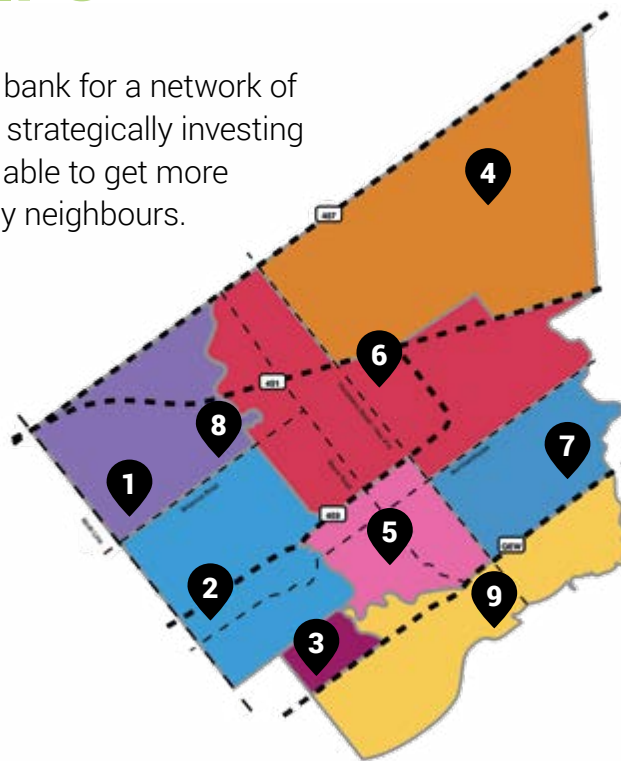


3. INVESTING IN STRATEGIC PARTNERSHIPS

The Mississauga Food Bank is the central food bank for a network of over 40 agencies across Mississauga. Through strategically investing in partnerships with local organizations, we are able to get more healthy, culturally appropriate food to our hungry neighbours.

NEIGHBOURHOOD FOOD BANKS

1. **Eden Food For Change** ▶ Battleford
2. **Eden Food For Change** ▶ Unity Drive
3. **Salvation Army Erin Mills Food Bank**
4. **Seva Food Bank** ▶ Malton
5. **Seva Food Bank** ▶ Wolfedale
6. **St. Mary's Food Bank** ▶ Coopers
7. **St. Mary's Food Bank** ▶ Dundas
8. **St. Mary's Food Bank** ▶ Streetsville
9. **The Compass Food Bank**



plus 35 other agencies who serve our hungry neighbours, such as emergency food pantries, shelters, drop-ins, and breakfast clubs.

Map shows the catchment areas for the nine neighbourhood food banks which are the primary source of food in our community.

From our agencies



“The Mississauga Food Bank works collaboratively with us at Seva Food Bank, so that we can stay focussed on serving client families on the front lines. Our clients continue to deeply appreciate the volume and diversity of food shared. TMFB's leadership in strengthening food systems and mitigating hunger in Mississauga is recognized, and much appreciated.”

— RASHEEDA, SEVA FOOD BANK

“St. Hilary's Food Pantry is grateful for the ongoing and prompt communication from The Mississauga Food Bank. Not only do we feel supported from a food perspective, but this year we were also gifted a refrigerator as an upgrade to enhance our delivery of perishable items to our clients.”

— JACKIE, ST. HILARY'S FOOD PANTRY



VOLUNTEERS

Our lifeline

Thanks to the support of a dedicated team of volunteers, we can provide food to hungry neighbours. Thank you to the almost **3,000 volunteers (1,801 new this year)** who contributed over **16,500 hours**. You are our lifeline. We are so thankful to the volunteers who continued to show up during the pandemic and put themselves at risk to help others in need.



**WALI,
VOLUNTEER**

3,000
VOLUNTEERS



16,500
HOURS



“A couple of years ago my son told me he wanted to collect food for The Mississauga Food Bank for his ninth birthday. He also put “donation to TMFB” on his Christmas list. Not only are my son and I volunteers, but we’re donors now too!”

– RENATA AND JOHNY, VOLUNTEERS



“Volunteering keeps us busy and giving back to the community. This experience has taught us about the service the food bank offers and how it affects people in our community who may be struggling.”

– JAYANT AND SNEHAL, VOLUNTEERS



It takes all of us to feed our hungry neighbours

Our local community, corporate groups and employers, foundations, and individual donors contribute to our vision of *A Mississauga where no one goes hungry*.

In 2019-2020, here's how the community came together:

15,376 ▶ unique donors and fundraisers

\$5.3 MILLION+ ▶ dollars donated

1,018,150 ▶ pounds of food donated from corporations, in food drives, and at fire stations

This year we received an outpouring of support during COVID-19, and received over **\$1.2 million** through the #MississaugaChallenge led by Mayor Bonnie Crombie and CEO of Paramount Fine Foods, Mohamad Fakih.

*A special thank you to the Mississauga Fire Fighters Association Benevolent Fund for their significant gift of **\$100,000** to this initiative.*



Unique fundraisers and food drives:



Ramadan 10K for \$10K

During the month of Ramadan, local realtor Farooq Butt ran 10km daily in support of TMFB and surpassed his fundraising goal!

Portico Church Open Trunk Food Drive

An innovative approach to foodraising during COVID-19 that raised 3,856 pounds of food.





THE NEED

With 15% of the population falling beneath the poverty line, food security continues to be a serious issue in Mississauga that needs to be addressed.



MISSISSAUGA IMPACT

As poverty moves further out of Toronto, we're seeing more families looking for emergency food. This year alone, almost 28,000 neighbours accessed our network of over 40 agencies.



FOOD FOR NEIGHBOURS

Thank you for helping us source more healthy and culturally appropriate food and enabling us to form strategic partnerships to get more food to hungry children, seniors, families, and neighbours in our city.



BRINGING CHANGE

We are committed to bringing change to Mississauga by ensuring everyone's right to food is realized. We are working towards a future where no one in Mississauga goes hungry.



GRACE'S STORY ►

Grace, 32, joined The Mississauga Food Bank's *Food Bank 2 Home* delivery program in April.

"I really needed help. I wasn't able to keep up with my family's expenses; I'm a single mother and was looking for support. As a result of the pandemic, I had to stop working when childcare shut down. Being the only adult at home with my three young children made going to my local food bank impossible.

This program has changed my life. It's been a great help and relief for my family. Now I know my children are getting the healthy and nutritious food they need

With help from donors and volunteers, The Mississauga Food Bank is able to help families like Grace's.

My entire family would like to thank you for helping feed us; thank you for your donations and all the work you're doing. This work has made such a difference in our lives and I know it's making a difference for others in our community as well."

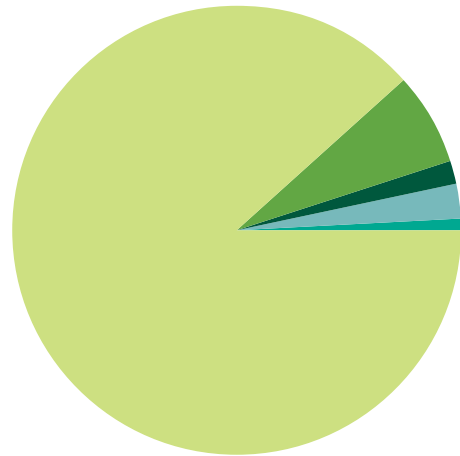


FINANCIALS

In 2019-2020, you donated money and food totalling **\$10,673,973** that ensures your hungry neighbours have enough to eat.

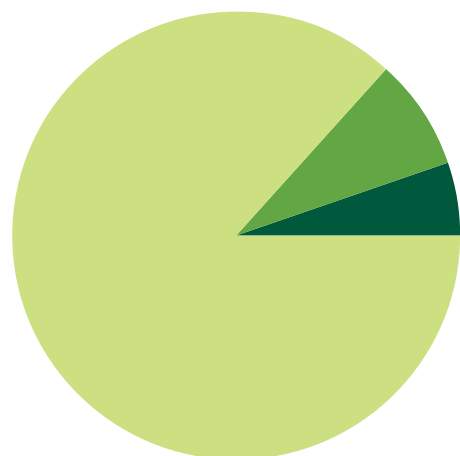
87% of your donations went directly to sourcing, managing, and distributing food to hungry children, seniors, families, and neighbours across Mississauga.

DONATIONS & INCOME | **\$10,673,973**



donations	88%
community events	7%
sponsorships	2%
government grants	3%
other	<1%

EXPENSES | **\$8,344,154**



sourcing, managing, and distributing food	87%
fundraising	8%
administration	5%

Income and expenses include 2,037,678 lbs of donated food and household products valued at \$2.62/lb. This value has been determined using data from Nielsen MarketTrack, December 7, 2019. Percentages do not add up to 100% due to rounding.



IT TAKES ALL OF US TO FEED OUR HUNGRY NEIGHBOURS.

ADVOCATING FOR CHANGE

**TOGETHER WE'VE
ENSURED NO ONE
GOES HUNGRY TODAY,
BUT WHAT ABOUT
TOMORROW?**

During an incredibly difficult year, you've come together as a community to ensure food is available for our hungry neighbours. Whether a single parent who lost their job, a recent grad, or a homebound senior, different backgrounds and experiences make up the face of hunger in Mississauga.

The root cause of hunger is poverty. The solution to this problem can only be addressed with your support and policy changes at all levels of government.

UNIVERSAL BASIC INCOME FOR ALL

COVID-19 and the Canada Emergency Response Benefit (CERB) provided by the federal government has demonstrated the required income for an individual to afford a basic standard of living is \$2,000 per month. The federal government should pilot a universal basic income program for all Canadians, so that those struggling to make ends meet would rise out of poverty and able to pursue their potential.⁵

AFFORDABLE HOUSING

The majority of those using a food bank in Mississauga spent over 75% of their monthly income on housing and utilities (64% in 2018), leaving only a few dollars for necessities like transportation, medicine, and food. We stand with Feed Ontario in support of a portable housing benefit and recommend investing in affordable construction and repair, as per the provincial commitments made in the National Housing Strategy bilateral agreement.⁶

INCREASE UNIVERSAL HEALTH BENEFITS

Studies correlate food insecurity as a serious public health problem that negatively impacts physical, mental, and social health, and costs our healthcare system considerably.⁷ Canada is one of the only countries with public health care yet no universal public system for prescription drugs, vision, mental health, or dental care, forcing low-income families to choose between food and essentials. Increasing health benefits will improve quality of life and decrease food bank visits.

The Mississauga Food Bank has provided healthy food for hungry neighbours since 1986 and we are committed to feeding those living in poverty for as long as we're needed. Join us in the fight against hunger by reaching out to your local elected officials, and until then, help us provide food and hope to feed our hungry neighbours by donating.

⁵ <https://ubiworks.ca/#proof-points>, accessed August 24, 2020

⁶ <https://feedontario.ca/feed-change/policy/>, accessed August 24, 2020

⁷ <https://foodsecurecanada.org/>, accessed August 24, 2020

THANK YOU
TO THESE
GENEROUS
SPONSORS



Charitable Registration # 11892 7011 RR0001



THE MISSISSAUGA FOOD BANK

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