



# IMPACT REPORT

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## 2017-2018



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**"This Impact Report is for you - to celebrate what you are making possible in the lives of your hungry neighbours. I'm excited to share the incredible things you made possible last year."**

**- Meghan Nicholls**



# From Our Leadership

Dear Neighbour,

When I reflect on everything you made possible for hungry neighbours last year, I am overcome with gratitude.

**This Impact Report is for you - to celebrate what you are doing for your hungry neighbours.** I'm excited to share the incredible things you made possible last year. And I look forward to sharing the dreams we have for the future, that are only possible because of your support. But mostly, I hope you are inspired by the difference you are making in your city. I know I am.

The cost of living in our city is rising at an alarming rate. And unfortunately, that means that the number of families who have to turn to the food bank for help is increasing. **Last year, we saw an 18% increase in the number of visits to our neighbourhood food banks.** Compared to the 10% increase of the year before, this jump meant that we needed to source and distribute more food than ever. There were some nights where I lost sleep, wondering how we could possibly keep up to meet the growing need.

**But time and again, you came through with care for your hungry neighbours.** You opened your hearts and responded to the growing need with overflowing generosity. With every food item or dollar you donated, you gave your neighbours access to healthy food when they needed it most. You sent kids to school with full tummies by supporting our breakfast programs. You set tables for the holidays, ensuring families had a reason to celebrate. You provided seniors with fresh milk, eggs, and vegetables, when they otherwise wouldn't have been able to afford them. And all I can say is **thank you - from the bottom of my heart.**

It takes all of us to feed our hungry neighbours and we could not do it without you. Thank you for your partnership in the fight against hunger.

With my deepest gratitude,

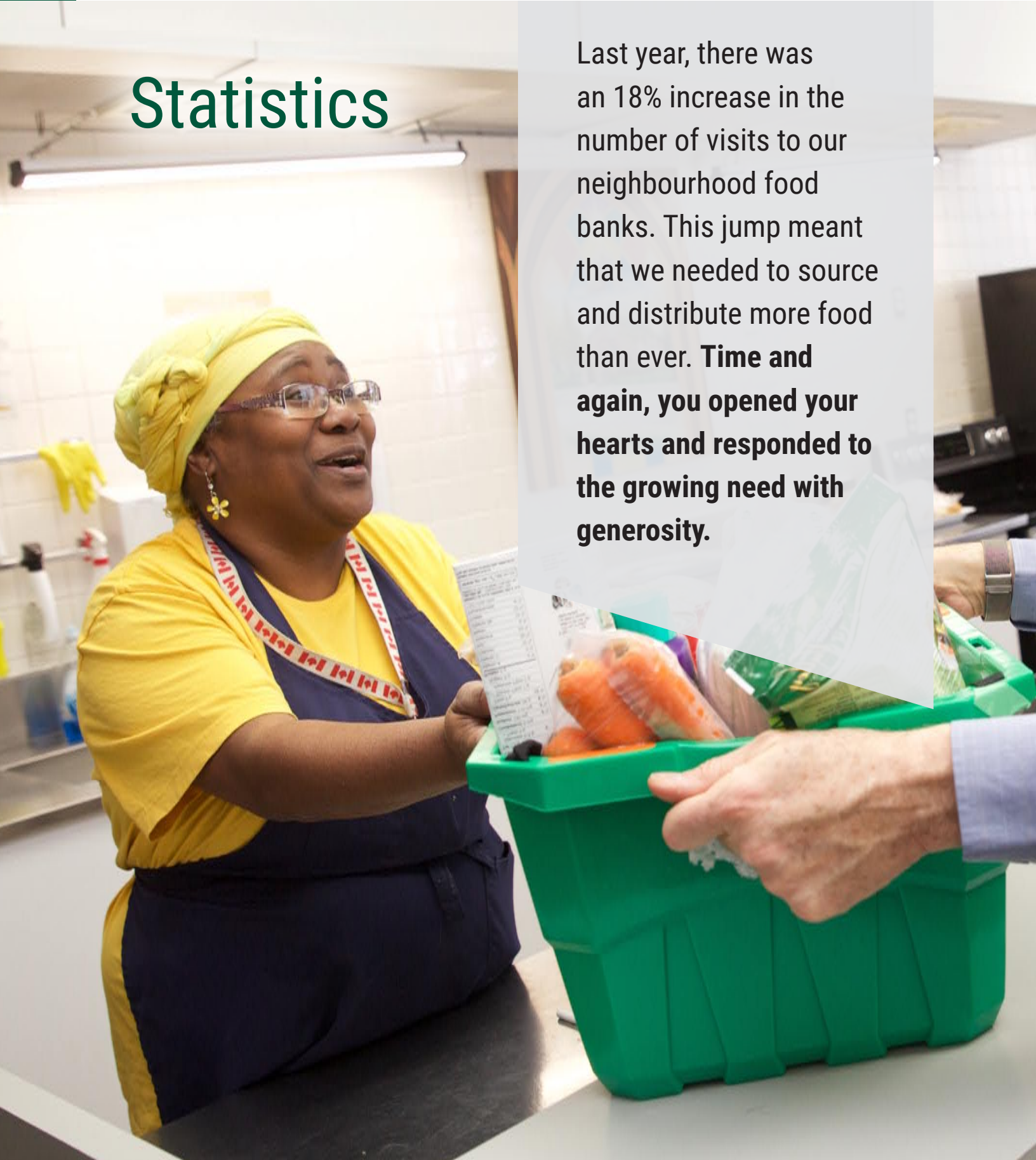


Meghan Nicholls, Executive Director



# Statistics

Last year, there was an 18% increase in the number of visits to our neighbourhood food banks. This jump meant that we needed to source and distribute more food than ever. **Time and again, you opened your hearts and responded to the growing need with generosity.**



# Last Year...

You provided food for **2,600,853** meals to hungry neighbours in your city.



You made **210,630 visits** to 8 neighbourhood food banks and 42 other emergency food programs possible.



Over **539,441 lbs** of fresh and frozen food items like meat, milk, fruits and vegetables were distributed across the community.



For **every \$2** you donated, we were able to provide food for **5 meals** to local families.

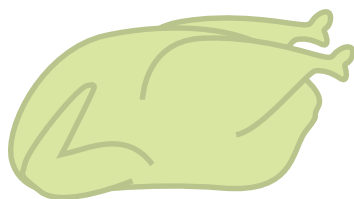
**39%** of our clients are kids, and they went to school with full tummies because of YOU!



You provided enough healthy food to give individuals **75% of their daily recommended servings** in each food group.



**5%** of our clients are seniors, and they received healthy groceries this year.



You set the table for **883,536** meals by contributing to the record breaking Thanksgiving Food Drive.



*When I came to the food bank, the volunteers gave me more than food. They welcomed me and made me feel like my kids and I were going to be okay."*

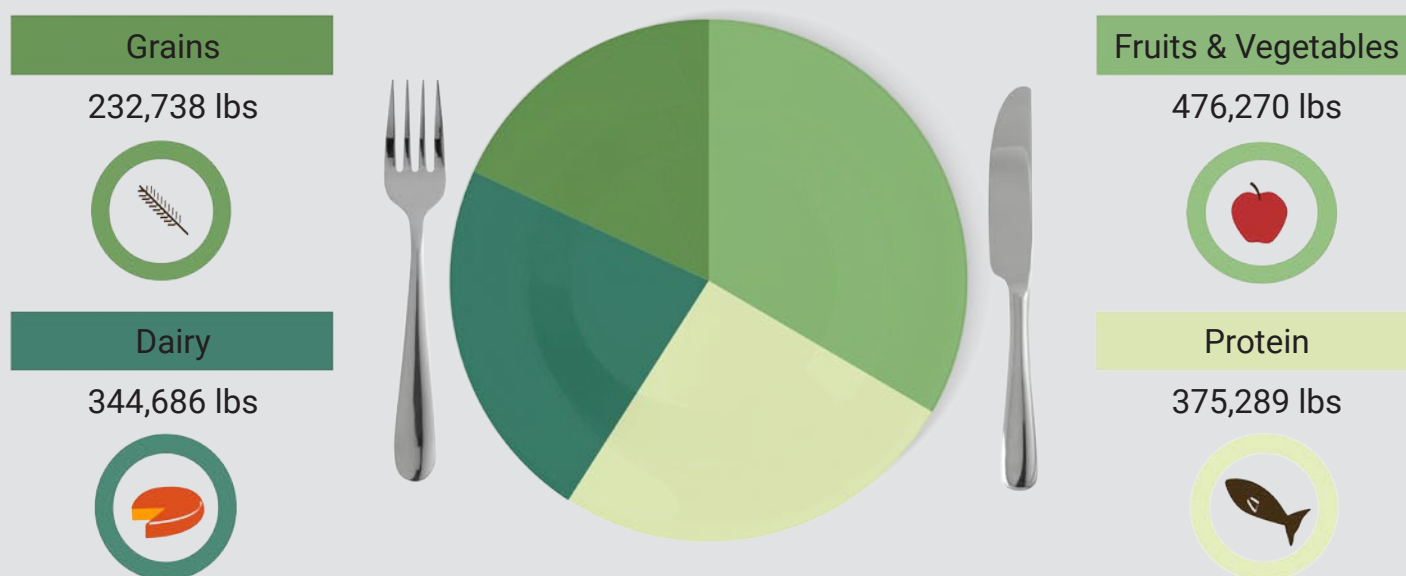
- Food Bank Client

# Because of You, Food Bank Means Fresh

The health and wellbeing of our clients is the food bank's first priority. That's why we are committed to ensuring access to sufficient portions of nutritionally balanced food anytime someone visits the food bank.

**We're proud to report that last year, you made it possible to distribute enough healthy food to provide your hungry neighbours with 75% of their recommended daily servings of each food group.**


## You provided clients with 1,676,651 pounds of healthy food!



**By making more nutritious food available to your neighbours, you are empowering them to exercise choice in their nutrition. Thank you!**

As part of ensuring your neighbours receive enough servings of vegetables and proteins last year AquaGrow Farms distributed:

 **500 servings** of fish!

 **12,470 servings** of lettuces, bok choy, and chard!





"I'm so happy to receive fresh fish and fresh food from the food bank. It's so healthy for me and for my family and I hope we continue to receive food like this!"

**- Food Bank Client**



# Janet Sehbai

## Food Bank Supporter

"I could never truly understand the meaning of hunger until I had nothing to feed my children. Khalid and I worked hard to make sure this never happened again. It has become my mission to try to alleviate as much hunger as I can."

Like so many, when Janet's family fell on hard times, they lived with very little. Although they received some social assistance, Janet found it was impossible to keep the family's fridge full for her four growing kids.

With nowhere else to turn, Janet approached the local food bank.

*"I was scared and nervous, and most of all ashamed. I was a mother and I needed help to feed my children. I felt like a failure."*



But when she visited her local food bank, those feelings fell away. She recalls the experience saying,

*"That day I walked out of the food bank with my head held high. I had asked for help and it was given. Not only was it given, but it was given with grace and warmth. I vowed that one day, I was going to give back to the food bank for helping me through a very dark and hard time in my life."*

Five years after Janet's husband Khalid passed away, Janet and her family established *The Khalid Sehbai Project*. This initiative honours the generous spirit of a hardworking, passionate man by providing food for healthy meals to newcomers in Mississauga.

**Janet's story inspires us. Supporters like her, and you, make overcoming hunger possible. Thank you for your commitment to ending hunger.**



# Feeding Mississauga's Future

To ensure we continue to reach as many of our neighbours as possible, our Board of Directors and Leadership Team have developed a new strategic growth plan. This four-year plan launched in June 2018 and will guide our activities towards achieving our vision of *A Mississauga Where No One Goes Hungry*.

We can't feed Mississauga's future without your support. We hope you will join us in executing our updated mission and strategic directions over the next four years.

**Our New Mission: Relieving hunger in Mississauga by providing and promoting access to healthy food for people in need.**

*There are three Strategic Directions that support this Mission and will shape the programs we implement:*

- 1. Improve access to food** for people with highest need. We are committed to ensuring suitable agencies and food programs are in locations close to where people in need live and work.
- 2. Source adequate healthy food**, culturally appropriate where possible. In alignment with the Canada's Food Guide Compliance Project, we will be increasing the amount of healthy food available to all clients.
- 3. Invest in strategic partnerships** that leverage more food, resources, capacity and impact. We are eager to cultivate strong partnerships with organizations who can help us move forward and achieve greater efficiency and impact.







## We Couldn't Feed Our Neighbours Without You

Last year, supporters like you organized over **400** community fundraisers and food drives. These events raised **653,704 lbs** of food and **\$554,667** for your neighbours in need. You also helped make sure no one in your city would go hungry by serving over **12,583** volunteer hours.

The groups listed below made an incredible impact in your community, raising the most food and funds combined in their respective categories. Thank you for your hard work!

**Community Campaigns:** Mayor Crombie's *Thanksgiving Food Drive*, OPP Auxiliary Port Credit *Cram the Cruiser*, CBC *Sounds of the Season*, Peel Police Division 11 *Cram A Cruiser*, Rashna Chotai *Meadowvale Village Community Drive*

**Corporate Food Donors:** Walmart, Longo's Glen Erin, Sobeys, Loblaws, Metro

**School Campaigns:** Olive Grove School, Philip Pocock Catholic Secondary School, Camila Road Senior Public School, Al-Huda Institute, Sts. Martha and Mary Separate School

**Workplace Campaigns:** Alectra Utilities *Golf Tournament*, Nissan Canada Foundation *Food for Thought*, Purolator *Tackle Hunger*, Community Trust Company, Maxxam Analytics



# 2017-18 Financial Overview

## Donations & Income \$5,728,978

86%	Donations
9%	Events
2%	Sponsorships
2%	Government
1%	Ontario Trillium Foundation

## Expenses \$5,277,550

88%	Sourcing, managing and distributing food
8%	Fundraising
4%	Administration

Income includes 1,414,753 lbs and expenses include 1,283,940 lbs of donated food and household product valued at \$2.60/lb. This value has been determined using data from Nielsen MarketTrack, December 9, 2017. An additional 322,722 lbs of purchased food was distributed.

All figures are unaudited; audited financial reports will be available in Fall 2018.

**Thank you to our Generous Sponsors:**

**Tim Hortons**  
OF MISSISSAUGA

**NISSAN**  
CANADA FOUNDATION

**RABBA**  
Fine Foods

**ENBRIDGE**

**justenergy**

**Scotts**

**WELBILT**



*Our Vision: A Mississauga Where No One Goes Hungry*



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**Keep in Touch! Follow us on:**

