

**GLOUCESTER EMERGENCY FOOD  
CUPBOARD /  
CENTRE DE SECOURS ALIMENTAIRE  
DE GLOUCESTER**



## 2012 Annual Report

### Our Mission

- 2.1 To collect, purchase, and distribute food for needy persons in geographic areas as determined by the Board of Directors.
- 2.2 To support and encourage discussion on reform and social change that would eliminate the need for emergency food assistance.
- 2.3 To treat all persons involved or associated with the GEFC with respect and dignity regardless of sex, gender, race, age, ability, religion, and sexual orientation.
- 2.4 To protect the privacy and confidentiality of all persons involved or associated with the GEFC except when the organization is legally obligated to disclose this information.
- 2.5 To make access to food conditional only on need.

## A word from our Chair

When food programs began appearing over 25 years ago, there was a general belief among those who founded and worked in these charities that they would be a temporary measure to alleviate the emerging hunger problem. It was recognized that providing emergency food relief was a way of dealing with a symptom of a larger problem, that of poverty and an inadequate social safety net to help those in need of assistance due to hard times resulting from job loss, illness, or other circumstances. Rather than diminishing as a problem, the issue of hunger has grown substantially over the years.

As the GEFC seeks to help our friends and neighbours cope by providing emergency food relief, it has become clearer than ever what an important role community plays in addressing this need. What does community mean?

First, it's about embracing the unique needs of our Gloucester residents. We live in an ethnically diverse community and the GEFC strives to treat all persons with dignity and respect regardless of sex, gender, race, age, ability, religion, or sexual orientation.

Community means supporting our neighbours through difficult times. Each month, the cupboard helps over 1600 individuals with 45% being children. We are grateful that the members of our community continue to give generously of their time, talents and resources to help ensure that no one in Gloucester goes to bed hungry. Local sponsors, schools, churches, and community groups enthusiastically support the cupboard through food drives and financial contributions.

Community is about partnerships. We are grateful for the close partnerships with other neighbourhood service agencies. The Ottawa Food Bank faithfully supports our program with daily food provisions. Through our close relationship with the East Ottawa Resource Centre, we are assisting our clients find the support systems needed to face their challenges.

This year's accomplishments are a testimony to Gwen, our Executive Coordinator, the Board and our many volunteers. We applaud their dedication and hard work. Their contributions have been both essential and inspiring.

Gloucester Emergency Food Cupboard's success is buoyed by your strong commitment to neighbours helping neighbours. In the many ways community is important, we are happy to have you as part of ours, in 2013 and beyond.

Don Collar  
Board Chair

## **Board of Directors**

Don Collar - **Chairman**  
Jim Bogues - **Treasurer**

Vivien Runnels - **Vice-Chairman**  
Tracy Martineau - **Secretary**

### **Directors:**

Tim Comerford  
Marjorie Gardner  
Vern Greenshields  
Andrew Howard  
Grace Skowronski

Ann Frederking  
Genevieve Gazaille  
Valerie Hall  
Linda Lalonde

## Executive Coordinator

As I look back over the past 5 years of my tenure here as Executive Coordinator, I would say that cooperation is a word that exemplifies our work.

We would not be able to reach out to the families who come to us for help with food without the cooperative effort that our volunteers make, together, so that everything runs smoothly. Every single person who helps is one part of the whole process.

Our regular supporters and donors help to provide us with the funds to make necessary purchases so that we can be assured that we have the foods available so everyone leaves with their full allotment.

The individuals, churches, schools and businesses who hold food drives on our behalf help to fill the shelves. It is very difficult to put a monetary amount on the food that is donated but if we were to do so, it would be in excess of \$500,000 in a year.

Living in our world is a complex proposition with many parts to the whole. So, too, it is with the families who come to us for help. They often have many presenting life challenges. Our purpose is not to try to meet all of their needs but we work in cooperation with many agencies, referring clients as needed, in any given session. Together, we do make a difference to many people.

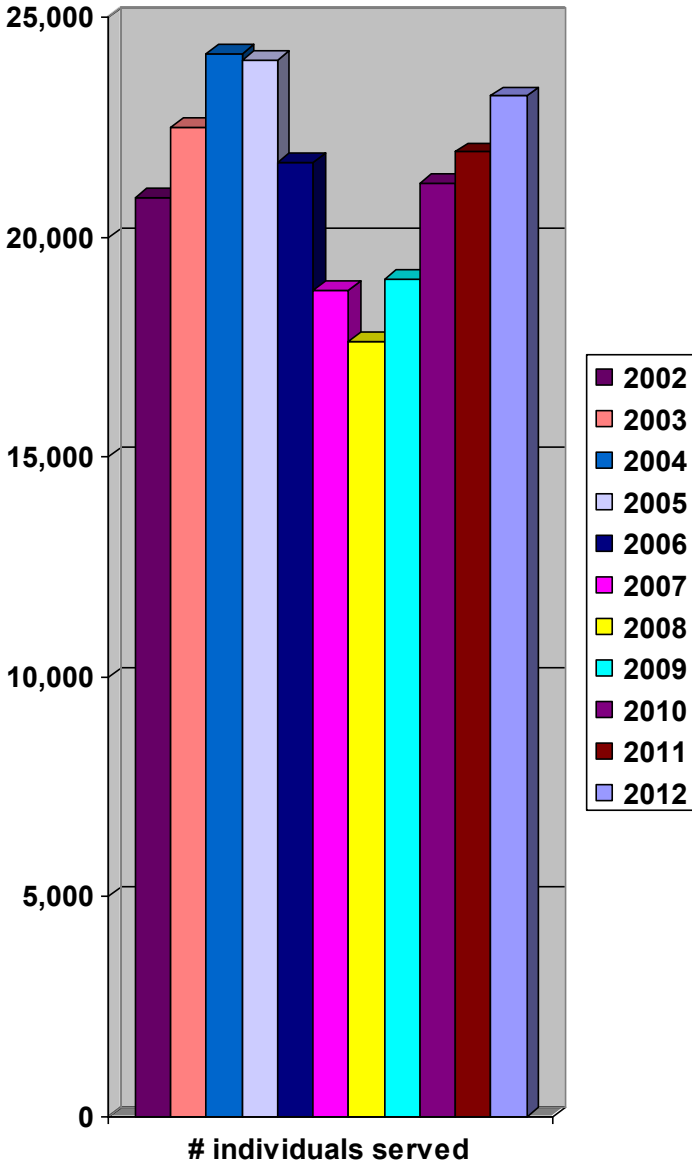
This cooperation continues to extend with the Ottawa Food Bank, the City of Ottawa and our elected representatives all playing pivotal roles in the success of our program. This report describes the details of the cooperation necessary for us to run

this successful program.

With a clearly directed Board, wholeheartedly supporting and directing our program, I want to say a big 'thank you' to everyone who plays a part in this cooperative effort. It is because of your generosity and commitment that we continue to meet the increasing need in our community!

Gwen Bouchard  
Executive Coordinator

## Client Usage Stats last 10 years



Note - Blackburn Hamlet taken over by Joseph Storehouse (now called Lifecentre Foodbank) in 2006

## Those we serve

Through the efforts of our volunteers, churches, schools, businesses, service groups, and individuals, we have helped individuals and families experiencing poverty, easing the burden that this can have on families.

Each family group and individual has a unique story and experience and though statistics don't tell the whole story, they do help to begin to paint a word picture of those we serve. The numbers do demonstrate that there has been a rising increase in our program usage since 2008, while we also know that our economy has declined over those same years.

<b>Client Statistics 2012</b>	
<b>Numbers</b>	
Avg. # of persons / mo	1,934
Total # individuals served	23,212
Avg # families / mo	546
Avg. # of persons per family	3.5
Avg # families with repeat visits / mo	103
<b>Percentages</b>	
Adults	55.10%
Children	44.90%
Singles	5.80%
Single Parents	30.30%
Seniors (over 60)	1.94%

## Volunteers

Our volunteers are the backbone of our organization. We would not function without the countless hours so many contribute to make the program work. The range of tasks that are completed is extensive and often changes with whatever is needed to be done. Whatever the task, someone can always be found who is willing to take it on.

We maintain a waiting list for those who would like to volunteer and the current wait time is about a year. When a need for extra help arises, our volunteers are there. It is a privilege to work with those who are so committed.

<b>Number of Volunteers in 2012</b>		
Adults	90	
Students	20	
<b>Total</b>	<b>110</b>	
<b>Number of volunteer hours</b>		
Adults	10,326	
Students	211	
<b>Total</b>	<b>10,537</b>	

## Supporters

We cannot say enough about all who donate funds, food and other items on a regular basis throughout the year. This is truly a community organization where so many come together to help those in need in our local area. Thank you to all who make this possible.



### **1. Churches and Faith Groups**

Anunciation of the Lord Parish	Rothwell United Church
Bahai of Ottawa	Ottawa Church of Christ
Good Shepherd Parish	Greenbelt Baptist Church
Epiphany Anglican Church	Orleans United Church
Bethany United Church	Resurrection Lutheran Church
St Helen's Anglican	Pine Grove Bible Church
St. Gabriel's Parish	Fusion Youth
New Covenant Apostolic Church	The Meeting House
St. Mary the Virgin Anglican	Unitarian Universalist Fellowship
Sai Nilayem	

### **2. Businesses**

#### **Telesat - Major Sponsor (\$5000 and over)**

Macartney Farms	Starbucks
Tim Hortons	Canadian Tire
Kettlemens Bagels	Orleans Bakery
Beacon Hill Dental Centre	Centurion Dental Centres
Dove Tale Collections	Shopper's Drug Mart
No Frills	Curves on Shefford Rd.
Loblaws Gloucester Centre	Bulk Barn
Herb and Spice on Wellington	Gloucester Centre
Canada Post	Giant Tiger
Cora	HFS (Health Food Services)
Hop 'n Vine	Clinique de medicine St. Joseph
CUSO International	Zellers
Ministry of Revenue	Dussereault Independent Grocer
Dr. G. Gay	Enbridge Gas Distribution
Simplex Grinnell	Walmart
Solicitor General	Rogers Communications
Therapeutic products Directorate	Metro
Home Depot	Health Canada
JA-Doc Holdings, Inc.	Lowe Martin Group
BDO Canada	Ministry of Finance
Myers Chev, Buic, GMC	Nerds on Site
Nerds on Site	RBC

### **3. Schools and Child Care Programs**

Colonel By Secondary

Gloucester High

Lester B. Pearson Catholic Secondary

Henry Munro Middle School - Occasional donations and

\$2,075 collected from their Annual Penny War

Ashbury College

Convent Glen Elementary

Forest Valley Elementary

Robert Hopkins Elementary

Terry Fox Elementary

St. Brother Andre Catholic

John Paul II Catholic

St. Kateri Tekakwitha Catholic

Le Phare Elementary

Glen Ogilvie Elementary

Henry Larsen Elementary

Immaculata High School

Herzig College Student Council

Thomas d'Arcy McGee Elementary

École catholique élémentaire la Vérendrye

### **4. Other Supporters**

Numerous service clubs, community groups, scouting and guide groups, government offices, business offices and other groups held food drives, raised money for the GEFC, donated time and other resources, donated funds, non perishable food items, made letter drop deliveries, donated to us in honour of a birthday, anniversary or death of a loved one and donated vehicles and manpower to pick-up and deliver food on our behalf. These groups cover the whole spectrum of age and demographics, and are many and varied. It is difficult to name them all without missing some but please know that we are so grateful for your support.

Of special note are the **Gloucester North Lion's Club** who donated \$4000 as a result of funds collected at their annual **Magical Village** and **Toni Mili and Paul Miller of Nerds on Site** for volunteering their time and expertise to deal with all matters relating to GEFC computers and technical support. **Orleans Choirfest** also supports us faithfully every year and we received \$1900 from them as a result of their annual event.

## **Elected Representatives**

We would like to express appreciation to our elected representatives for their efforts on our behalf in 2012.

Councilor Tim Tierney of Ward 11 Beacon Hill - Cyrville invited us to be one of the beneficiaries of his second annual 'Celebrate Summer' which was a very successful event.

Royal Galipeau, the MP for Ottawa – Orleans. We appreciate his efforts in promoting the eligibility of nonprofit organizations to receive a Canada Summer Jobs Grant for 2012 and for honouring a volunteer from our program at his annual Hearts of Gold Ceremony.

## **Government Funding**

The GEFC receives an annual funding grant from the City of Ottawa, which in 2012 was \$43,605. We are also grateful to the City for the efficient and prompt support and care of our physical building and the fact that we do not have to pay rent or utilities.

We received a federal job subsidy from Canada Summer Jobs to offset the cost of hiring a university student for the summer. This enabled us to hire our student, Josée Plante, for 14 weeks from May through August.

## **Fundraising**

A number of fundraising activities took place in 2012.

1. The autumn Direct Appeal Campaign, which targets previous donors, was our largest fundraiser, as it is every year.
2. Our general letter campaign was distributed, this year,

through a flyer distribution company which targeted households within our catchment area. The percentage of new donors as a result of this method compared to hand delivering letters in previous years, was about the same.

3. Our annual yard sale was organized by our volunteers and held on a beautiful September day. We had many donations from the community, with a substantial amount raised for the Food Cupboard.
4. Fill-A-Beetle to Feed-the-People - This is sponsored by Nerds on Site, on our behalf, every May. They collect food and donations at a local grocery store.
5. Giant Tiger BBQ. Also held in May where we provide the volunteers who then cooks food (provided by the store) and distribute to patrons. All donations toward the BBQ are for our use in the program.

\*We have been very successful in our fundraising in past years, so we chose to decrease some of our fundraising activities to ensure that our income and expenditures would be closer to parity by the end of the fiscal year.

## Cooperative Efforts

### **1. Ottawa Food Bank**

We receive 20-25% of our food for distribution through the **Ottawa Food Bank**. We are thankful for this cooperative relationship and are proud to be one of their member agencies. They provide invaluable support and through them we are able to have access to products that would be more difficult for us to access as an individual food program.

Each March we also participate in Hunger Count, where statistics are collected from food programs across Canada and then compiled into one document that can be found on the web - just search for Hunger Count 2012.

### **2. Parade of Lights**

We would like to thank the Parade of Lights organizers (the Ottawa

Firefighters Assoc.) for organizing the annual Parade of Lights. We were a part of the Nerds On Site float in the parade handing out candy and allowing us to have exposure, in our community, to over 150,000 people.

### **3. *Jardins Arrowsmith Gardens***

This community garden is located right beside the Food Cupboard building. The gardens are organized and run by a separate Board of directors but clients of the Food Cupboard are encouraged to grow on a plot for a very minimal cost.

### **4. *Other Programs***

Throughout the course of the year we have worked cooperatively with a number of other programs referring clients for services through the **Snowsuit Fund**, the **Caring and Sharing Exchange (formerly Christmas Exchange)**, the **Eastern Ottawa Resource Centre**, the **City of Ottawa Public Health Department**, the **Salvation Army** and other local food agencies when clients have come to us from out of our geographic area.

## **Initiatives**

### **1. *Newsletter***

A monthly volunteer newsletter provides an effective way to communicate with all our volunteers and is available on our website.

### **2. *Website***

This is updated and maintained regularly and provides a way for people to donate and find us if they are in need of food. It will have a new look in 2013.

### **3. *New Interviewer Orientation and Volunteer Handbook***

A new interviewer orientation handbook was completed. The

last edits are being done on the Interviewer Orientation.

**4. *New desk in Main office***

Was installed in the summer of 2012.

5. ***Basic First Aid, CPR and AED Training*** was offered to our volunteers and we now have 8 volunteers who hold a current certificate.

6. We now have a ***debibrillator*** on site.



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