

GLOUCESTER  
EMERGENCY  
FOOD CUPBOARD

CENTRE DE SECOURS  
ALIMENTAIRE DE  
GLOUCESTER

# ANNUAL REPORT

2014



## From Our Board Chairman



It is with pride and a strong sense of accomplishment that we present to you the 2014 Annual Report for the Gloucester Emergency Food Cupboard.

A look back over this last fiscal year shows the Food Cupboard to be in strong fiscal shape, well organized, and efficient.

Many of our neighbours live at or below the poverty level, with the reality that they don't know where their next meal is coming from, or how they will be able to feed their children regular, and nutritious meals.

Many in our community must make heart-breaking choices about whether to buy food, paying rent, or riding the bus. Many of us cannot imagine living with the stress that this uncertainty brings, but we do know that through the generous donations from our supporters in time, food and money we are able to help ease some of their worry.

Under the excellent leadership of executive coordinator, Gwen Bouchard, each person who enters the doors of the cupboard receives a warm welcome and much needed assistance from our dedicated team of volunteers.

We know that the Gloucester Emergency Food Cupboard has made a difference. ~Don Collar

### Board of Directors

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

Grace Skowronski - **Vice Chair**  
Tracy Martineau - **Secretary**

**Directors:**

Ann Frederking  
Vern Greenshields  
Tim Comerford

Marjorie Gardner  
Valerie Hall  
Colin Webster

Genevieve Gazaille  
Andrea Balfour  
Linda Lalonde

## From Our Executive Coordinator



When we first began serving clients in our communities of North Gloucester and West Orleans, over 25 years ago, we had no idea that we would become (as Food Banks all over our country have) a part of the fabric of our community! Some people have said that community food banks are a 'band-aid' solution to a much greater issue. So for us, 'band-aids' mean fresh and canned fruits and veggies, proteins like meat, eggs, milk, legumes and peanut butter, cereal, pasta and rice, soup, breads, milk, school snacks, baby food, and more.

Our 'band-aids' help people know they won't have to worry about where their next meal might come from or that their children won't have an empty stomach when they go to school tomorrow. People can then turn their attention to the other challenges that they may face related to housing, education, employment, social assistance and disability, adapting to cultural differences, crisis counselling, and more. These all point to a bigger problem - poverty.

So with the help from so many community partners like the Ottawa Food Bank, City of Ottawa, the many churches, schools, businesses, groups and individuals who are vital supporters, along with our team of dedicated, hard-working and committed group of volunteers, we will continue to be the 'band-aid' for people in our community. We have continued to provide a 4-day supply of food to families who come to us (most say they can make it last a week, except if they have hungry teenagers or young adult males in the family.) We work very closely with our partners, referring families to other agencies that can help them to find the resources they need to move forward towards becoming healthier people in all ways, and living in healthier communities.

In the following pages you will see a snapshot of what the year 2014 was for us. We are able to do what we do because we do it together. As we continue to meet the needs of those who come to us for help, we will continue to strive to provide the best service we can and embrace change that is necessary to make this happen. To all of you who have supported the GEFC, thank you for the difference you have made and will continue to make as we move forward.

~Gwen Bouchard

## Those We Serve

Each family group and individual has a unique story 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 demonstrate that there has been a rising increase in our program usage since 2008, with a drop in the number of people requesting food assistance in 2014. Also of note is that the number of people requesting food assistance twice per month has dropped by 0.5% and we have seen an increase in the average family size from 3.2 to 3.5.

### Client Statistics 2014

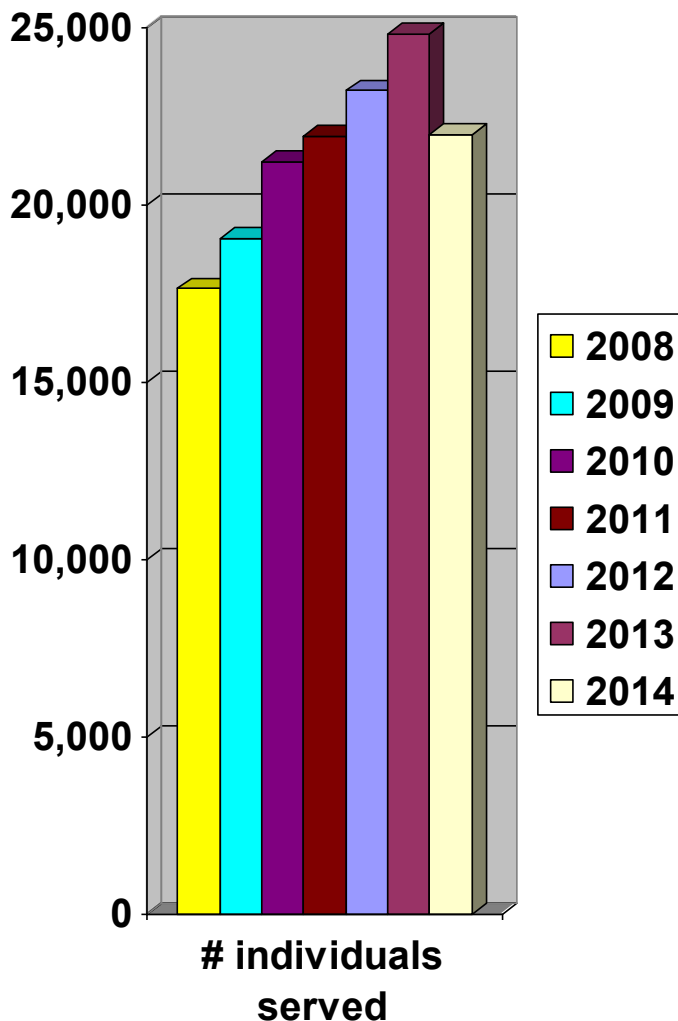
#### Numbers

Avg. # of persons served per month	1832
Total # of individuals served in 2014	21,984
Avg. # families per month	517
Avg. # of persons per family	3.5

#### Percentages

Adults	57.6%
Children	42.4%
Singles	21.8%
Single Parents	28.7%
Seniors (over 64)	2.4%
Families with repeat visits	20.5%

### Client Usage Stats since 2008



### Client Success Story

Frieda (name and some details have been changed) and her family of 5 had been accessing the Food Cupboard for approximately 2 years, on and off. Her husband had a seasonal job and she had returned to post-secondary education, training to work in an office. She was thrilled to finally complete her course of study, while their three children were in school, and begin looking for a job in her field.

One of our volunteers ran into her at her place of work, a few months after her family had stopped accessing our services. She was so proud to report that they were making ends meet and planning a family camping vacation in the summer. She thanked our volunteer again for the help that her family received from us, at a time when they really needed it.

In the meantime, her oldest child had become a high school volunteer with the GEFC, earning volunteer hours and expressing pleasure in being able to give back to the place that had provided assistance to their family!

# Supporters

## 1. Churches and Faith Groups

Annunciation of the Lord Parish	Rothwell United Church	Church of Christ	Rothwell United Women
Greenbelt Baptist Church	Epiphany Anglican Church	Orleans United Church	Bethany United Church
Resurrection Lutheran Church	St Helen's Anglican Church	Pine Grove Bible Church	Riverview Park Church of Christ
St. Gabriel's Parish	Fusion Youth	New Covenant Apostolic Church	St. Mary the Virgin Anglican
Hawthorne United Church			

## 2. Businesses

### Telesat - Major Sponsor (\$5000)

Macartney Farms	Bulk Barn	Starbucks	Tim Hortons - Gloucester Centre
Canadian Tire	Orleans Bakery	Beacon Hill Dental Centre	Tim Hortons - Montreal Rd.
Centurion Dental Centres	Dove Tale Collections	Shopper's Drug Mart	No Frills
Curves on Shefford Rd.	Loblaws - Gloucester Centre	Herb and Spice on Wellington	Gloucester Centre
Giant Tiger	Cora	HFS (Health Food Services)	Hop 'n Vine
Clinique de medicine St. Joseph	NRC - HR Branch	Enbridge Gas Distribution	Walmart
Solicitor General	Rogers Communications	BPS Health Canada	Metro
Health Canada	JA-Doc Holdings, Inc.	RBC	Ministry of Finance
Connexion Family Health team	Myers Chev, Buick, GMC	Jim Keay Ford Lincoln	PCL Construction
Public Safety Offices	Performance Mazda	TD Canada Trust	Dominion City Brewing
Desclouds Food Inc.			

## 3. Schools

Colonel By Secondary	Gloucester High	Lester B. Pearson Secondary	Ashbury College
St. Matthew Secondary	Henry Munro Middle School	Convent Glen Elementary	Forest Valley Elementary
Terry Fox Elementary	Robert Hopkins Elementary	St. Brother Andre Catholic	John Paul II Catholic
Le Phare Elementary	St. Kateri Tekakwitha Catholic	Glen Ogilvie Elementary	Henry Larsen Elementary
Herzig College Student Council	La Cité Collegiale	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, sponsored families at Christmas, 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:

**\*Gloucester North Lion's Club** who donated \$4000 from the **Magical Village**.

**\*Ottawa Artisan's Guild** hold 2 craft shows every year at **Lester B. Pearson School** and collect food and monetary donations (\$1,311.20) on our behalf

**\*Orleans Choirfest** also supports us faithfully every year and we received \$1885 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 2014.

Councilor Tim Tierney of Ward 11 Beacon Hill - Cyrville invited us to be one of the beneficiaries of his fourth annual 'Celebrate Summer' which was a very successful event, gratefully receiving the extra monetary support. His office and staff were also instrumental in helping us to formalize a lease occupancy agreement with the City of Ottawa.

MP Royal Galipeau for Ottawa – Orleans. We appreciate his efforts in promoting the eligibility of nonprofit organizations to receive a Canada Summer Jobs Grant for 2014 and for honouring one of our volunteers at his annual Hearts of Gold Ceremony.

## Government Funding

The GEFC receives an annual funding grant from the City of Ottawa, which in 2014 was \$45,144. 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. That support is vital to our program!

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, Maegan Gordon, for 14 weeks from May through August.

## 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 2013.

### **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 given priority to grow a plot for a very minimal cost. We also receive

### **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 **Eastern Ottawa Resource Centre** (one of their intake workers spends Friday mornings at our location), the **Snowsuit Fund**, the **Caring and Sharing Exchange (formerly Christmas Exchange)**, , the **City of Ottawa Public Health Department**, the **Salvation Army, Helping with Furniture**, and other local food agencies when clients have come to us from out of our geographic area. We also receive extra donations of popular, non-perishable food items from the **Orleans-Cumberland Food Program** which is a great asset to our food distribution.

## Fundraising

A number of fundraising activities took place in 2014

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.
3. Giant Tiger BBQ. Also held in May where we provide the volunteers who then cook food (provided by the store) and distribute to patrons. All donations toward the BBQ are for our use in the program.
4. Third Party fundraisers - Various groups and individuals hold individual food drives and fundraisers that also benefit us, greatly, both monetarily and with food donations.

## Volunteers

Our volunteers are the backbone of our organization. We would not function without the countless hours that are contributed to make our program work. The range of tasks that are completed is extensive and often changes. Whatever the task, someone can always be found who is willing to take it on. One of the strengths from our volunteers is the sense of ownership they take with their responsibilities. The job gets done and gets done well!

We maintain a waiting list for those who would like to volunteer and the current wait time continues to be 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!!

Number of Volunteers in 2014	
Adults	94
Students	20
Total	114
Number of Volunteer Hours in 2014	
Adults	9752
Students	140
Total	9892

\*Volunteers completed the equivalent of almost 5 full-time employees in 2014

\*It would cost us almost \$112,000 to pay for these full-time employees at minimum wage.

## A note on our Financial Statements

Our 2014 fiscal year was very successful, and are very grateful to our community for continuing to help us accomplish our mission. To see a complete summary, please consult our audited financial statements done by the firm of Roger Millette, Professional Corporation.

## Initiatives and Changes

Over the past year, we have moved forward with some other initiatives such as:

1. Recipe Corner - a collection of approx. 50 simple, nutritious recipes have been put together, using simple ingredients that we have available for our clients. The recipe cards are prominently displayed in the food distribution room and these have proven to be popular and appreciated by our clients.
2. Link2Feed Client database - We began the process of moving over to this database provided to us through the Ottawa Food Bank and the Ontario Association of Food Banks. It is free of charge through a grant from Trillium Foundation and will be supported by the company who developed the software.
3. We continue to provide tours of our facility whenever asked, and got to churches, schools, businesses to do presentations and provide information on what we do, to those who request it.