

Cambridge Food Bank

Impact Report 2020/2021



Stronger Together



Neighbours Helping Neighbours

The impacts of the COVID 19 pandemic cannot be overstated; the economic downturn and the impact on the emotional health and wellbeing in our community were significant. When schools and recreational outlets closed, we saw the effects of both physical and social isolation on children, youth, and their families. There was fear in the voices of those who were elderly as they were afraid to leave their homes for even the most basic essentials like food. People who experienced a sudden loss of their job came to us for the first time, often telling us they donated in the past and never thought they would need to visit us for help.

While stress and fear were palpable, there was also an outpouring of caring, generosity, and hope. During the early days of the pandemic, we saw our community come together as we have never seen before. Our phones rang continuously as our neighbours reached out to ask how they could help; offering food, time, and funds to ensure that no one in our community would go to bed hungry.

Thanks to this incredible generosity, the Cambridge Food Bank was able to not only support the community in the usual ways, but we were able to be creative to get resources into the hands of people who needed them the most. Providing delivery of food for seniors and others who were housebound provided not only nutritious food but a friendly face and wellness check-in. Purchasing tablets and offering fun and engaging programs virtually helped people feel connected to the community they have built at the food bank.

Thank you for all that you do to support the work of the Cambridge Food Bank. With your ongoing commitment, we will continue to build a stronger, healthier future for all who call Cambridge and North Dumfries home.



Dianne & Kristen

Dianne McLeod - Executive Director
Kristen Danson - Chair

Our Board

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Vice-Chair

Yasmine Mohamed

Nicole Papke

Nancy Mason
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Kevin Moule

Irindeep Badial

More than a Food Bank

Virtual Reality

Last year has been a year of transformation for the various food programs at the food bank. While many other organizations had to shut down their nutrition programs due to the pandemic, our team recognized that maintaining both physical and mental wellness was more critical than ever and we quickly arranged for members to receive the necessary technology to attend programs virtually.

Initially, Chai, our Nutrition Coordinator, had to support many participants in using Zoom, often providing workshop sessions over the phone when people felt overwhelmed due to technical challenges. Gradually, the participants not only got used to these sessions, they started liking this new format and are looking forward to more such programs. Many older programs such as Lunch & Learn and Global Kitchen were converted to this virtual format and new programs such as Quick Recipes, and Spiralize Your Life!, were added.

Our team organized program supplies that were delivered to the homes of participating families, following the necessary COVID restrictions. For many, the highlight of their week was the surprise boxes of food and kitchen supplies that arrived on their doorstep, delivered by our Peer Worker, Debbie.

In addition to nutrition-focused programs, there have been several other wellness-related programs that helped program participants to manage chronic pain, food cravings, and mindfulness techniques. During these depressing times of the pandemic, such mindfulness programs were very helpful in lifting the spirits of the participants. The empathy, the cohesiveness, and the social connections that these programs have developed are immensely beneficial to our members as it enhanced their social health resulting in improvement of their overall health.

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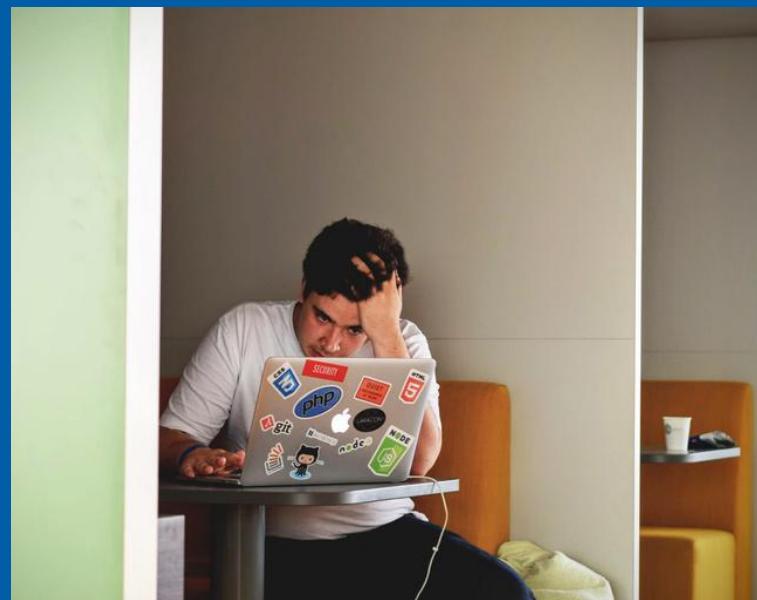
We have so much fun during these sessions that we don't worry about the lockdowns. Zoom has been a big help and doing these sessions we became friends with the participants and have a great time. No room to feel isolated and lonely.

-Workshop Participant

“

Before this course I didn't know about mindfulness and how to manage food cravings. I have started being more mindful of what I eat and how I eat and being careful to read the labels of the food I buy. I have already lost 13 lbs starting the second week of the mindfulness course. I am happy and will encourage my friends to take these same courses.

- Workshop Participant



Volunteer Highlight



“

Volunteering at the food bank is a win for me because I am giving back to the community, meeting new people, and I am having fun while doing it.

- Cooper



Meet Cooper

Cooper's road to the Food Bank began through the Community Integration through Co-operative Education (CICE) program at Conestoga College. This two-year program is designed to provide individuals with exceptionalities and other significant learning challenges opportunity to experience college life and enhance their academic and vocational skills. After successfully completing the CICE program, Cooper registered in the Recreation and Leisure program where he is currently in his second year.

Cooper started his journey with us working alongside Wanda in our Community Pantry program and quickly graduated to independent tasks. He has worked packing hampers, sorting produce, assisting in our nutrition programs, and more. Wherever help is needed, Cooper is ready and willing to jump in.

While Cooper says he has enjoyed all the jobs assigned to him, his real love is interacting with and meeting new people. He is known for walking through the building before his shift to greet each member of our team. Cooper brings energy and warmth to our space and is a joy to be around; you can't help but feel great when Cooper stops by to say hello.

When asked where he sees himself in 5 years, Cooper says he wants to be working in the recreation field, taking general interest courses and, of course, volunteering at the Food Bank.

With your support

971,261



pounds of food was
distributed
within Cambridge &
North Dumfries

We distributed
16,744 Emergency Food Baskets

8,925

Delicious Meals
served



1,459

Children received
Nutritious Food

1,511

Food Baskets
delivered to
housebound
families

643 people
engaged in
Health & Wellness
Programs

Over

\$130,000
allocated to
purchase
Nutritious
Food

New Brand Identity

Vision Statement:

A compassionate, equitable community, where everyone is nourished

Mission Statement:

Building health and belonging through food

We are passionate about...

- Healthy People
- Connected Community
- Environmental Sustainability



Guiding Principles:

- Embedding **community (development)** in everything we do
- Inspiring and demonstrating radical **generosity**
- Fostering independence through **interdependence**
- Demonstrating **compassion** and **empathy** for each person we meet
- Preserving our **environment** for future generations
- Committing ourselves to **truth, reconciliation, and allyship** to Indigenous communities
- Using the Social Determinants of **health** to inform our work
- **A connected community** and **healthy food** are the antidote to food insecurity
- Working **collaboratively** towards shared goals

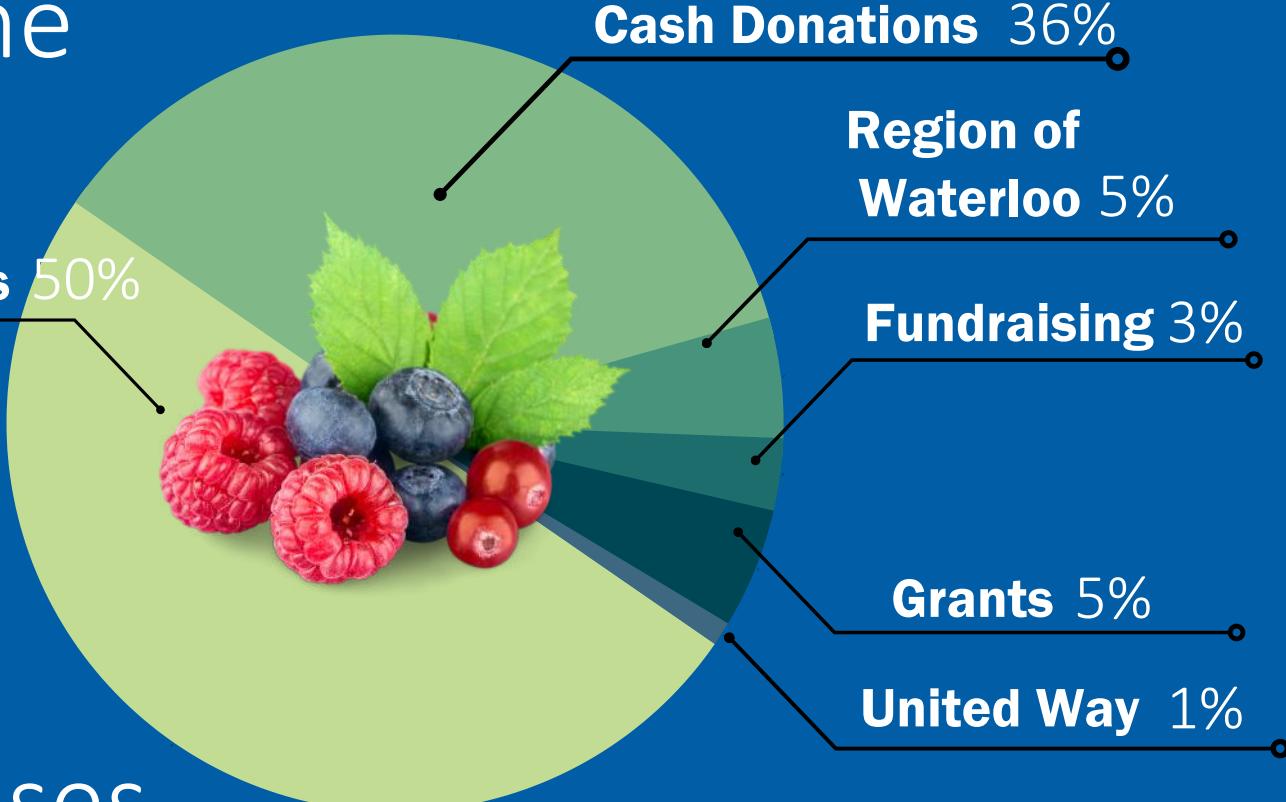
Tag Line: More than a Food Bank

Hashtag: #FeedingCommunity

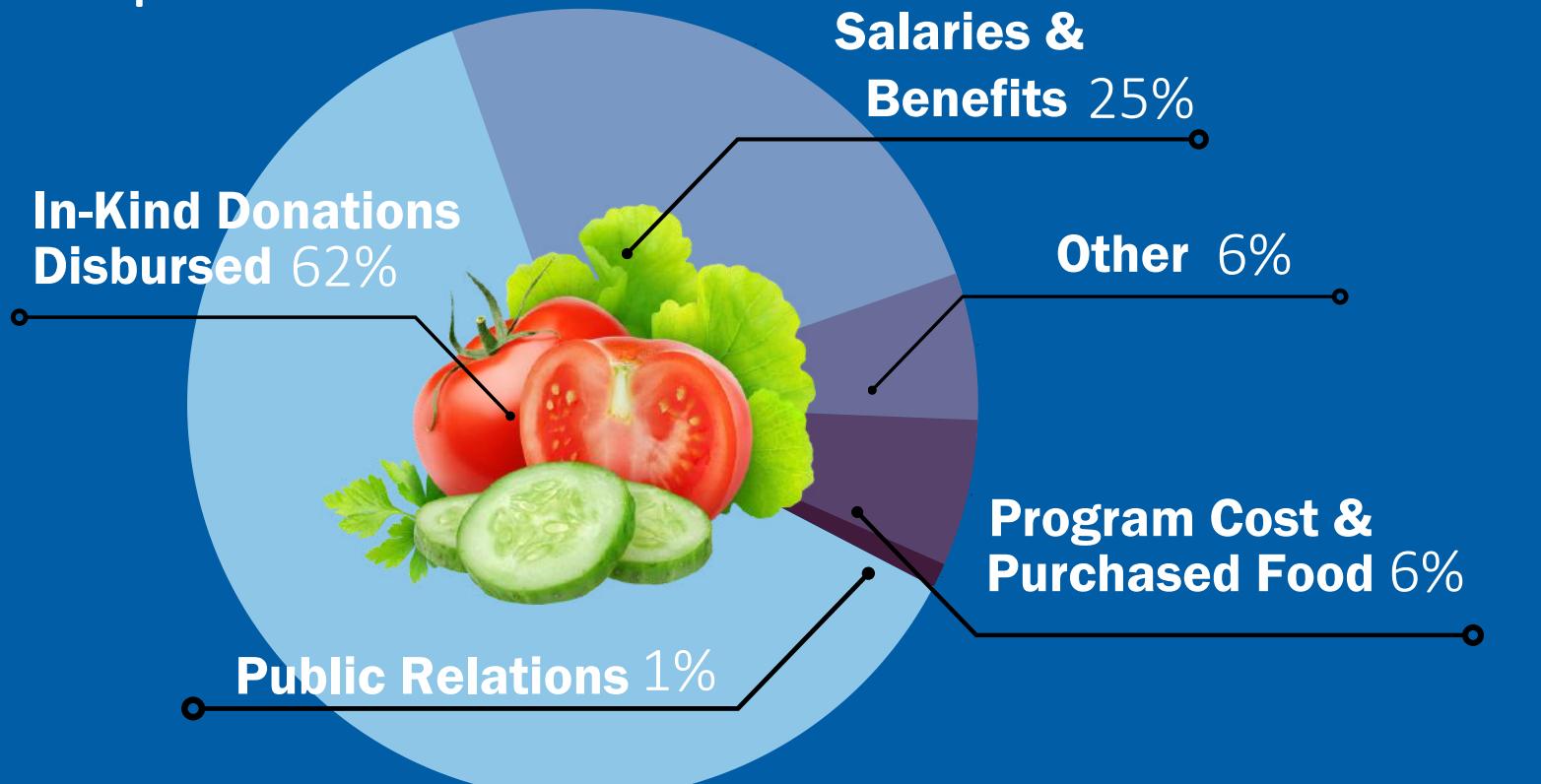
FINANCIALS

For the Fiscal Year Ending on March 31, 2021

Income



Expenses



We Couldn't Do It Without You!



Despite the service industry being one of the most impacted by the pandemic, many local restaurants, such as L.A. Franks, stepped up to support our neighbours by providing food and funds. Thanks to these and other generous community members we were able to keep up with the increased need for nutritious food.

“

We opened L.A. Franks in 1993. Our core values were to provide summer jobs for our children Lisa & Adam (L.A.) and other students in the community. They operated the business on their own for several years. We are very fortunate that our customer base has contributed to our longevity. The community has supported us, therefore, it is only natural that we would want to support the community. What better way than donating to The Cambridge Food Bank. Our employees very generously donate their gratuities for the specified promotional days and the business donates needed items.

- Audrey Bender, Owner

Thank you to L.A. Franks and its staff for doing their part to create a connected community where everyone is nourished.



Our Partners



Cambridge &
North Dumfries
**Community
Foundation**



United Way
Waterloo Region
Communities



LYLE S. HALLMAN
FOUNDATION



THE
FoodBank
OF WATERLOO REGION



**Food Banks
Canada**



Region of Waterloo

In Waterloo Region,
1 in 20 households
are food insecure



HERE'S HOW YOU CAN HELP

\$ DONATE FUNDS

Make a difference in your community today by donating to the Cambridge Food Bank. Every dollar donated helps provide three (3) nutritious meals for your neighbours in need.

FOOD DRIVES

We accept non-perishable food that is in date as well as fresh food, including garden produce. Visit www.cambridgefoodbank.org for more information.

VOLUNTEER

Volunteering is a great way to support your community and connect with others. Visit our website to see current volunteer positions and join us in the fight against hunger:
cambridgefoodbank.org

ADVOCATE

Join us in advocating for an equitable food system by connecting with us online. Find us on Facebook, Twitter, Instagram and Tik Tok or visit cambridgefoodbank.org today.



Donate, Volunteer, Learn More:

cambridgefoodbank.org

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