



FONSEKA STUDIO



# CAMBRIDGE FOOD BANK

## FEEDING THE FUTURE CAPITAL CAMPAIGN



# Our Pillars



**Healthy  
People**



**Connected  
Community**



**Environmental  
Sustainability**

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For over 38 years, the Cambridge Food Bank (CFB) has been a cornerstone of support for individuals and families in Cambridge and North Dumfries, providing nutritious food, essential programs, and community services. However, with food bank visits nearly doubling since 2019, our current facility is no longer sufficient to meet the growing need. Now is the time to invest in a larger, more efficient space to sustain our mission and serve our community better.

## The Need

**Growing Demand:** Visits have reached record highs, and our existing space is no longer adequate.

**Space Limitations:** Storage, distribution, and programming areas are beyond capacity.

**Infrastructure Challenges:** Our current facility lacks accessibility, safety, and efficiency for operations.

**Urgency:** Our leased building will no longer be available within four years—we must act now.

## Our Vision For a New Facility

### This new facility will:

- ✓ Dramatically improve access to food assistance through a larger community pantry. (emergency food assistance)
- ✓ Enable a larger commercial kitchen, allowing expanded food rescue efforts through our Food Rescue Program while welcoming even more families to connect through cooking.
- ✓ Provide a large community room filled with children and seniors enjoying dance, yoga, pilates and more.
- ✓ Establish an on-site greenhouse and garden for local food education as well as growing over 10,000 lbs of fresh produce annually for our community pantry.
- ✓ Improve food warehouse layout to enhance safety and efficiency.

### Your Impact

We are seeking your support whether it be individually, as a group or business to join us in making this vision a reality!

Your investment will directly impact our community's most in need by helping ensure food security and essential, life changing programming for our children and seniors.

### Ways to Give:

-  Major Gifts & Naming Opportunities
-  Corporate Sponsorships
-  Community Fundraising & Matching Gifts



# DID YOU KNOW?

## More than a Food Bank

The Cambridge Food Bank provides emergency food assistance (Community Pantry) through our unique 'shopping model' that enables participants to select their food from a variety of options including culturally and dietary appropriate foods.

Cambridge Food Bank welcomes over 2000 families per month from Cambridge and North Dumfries.



### Wellness Programs to over 1000 children, youth, adults & older adults

CFB (also) provides impactful food-based programs offering creative, practical skills for cooking, nutrition, and movement while reducing isolation for over 1000 children, adults, and older adults each year.

### 14+ Mobile Food Market Locations

CFB (also) sends its Mobile Food Market van out to 14+ neighbourhoods in Cambridge and North Dumfries each week providing farm fresh fruit and vegetables at a sliding scale price. Operating on a sliding scale price helps to keep the program accessible to all.

### Almost 3,000 lbs of produce grown

CFB (also) grows almost 3,000 lbs of fresh organic produce each year in our large community gardens helping provide the most nutrient-dense food possible to those most in need while reducing our carbon footprint.

### Over 300,000 lbs rescued through our Food Rescue Program

CFB's Food Rescue program saves over 300,000 lbs of good food from landfills annually.

# WHO WE SERVE IN OUR COMMUNITY

Upon moving to 54 Ainslie St S in 2000, the CFB served 5,200 families per year and is now serving 23,000 families per year in the same space. A larger space is desperately needed!

**33%**



# Children 0 -18 years

**11%**



# Older Adults 55+ years

**63%**



Households with 1-2 people

**24%**



Households with 3-4 people

**13%**



Households with 5+ people

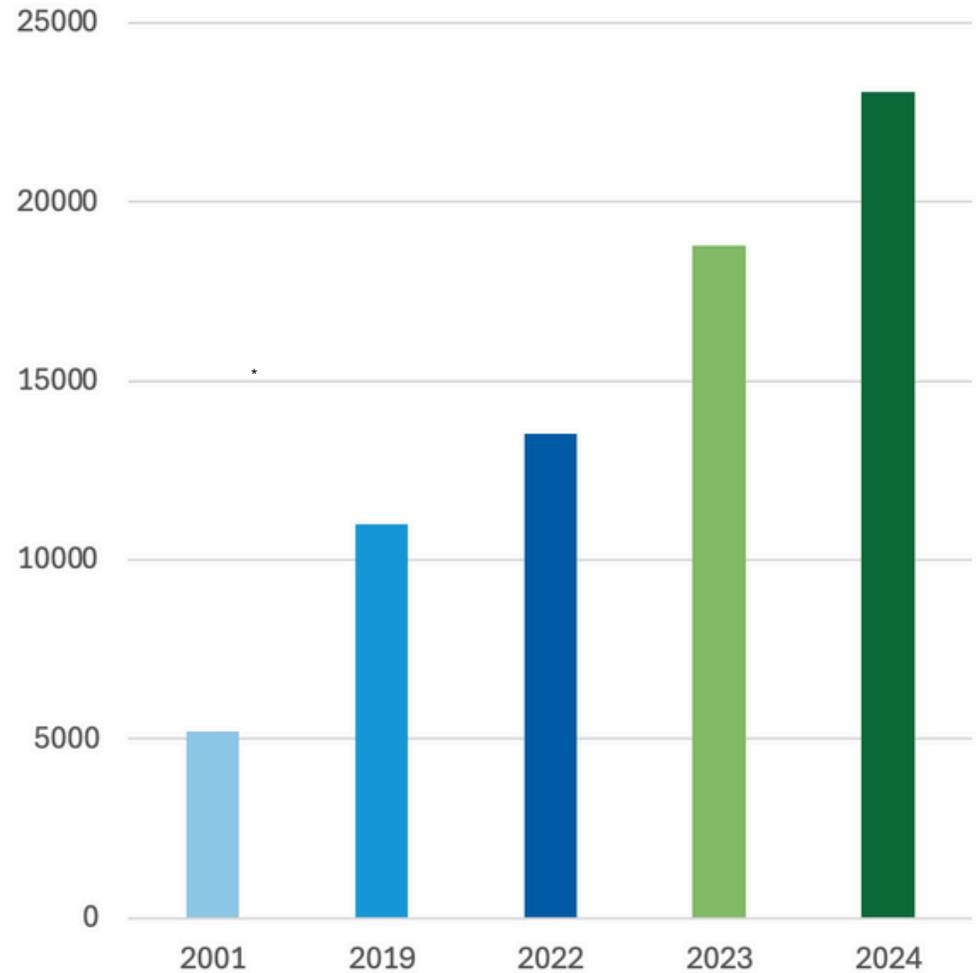


# ONE IN EIGHT WATERLOO REGION HOUSEHOLDS ARE FOOD INSECURE

Like food banks across Canada, Cambridge Food Bank has experienced an unprecedented surge in visits and demand for nutritious food. Visits have almost doubled since 2019, and show no sign of diminishing.

Not only is the current space not large enough to meet this current demand, but it also lacks the critical infrastructure to maintain the program supports that are core to improving food security for our members.

## Cambridge Food Bank Visits



\* Moved to 54 Ainslie St. S.



# FEEDING THE FUTURE(INCLUDE CAMPAIGN LOGO)

## How will you help the CFB fund the purchase and renovation of a transformative larger space?

The CFB urgently needs more space to keep up with the existing and future demands of our growing community. Our current building is severely outdated, presents significant accessibility barriers and safety issues, and lacks adequate space and functionality to effectively meet the needs of members, staff, and our donors.

<b>Feeding the Future - CFB - Capital Campaign</b>				
<b>\$10,000,000 Goal</b>				
<b>Gift Level</b>	<b># of Gifts</b>	<b>Gift</b>	<b>Total</b>	<b>Cumulative Total</b>
Transformational	2	\$1,000,000	\$2,000,000	\$2,000,000
Leadership	4	\$500,000	\$2,000,000	\$4,000,000
Leadership	6	\$250,000	\$1,500,000	\$5,500,000
Leadership	15	\$100,000	\$1,500,000	\$7,000,000
Major	20	\$50,000	\$1,000,000	\$8,000,000
Major	30	\$25,000	\$750,000	\$8,750,000
Major	55	\$10,000	\$550,000	\$9,300,000
Community	60	\$5,000	\$300,000	\$9,600,000
Community (many smaller)	many	smaller	\$400,000	\$10,000,000

A larger site is urgently needed and must be found in 4 years or less. The CFB's leased building will no longer be available after the next 4 years so this move must be planned for immediately. CFB has been searching for a larger building for 5 years and cannot wait to find the perfect building to launch a capital campaign.

**The time to invest in our community's healthy future is NOW.**



# OUR FEEDING THE FUTURE CAMPAIGN WILL:

## Expand the Community Pantry (Emergency Food Assistance)



CFB provides emergency food hampers to 2000 families per month using our 'shopping model' which allows members to choose the food that works best for them.

While currently serving approx. 100 families per day, the existing CP is only large enough to serve 3 people at a time.

An expanded CP area will provide more shelf space, freezer and refrigeration space and enable twice as many members to shop at once.



# OUR FEEDING THE FUTURE CAMPAIGN WILL:

## Update the Distribution Centre – MORE EFFICIENT WAREHOUSING



- Streamline inventory management and improve safety for staff and volunteers
- Eliminate the need for expensive off-site storage rental space
- Open layout to enable the use of pump trucks/tow motors



## OUR FEEDING THE FUTURE CAMPAIGN WILL:

**Create a larger commercial teaching kitchen welcoming more families and groups to cook together and develop cooking skills.**



A larger teaching kitchen provides equipment and space to host families and groups in person, creating better health outcomes for all attendees. Parent and child cooking programs bring families together and create positive relationships with food and each other.

Enabling expansion of the Food Rescue Program to save even more food than the current 300,000 lbs from going to landfill. Saved food is made into soups, loaves, and preserves and either goes to the Community Pantry (emergency food) or is sold at markets.

Reducing isolation by welcoming families, children, adults, older adults, and groups to learn about affordable nutrition, food safety, and creative cooking skills.

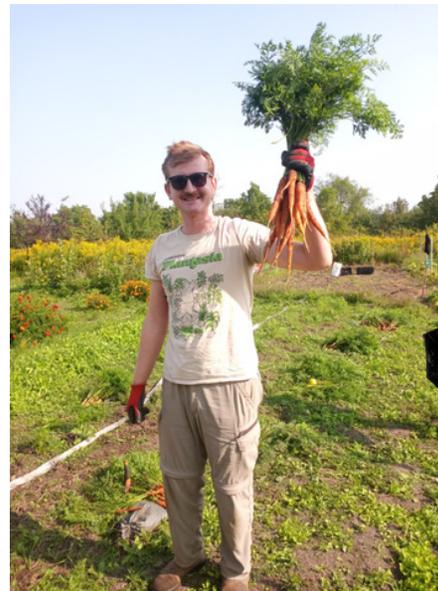
The opportunity to expand our social enterprise with more capacity increases the volume of prepared jams, preserves, and loaves to sell at local markets increasing CFB awareness within the community.



# OUR FEEDING THE FUTURE CAMPAIGN WILL:

## Add an onsite Community Garden and Greenhouse

- EDUCATING THE COMMUNITY ABOUT LOCAL FOOD PRODUCTION
- Greenhouse/Gardens to produce over 10,000 lbs of organic produce annually
- Engaging schools, families, and groups in food growing education
- Greenhouse providing year-round fresh organic produce and learning opportunities



# OUR FEEDING THE FUTURE CAMPAIGN WILL:

## Lease space to mission-aligned agencies



- A suitably sized space will enable the CFB to lease space to one or two like-minded agencies that would share our membership.
- This creates a revenue stream and offers more to families who visit the CFB.
- Co-location allows for easier access to other services so families can take advantage of more resources with one outing.
- Examples of possible tenants could be
  - A literacy agency
  - Medical assistance supports
  - Counseling supports



# CAMBRIDGE FOOD BANK IMPACT



**Healthy People**



**Connected Community**



of people connected with new community resources as a result of coming to the

**Mobile Food Market**



**Environmental Sustainability**

- 50% of Wellness Hub participants are decreasing food waste
- 10,992 lbs of garden produce is grown locally
- 349,313 lbs of food is diverted from the landfill



# HOW THE CAMBRIDGE FOOD BANK HELPED OUR COMMUNITY IN 2024

**1,120,311 lbs of  
Food Received  
Through Donations**



**801,435 lbs  
of Food Distributed  
to the Community**

**13,922 Unique People  
Received Emergency  
Food Assistance**

**23,070 Visits to  
the Community  
Pantry**



**597 Youth Attended  
Wellness Programs**



**454 Adults Attended  
Wellness Programs**



**10,992 lbs  
of food grown  
locally by our community**



**349,313 lbs  
of food rescued  
annually**



# CFB: CANADA'S FOOD BANK LEADER IN FOOD RESCUE AND WASTE REDUCTION

At Cambridge Food Bank, we're not just distributing food — we're transforming how food banks operate. As a recognized leader in food waste reduction, we're creating smarter systems to feed more people, reduce environmental impact, and build a more resilient future for our community.

2024 - CFB  
environmental impact  
reporting for perishable  
incoming pounds



**90%**  
OF FOOD DIVERTED  
FROM LANDFILL



EXAMPLE OF WHAT **11,959 LBS** OF  
FOOD DIVERTED LOOKS LIKE



## THIS EQUATES TO



**\$24,569**  
saved dollar value



A REDUCTION OF  
**9,534 Kg**  
of greenhouse gases  
were avoided



**78 weeks**  
worth of food for a  
family of 4



CONESTOGA  
Connect Life and Learning

FOOD RESEARCH  
& INNOVATION



### Nutritional Facts

Flash Rescue: February 21, 2024 to January 21, 2025 Daily Value \*

Calories 1,755,165	2.4 years
Fat 15,116 g	2.5 years
Carbohydrates 410,856 g	9 years
Fibre 68,902 g	5.1 years
Protein 44,343 g	2.2 years
Sodium 534,897 mg	1 year
Potassium 8,915,388 mg	7.4 years
Calcium 705,458 mg	2 years
Iron 18,718 mg	6.6 years

\*Based on daily nutritional needs (adequate daily intake) of 19-30 years, male

## Food Recovery and UNSDG Alignment

Environmental		GHGe diverted from landfill
Social	 	Providing daily nutritional needs
Financial		Supplementing food budgets Savings in waste diversion costs

## WHAT PARTICIPANTS ARE SAYING

“Joining the Cambridge Food Bank wellness programs has been life-changing for me. Over a 10-week course, I learned about diabetes and how to manage it (...) I have lost 100 lbs and no longer need medications”. Carol

“The Mobile Food Market has helped me to have healthy food that I would not have been able to afford otherwise. With a drastically reduced income due to cancer treatment and reliance on ODSP, the Mobile Food Market’s support was crucial.” Sarah

“My daughter is special needs and her behaviour means it can be difficult to do things in-person. She really enjoyed watching and listening to you read the book and was excited and engaged to have a copy in front of us at the same time. The zoom call made us feel like we were taking part in something with other kids & parents, which hasn't happened often for us as a family. Thank you.” Jenn



“My special needs son has been participating in the virtual cooking classes. He absolutely loves being part of this (...) and he is very proud of his meals, treats or whatever he has made.” Luke’s mom



# FEEDING OUR COMMUNITIES



Emergency Food Assistance

Food-Based Programs

Gardens/Greenhouse

Mobile Food Market

Teaching Kitchen



# JOIN OUR LEADERSHIP TEAM

We're assembling a dream team of passionate community leaders who share our desire for a healthy Cambridge. Our Campaign cabinet will dedicate their personal time, energy, and influence to help us achieve our \$10 million goal.

## This group of results-oriented leaders will

- Help identify and cultivate individuals in their network with the ability to make Transformational, Leadership or Major Gift to the Campaign
- Participate in donor engagement and stewardship
- Speak passionately and knowledgeably about the FB and our plans
- Be a visible voice for the Campaign, and lend their name to the Campaign communications
- Be prepared to make a personally significant personal/corporate gift to the campaign, and to actively participate in the advancement of 3-5 prospects each, for gifts of similar scope.



# CHILDREN AND YOUTH WELLNESS PROGRAMS



## Youth Ambassador



## Books and Little Cooks



Engaging with children in our community allows for early intervention, fostering healthier relationships with food, bodies, and minds, while also building essential food and kitchen knowledge for lifelong well-being.

## Vibe and Thrive



'Vibe and Thrive' is an opportunity for male identifying youth to learn essential life skills like simple cooking, cleaning, resume writing, budgeting, interview skills, handshakes, how to make a friend and more. Using fun activities like escape rooms, laser tag and virtual reality sprinkled in as learning tools. Sometimes the goal is as simple as making a friend. This program helps address the emotional crisis happening with our male youth.

All programs are free and open to all residents of Cambridge and North Dumfries.

# ADULT AND OLDER ADULTS WELLNESS PROGRAMS



Adult and older adults nutrition programs are second to none. Whether members are seeking help with chronic pain, dietary concerns, or improved range of motion, these are all addressed with online and in-person offerings of yoga, Pilates, cooking instruction, and extensive recipes geared toward specific needs. Recipes are tailored to make the most out of the CFB weekly Mobile Food Market produce options.

Self-management programs focus on awareness and mindfulness. The nutrition programs are designed around seasonal, fresh produce as well as inexpensive protein sources and the gentle exercise programs meet members where they are while guiding them into better health.

**Cambridge Memorial Hospital** makes referrals to CFB's nutrition programming.

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## KINSHIP SUPPORT

The Kinship Support Group aka Grandparent's Group, is for grandparents or other kin families who have assumed the responsibility of raising a child that is not their own. This group provides an opportunity for members to share information and practical tips for daily living. Encouragement, support, and knowledge related to what may be an unexpected parenting role is a lifeline for members. The group meets monthly and includes dinner, childcare, activities, and peer-to-peer support. Members create supportive relationships with facilitators and each other.



**All programs are free and open to all residents of Cambridge and North Dumfries.**

**We've analyzed the options and done the math on LEASE vs. PURCHASE.**



Addressing the efficiencies with larger warehousing, suites and parking for hub format in a new building, as well as possible green space for gardens/ greenhouse. The ability to implement the most efficient floor plan and best placement of community pantry/warehouse/ kitchen. Versus the leased buildings. (i.e. sq. ft. comparison, parking, renovation of a commercial kitchen, ability to rent space to generate revenue, number of community members engaged.

## LEASE CONS

- Investment in a reno will be lost when the lease ends CON
- Limits renovation flexibility CON
- Short-term solution CON
- It may require CFB to split operations into different buildings. CON
- Another local agency invested over \$600,000 in their space only to have the building put up for sale
- Buildings for lease are readily available PRO

## PURCHASE AND RENOVATE PROS

- Ownership provides independence and complete control of the facility PRO
- Renovation can be accomplished to optimize operations PRO
- The new building will be twice the size with a fresh layout carefully utilizing and maximizing space to improve safety and efficiency.
- The new building will be a short walk from a major transit route.
- The new building provides the opportunity to improve fresh food handling and increase the amount of fresh food in the community pantry.

# DONOR RECOGNITION

## Naming Opportunities

- The Building
- Teaching Kitchen
- Distribution Centre (warehouse)
- DC stock moving equipment (warehouse machinery)
- Community Pantry (emergency food area)
- Greenhouse
- Mobile Food Market Van
- CFB Large Truck
- Boardroom
- Community Room
- Community Cafe
- Food Rescue Program
- DC Shelving (warehouse)
- Garden Beds
- Community Donation Drop Off Area
- Grower's Shed
- Community Pantry Carts

