

PARKDALE
FOOD CENTRE
 NEIGHBOUR TO NEIGHBOUR

2016 ANNUAL REPORT

Change. It's a simple word with tremendous implications. Looking back on 2016, it is clear that change drives us at PFC – both within our organization and externally, as something we seek to enable in the community we serve. Most importantly, it is change with a purpose and direction as codified in our strategic plan which identifies where we want to go and what we need to do to get there.

2016 was also a year of new initiatives and partnerships that brought together staff, volunteers, neighbours, businesses and other organizations to make this change happen. There's more to come.

On behalf of the Parkdale Food Centre, thank you for your support and we extend an open invitation for you to join us in 2017.

Len Fardella
Chair, Board of Directors

The past year has been one of reflection, personal growth and professional exploration. An open-minded Board of Directors who recognizes opportunities and is willing to be innovative in approaching them, volunteers and neighbours who share of themselves with such kindness, and an incredibly supportive community have been instrumental in creating a culture of compassion at PFC.

Still, I have continued to question the premise behind "emergency" food distribution. I've dug deep, challenging myself to re-think the ways we might tweak the system to better meet the needs of our neighbours; wonderful people who struggle to be hopeful on woefully inadequate social assistance payments.

What does it take to live a healthy, connected and fulfilling life and why do we expect so many of our neighbours – far more than our numbers reflect – to live without these social determinants of health?

In 2016, we were fortunate to have Dr. Melanie Bania guide us through a strategic planning process. She gathered the thoughts of our neighbours, asking them to share their experiences. How was the Centre's transformation – from a charity model towards a social justice framework – contributing to their quality of life, to how they feel about themselves and their community; to their sense of belonging and connection?

The responses warmed our hearts! "I feel like I have something to offer by helping with cooking. My self-esteem is soaring!" and "The thing I like most about the Centre is they give you good food and the people are nice to you."

Thank you for taking this journey with us; for seeing past the obvious; for adding your voices and spirit to the conversation. Together we are challenging stereotypes and addressing inequalities.

Karen Secord, Manager



Over the past 3 years, PFC has substantially evolved its traditional role as a community food bank, adding initiatives like cooking workshops, nutrition programs, social enterprises, community meals, to name a few, as well as fostering a network of community partners. Our on-going strategic and operational planning addresses the many challenges that come with change and growth. In 2016, the Vision, Mission, and Values below were developed in consultation with our neighbours, volunteers, staff, sponsors and donors. Expert guidance from facilitator, Melanie Bania, was made possible by funding from Community Food Centres Canada.

Vision

We believe in an Ottawa where everyone has the means and opportunity to live a healthy, connected, and fulfilling life.

Mission

To build healthier, more connected neighbours and neighbourhoods through good food, innovative community partnerships, and by challenging inequalities in order to create lasting impacts.

Values

1. Nutritious, wholesome food is a basic human right, and is fundamental to building positive physical, mental, and emotional health.
2. Everyone, regardless of their economic means, age, gender, abilities, or ethnicity, deserves to be treated with dignity and respect.
3. A physically and emotionally safe environment is key to building strong communities.
4. Positive social change happens one person at a time.
5. Partnerships create strong communities.
6. It is our responsibility to challenge inequalities and raise awareness.
7. Creativity and innovation are to be encouraged and embraced.
8. Engaged staff and volunteers are vital to our success
9. Being a leader, and encouraging leadership in others, will create momentum and growth.

2016 Retrospective

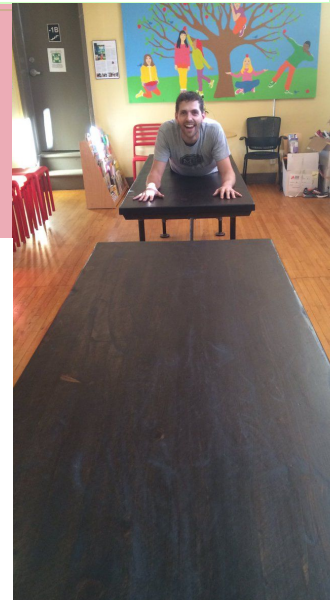


In **January** a journey of reflection, learning, change and collaboration began in Banff, Alberta in January 2016 culminating in the ALTNOW: Economic Inequality Summit in October 2016. Karen was one of 25 Canadians selected to delve deep into one of the most defining issues of our time and, with the help of a network of design-thinkers, test an enterprise that might help create a more robust middle-class. It is here that Growing Futures was born!

ity room received a facelift thanks to the
s Foundation and the kindness of Gareth Davies



In **April** we dedicated our beautiful kitchen, where so many friendships are fostered and nourishment is shared, to long-time volunteer, Don Flynn, on the day he received the Governor General's Volunteer Service Award



"You are not the leaders of tomorrow," MP Yasir Naqvi said in **July** to the first cohort of youth graduating from 13: A Social Enterprise. *"You are the leaders of today."*



In partnership
October
exhibit at Ottawa
of our neighb

"...My generation can make a positive change in this world if we are given the resources to inspire that. I walked away from The Poverty Challenge a better more aware person, ready to teach what I know and learn what I do not."

Poverty Challenge Participant

Who We Are In a Few Words and Numbers

We served over **1729 individuals in 928 households. 1 in 4 were children.** In total, we supported **5,272 food bank visits.** During 2015 our neighbours and volunteers prep

Five days a week, 52 weeks of the year, our Community Fidge was stocked with surplus bread, fruits, vegetables, homebaked muffins and soups. Anyone is welcome to drop in and help themselves.

We provided about 2,080 breakfasts; 52 Cooking Workshops with an average of 18 participants at each one; hosted 22 Community Meals; 1 Annual Community BBQ; cooked up 960 meals in Collective Kitchen





Beyond Emergency Food

As the hub of the Parkdale Food Centre, the Don Flynn Community Kitchen is often in use seven days a week to run all of the programs and activities. Our programming has lasting impact and multiple benefits for our neighbours, from increasing cooking skills, reducing social isolation, expanding knowledge about nutrition, and increasing access to nutritious, delicious food. In the last year, we have broadened our reach by extending programs to schools and community centres. In doing so, we have expanded the number of people reached and have increased the conversation about good food and health. Every second Friday, our kitchen manager invites a small group of neighbours to make big batch meals to take home or leave in our big freezer for another day; that's our **Collective Kitchen**. Weekly **Cooking Workshops** are led by guest chefs from the community, with attendance upwards of 24 neighbours and friends! After prep and cooking, the group sits down to enjoy the meal together. **Fill the Freezer** brings groups from the community in to prepare nutritious meals and snacks to 'fill the fridge' and the stock the shelves. This activity helps to increase contributions by the wider community and gets the word out about what we do. And of course, the ever popular **Drop-in Lunch** on food bank days feeds the body and soul, and warms the heart. We're still not sure how Simon and Sarah and our dedicated volunteers are able to produce such beautiful food!!

SUN	MON	Tues	Wed	Thurs	FRI	Sat
1	2 MUFFIN MANIA 10-12	3 FOOD CENTRE OPEN 12-3/6-8	4 COOKING WORKSHOP 11-1 PM	5 FOOD CENTRE OPEN 12-3 PM	6	7
8	9 MUFFIN MANIA 10-12	10 FOOD CENTRE OPEN 12-3/6-8	11 COOKING WORKSHOP 11-1 PM	12 FOOD CENTRE OPEN 12-3 PM	13 COLLECTIVE KITCHEN 11-1 PM	14
15	16 MUFFIN MANIA 10-12 HINTONBURGER PANCAKE BREAKFAST 8-10 AM	17 FOOD CENTRE OPEN 12-3/6-8	18 COOKING WORKSHOP 11-1 PM COMMUNITY MEAL 6-8 PM	19 FOOD CENTRE OPEN 12-3 PM	20	21
22	23 MUFFIN MANIA 10-12	24 FOOD CENTRE OPEN	25 COOKING WORKSHOP 11-1	26 FOOD CENTRE OPEN	27 11-1 PM COLLECTIVE	28

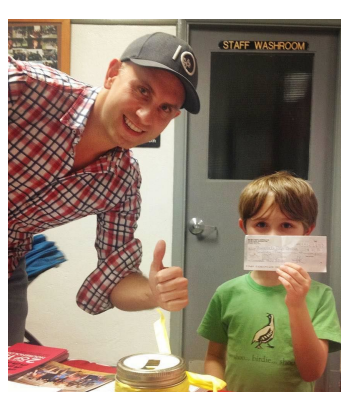


The Future is Social Enterprise

Thirteen: A Social Enterprise is run by youth under the leadership of PFC's Sarah Stewart, and supported by mentors from the wider community. The enterprise provides a unique opportunity for marginalized youth, giving participants the opportunity to develop business skills, social networks, and employment opportunities. Profits are shared to among the group towards furthering their education or starting their own business. In February, the whole team auditioned for Dragon's Den. In June, of the youth was awarded a Community Builder Award from Somerset West Community Health Centre. In July, the cohort graduated from the program and passed the hat to a new team of young entrepreneurs.



Born out of Karen's residency at the ALT/Now Summit in Banff, the **Growing Futures** teaches kids to grow fresh vegetables using innovative technology and matches them with local businesses, who provide mentorship and purchase their harvests at market price. The first phase of Growing Futures began with the purchase of 10 garden towers and a garden wall in September. Soon fresh leafy greens and herbs were being harvested and sold to business partners. Champions - students, teachers and parents alike - are inspired by the initiative and the early impact it was having on participants and the community. Enthusiasm continues to grow.



Funding our Future



None of what we do would be possible without the tremendous support of our community. Over the past few years, thanks to broad engagement and outreach, we have shifted from a traditional food bank, into a strong community asset, deeply connected to the residents, businesses, social services and organizations in the neighbourhoods of Hintonburg, Mechanicsville and Wellington West. As a result, over forty-five local businesses are now engaged in the Centre's work - too many to list! Their creativity in raising funds and awareness amazes us and makes us proud.



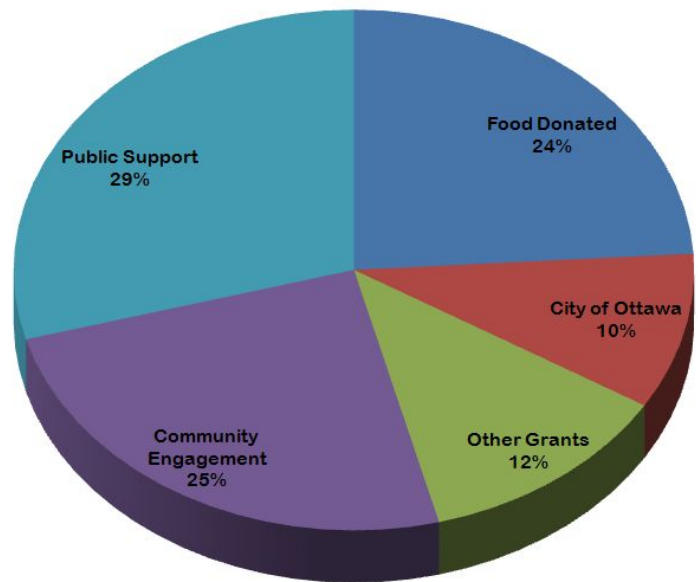
In 2016, our fundraising team redoubled their efforts to increase revenues coming from our community and decrease dependency on often unpredictable and term-limited grants. Our own annual events - including the Branching Out Gala, Cube For Food, Community Walk-a-Thon, and the newest addition, Fork Off - raised over \$25,000. Our community churches contributed an additional \$27,000. In addition to our partnerships and events, are the hundreds of individual community members who donate to PFC; whether it is 8-year-old Elsa, asking for donations instead of birthday gifts, or our now 40 monthly donors on our Online reverse Food Truck, the generosity of individuals has contributed over \$130,000 in 2016.

The Big Numbers

In 2016, we significantly grew our level of community support funding via events, local businesses and other organizations. We used this funding to provide emergency food support, deliver our many programs and launch a new social enterprise.

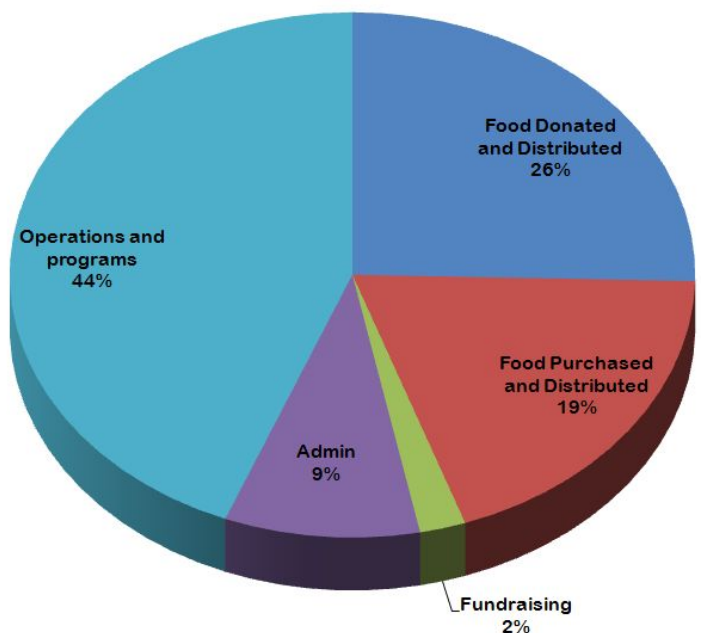
The City of Ottawa is our single largest supporter accounting for 10% of our funding. Together, the city and other grant sources provide 22% of our funding. Donated food, primarily from the Ottawa Food Bank and also local businesses provided 24% of our support. Funding through community engagement activities grew to 25% and with public support donations, account for 44% of our 2016 funding.

Where PFC Revenues Come From



Purchased and donated food accounted for 45% of what we delivered to our neighbours as emergency food, cooking workshop and community meals. Most of the remaining expenditures are related to the support of programs and general operations and is 44% of our total expenditures which includes rent and staff salaries.

How PFC Funds Are Used





NEIGHBOUR TO NEIGHBOUR

“ As a new volunteer at PFC, I have found the shared sense of community and respect between neighbours, volunteers and staff uplifting and energizing. It is inspiring and a privilege to meet each neighbour” ”

Catherine



“ I feel safe here. I enjoy volunteering alongside my neighbours.” ”

Vivian

“ I come here to help give people hope and food. ”

Quinn



“ Community spirit, an innovative mindset, caring people, friendship, humour and of course great healthy food -- these are some of the reasons that we volunteer at PFC! ”

Doug and Louise

“ PFC has provided me with a social space to express myself musically. I am learning to be more optimistic because of my time here. ”

Michael



“ PFC is the greatest. I feel good when I am here. I am welcomed. ”

Carolyn

“ I like volunteering at the PFC because I like helping the community, I like baking and I can bake for other people there, and my class goes every month to volunteer and sometimes make soup. ”

David (and his Dad, Christopher)



Thank You



Community
Foundation
of Ottawa



Ottawa Food Bank
La Banque d'Alimentation d'Ottawa

Ontario
Trillium Foundation



Fondation Trillium
de l'Ontario

An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



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2016 Staff

Karen Secord
Manager
Alissa Campbell
Coordinator
Sarah Stewart
Co-Community Chef
Sarah Turner
Co-Community Chef, (until September)
Simon Bell
Co-Community Chef (September-present)

Myra McMahon
Kitchen Assistant
Dan
Kitchen Cleaner
Gerry
Cleaner

Students:
Liz Bojo
Emma Tompkins
Thiena Gapfasoni
Ghita El-Janaty
Tyler Heaphey

