



# 100 NEIGHBOURS STRONG



2017 Annual Report  
 **PARKDALE**  
**FOOD CENTRE**  
NEIGHBOUR TO NEIGHBOUR



# Message from our Manager

This year I have thought a lot about the kind of community that brings out the best in people. How do we achieve what we need to live a good life without depleting the resources of our neighbours and our land? How do we move forward with compassion, thoughtfulness and purpose? I have been reminded time and time again how much more alike we are than different; how we thrive when we feel valued and connected; why speaking truth to power can open minds and hearts. Safe and affordable housing, food, water, healthcare and education define our values as Canadians. Yet, so many of our neighbours - 1 in 9 - are being left behind. And as the rift between the richest Canadians and the rest of us grows, the middle class is being pushed downwards. Parkdale Food Centre takes its role as a community leader seriously -pushing, adjusting, suggesting, collaborating, questioning. We recognize that the social inequities we now see do not exist in isolation; they are the result of complex systems. Thank you for taking this journey with us.

- *Karen Secord*





# Message from our Chair

2017 was a year of continued progress and growth at PFC. The success of our social enterprises – Thirteen and Growing Futures, innovative concepts such as the Solutionary Workshops, the expansion of existing programs and many other activities reinforced our willingness to take risks and more importantly, showed that the community we serve believes in taking risks.

And when it comes to community, one activity that stands out in 2017 has been employing our neighbours and working with partner organizations to help our neighbours gain employment. We have embraced the living wage and provided additional benefits to recognize the importance of our staff to the success of PFC.

In the end, the needs of our neighbours continue to motivate and drive us at PFC. Our success in 2018 depends on the strength of their voices.

- *Len Fardella*



# 2017 Retrospective

In **March**, we partnered with THUNK Theatre to deliver “Bread School” - an incredibly moving participatory theatre production about neighbourhood

In **April** we launched the second phase of Growing Futures at the Innovation Centre. Mayor Jim Watson, Kitchissippi Ward Councillor Jeff Leiper, partners from the community, and 120 budding young entrepreneurs helped us celebrate.

In **May** we were incredibly honoured to receive the United Way Community Builder Award for: From Poverty to Possibility. We brought over 30 kids from Growing Futures and Thirteen to accept the award with us at the Shaw Centre.

In **June**, we participated in TROPHY, sharing stories about moments in our lives where everything changed in a magical setting of pop-up tents in the Byward Market.





# 2017 Retrospective

In **July**, we hosted the Chefs des Chefs Club, the personal chefs of twenty heads of state from around the Globe and shared the kitchen using Thirteen's spices to cook up a storm.

In **August**, we received proceeds from Canada's Table, an open-air dinner for 1,000 people on Wellington street, and hosted our own community meal prepared by top chefs from across the country.

In **October**, we celebrated an amazing achievement: we reached #100neighboursstrong! Now more than 100 individuals are supporting our work through their monthly donations.

In **December**, we had a ton of fun hosting CBC's Project Give in support of the Ottawa Food Bank and were honoured to receive Canada's Volunteer Award for Social Innovation from Minister Yves Duclos.



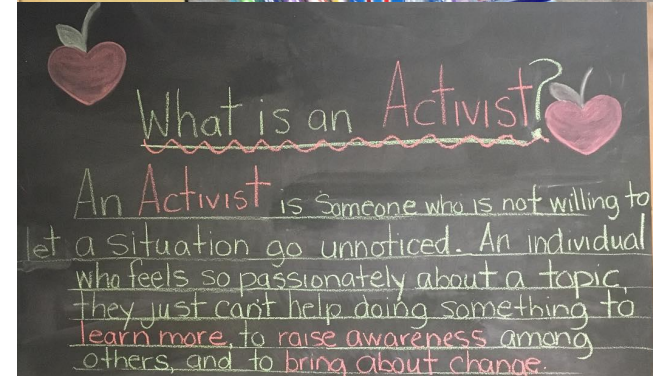


# Good Food for All

In 2017, our food bank provided healthy groceries to 1831 individuals in 953 households. 1 in 4 were children. We know that not all residents of Ottawa have access to healthy emergency food, that's why we accepted 57 reference letters from healthcare practitioners in 2017 to allow neighbours from across the City to access our food bank from outside our catchment, helping to create more equitable access while advocating for the importance of good food for all.

In addition to providing healthy food through our food bank, community fridge and multiple cooking programs, we have placed a new emphasis in 2017 on fostering a more resilient and engaged generation. In 2017, we hosted over 300 students through our weekly Solutionary Workshops.

Together we tackled big issues of poverty, food justice, social determinants of health and activism. These kids will grow up solutionaries - understanding how their communities contribute to the health and well-being of their neighbours, and ready to take action to create to a better and brighter future.





# Growing Futures

The second phase of Growing Futures was officially launched in April of 2017 and the social enterprise has been growing all over the city ever since! On the launch day, the Mayor was so enthused by seeing everyone come together - our youth, our Sponsors, our Business Partners and our community as a whole - that he committed to sponsoring 5 towers right then and there. That propelled our growth into new spaces and created new relationships outside of schools. Our **Greenilicious** smoothies made a debut in July and the **blender bike** continues to be a popular feature at markets and shows. We're reaching more children and youth than ever and are excited by the impact we are having in the community. Our goal to build health, resilience, practical skills and community connections is being realized everyday!

19 Towers deployed in 2017

200+ Kids involved in 2017





# Thirteen: A Social Enterprise

2017 was a spicy year for our youth social enterprise! Wanting to share our diverse traditions, we introduced into the market spice mixes from some of our cultural backgrounds. They have been so successful that we have now begun calling ourselves **Thirteen Spices**.

We had an eventful spring and summer. Fatouma represented us on a youth panel at the National Canadian Agriculture day, speaking about the importance of youth in agriculture and why we need to know where your food comes from. We also hosted the prestigious Chefs des Chefs Club - the personal chefs of heads of states from around the globe! In July, the second year cohort graduated from the program and were handed their certificates by City Councillor Jeff Leiper, MPP Yasir Naqvi and MP Catherine McKenna.

In September, our 3rd cohort launched: another eleven youth from diverse backgrounds, with their own unique stories. We also welcomed our new Team Lead, Meagan McVeigh! After a week of intensive business training, we met with business owners, the city council and several entrepreneurs.





# Funding our Future

Our 4th annual gala, held on June 1st, 2017 at the GCTC raised over \$23,000 in an event made possible by the numerous sponsors and businesses whose contributions made for a evening to remember.

The other important component of our fundraising efforts are community-driven events. From the Brewery Markets, to Maker House's generous monthly contribution, to the ongoing dinners at Petit Bill's, the listening club at the Wellington Gastropub, and many more.... So many local businesses are supporting our work and in doing so are helping to build a resilient neighbourhood.

Our staff are dedicated to our neighbours and we run almost exclusively on volunteer hours around our fundraising efforts. If you have a business in our area, we'd love to talk to you about how we can engage.





# Funding our Future

## 100 NEIGHBOURS STRONG



We were thrilled by the community rallying around our #100NEIGHBOURSSTRONG campaign to build our monthly donations and want to extend a special thanks everyone who helped us get there. Beginning 2017 with 40 monthly donors, we finished the year with 125! Donors range from businesses, to volunteers, to youth who are committed to helping us plan out our year with predictable and sustainable support. Together we are building resilient healthy communities.



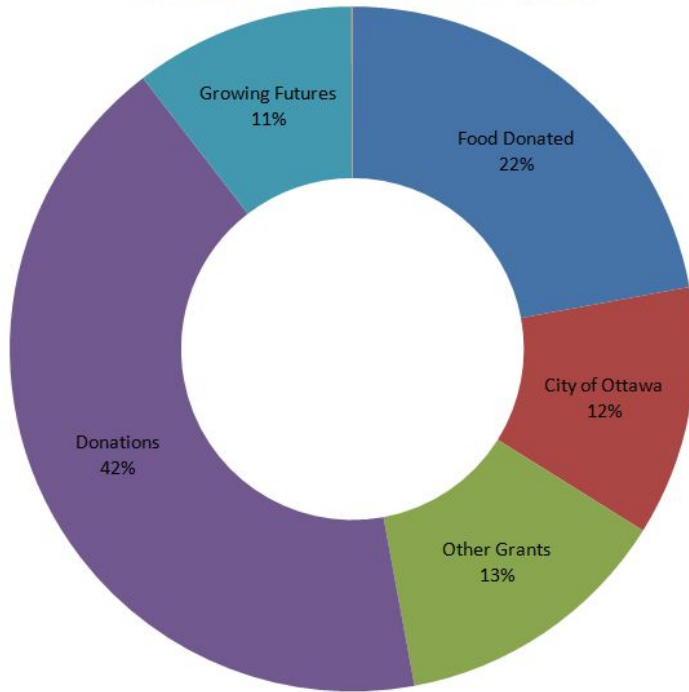
## 100 NEIGHBOURS STRONG





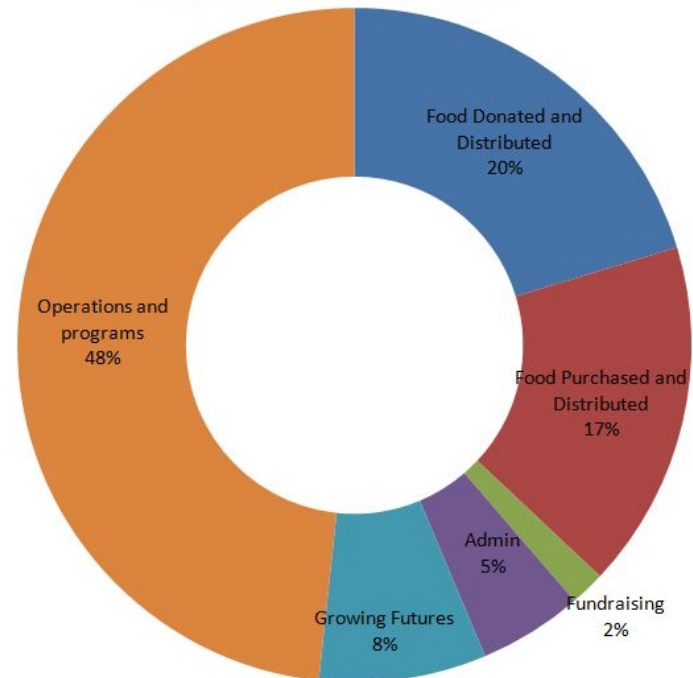
# The Numbers

WHERE PFC REVENUES COME FROM



The City of Ottawa is our single largest supporter accounting for 12% of our funding while all grant sources total 25%. Donated food, primarily from the Ottawa Food Bank, local businesses and food drives, represents 22% of our support. Public support and donations, account for 42%. Our social enterprise Growing Futures received 11% of our 2017 funding.

WHERE PFC FUNDS ARE USED



Purchased and donated food accounted for 37% 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 48% of our total expenditures (this includes rent and staff salaries).



# Thank You: Grantors



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



These organizations are critical to the ongoing success of Parkdale Food Centre. They provide financial support for daily operations, innovative new programs, our social enterprises and employment for marginalized youth in our area.



# Staff

From left to right: Karen Secord, Lucia Eyzaguirre, Meagan McVeigh, Francis Atanya, Liz Bojo, Simon Bell, Alissa Campbell, Myra McMahon, Sue Hall. Absent from photo: John Rykelykhuizen, Gerry Henwood, Arnold Whalen, Fatouma Mohamed, Rachelle Metatawabin.

Summer students: Elham Ismael and Tyler Heaphy

We would like to thank Sarah Stewart and Rachael Martin for their contributions to PFC as members of our wonderful staff team - best of luck to you both in your future pursuits!



## 2017 Board of Directors

From left to right: Len Fardella, France Cyrenne, Christine Earnshaw, Nick Milanovic, Lynda Hansen, Bruce Brooks, Don Flynn, Hilary McVey and Laura Stuart. Additional Board members: Sheila Whyte, Brett Serjeantson, Heather Hossie and Rev. Anthony Bailey.

We would like to sincerely thank Heather Hossie and Rev. Anthony Bailey for their contribution as Board members of PFC; both stepped down from the Board in late 2017.

