

2020 ANNUAL REPORT

YOUR

NEED



YOUR

NEED



GET TOGETHER



OUR

NEEDS YOU

NEEDS YOU



PARKDALE
FOOD CENTRE

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A MESSAGE FROM KAREN SECORD, EXECUTIVE DIRECTOR



If ever there was a year to celebrate the resilience of humanity it would have to be 2020.

Threatened with a global health crisis the likes of which has not been seen in our lifetime, we were immediately grateful for our strong community partnerships,

committed donors, funders and responsive government interventions. Coupled with a supportive Board and truly dedicated staff, Parkdale Food Centre was able to seamlessly re-create our foodbanking model, while simultaneously building new programs and adapting existing ones to be delivered virtually.

There is no denying that difficult decisions had to be made, especially around who and how many people could be onsite at any given time. Eliminating volunteers, and then only reinstating those under 65 years old, was painful for us. Our volunteers are like family but the Parkdale Food Centre space is small and we acted only after careful consideration of public health guidelines.

Not being able to see our Neighbours has been one of the most agonizing parts of 2020. Off and on throughout the year, between provincial “stay-at-home” orders, we have held coffee and breakfast mornings at the Hintonburg Community Centre, hosted free produce markets and take-home lunches. Clearly, these interactions boosted the spirits of those who participated but they hardly replaced the boisterous meals and lively conversations that made PFC the community hub it was before.

Something we realized early on in the pandemic was that the “digital divide” was preventing many of our Neighbours from receiving critical information. Without a phone, computer or the internet people with woefully inadequate income were not aware of the ongoing changes to public health information everyone else was getting. To address this issue we hired a “Neighbour Experience and Opportunity Coordinator”; a trained counsellor who acts as a conduit for resources for our Neighbours, ensuring that no one is left behind and that the voices of “lived experience” are heard.

Other notable adaptations this year include;

- A revamped newsletter, now called “The Beet”, featuring punchier graphics by the brilliant Sage at Character Creative.
- A refrigerated van we call “Velma the Veggie Van” branded with the Ottawa Community Food Partnership logo and used to move meals and rescued produce from restaurants & agencies within the greenbelt.
- A greater focus on communicating more clearly with our community using a variety of ways including; social media, photos, websites and by video.

If the year 2020 has taught us anything it is that adversity is best tackled together, drawing on each other’s strength, believing that a fairer and more socially just solution to food insecurity is not only possible but is inevitable. Until that day, Covid or not, we will continue to employ our mighty and resilient nature to ensure that good food for all means that everyone has the human right to the food they need to be healthy. Neighbour to Neighbour

Thank you for joining us this evening. Your support is everything!

In gratitude,

Karen Secord



REFLECTIONS FROM DEB ABBOTT, BOARD CHAIR



PFC has always had strong connections with our Neighbours, volunteers, partners, donors and funders - even a Pandemic wasn't going to stop those connections from continuing. In fact, if anything, those connections have been strengthened.

Someone recently asked me how I

would characterize PFC and its role in the neighbourhood. I was quick to respond, Parkdale Food Centre is part of a "kinship". Kinship is defined as a feeling of connection to somebody because you share similar origins or attitudes. Anthropologically, kinship is the web of social relationships that form an important part of the lives of all humans in all societies. I believe that accurately describes how I feel when I volunteer with PFC.

Our partners, donors, funders, Neighbours, staff and volunteers are part of my PFC "kinship".

None of our work could have happened this past year without the support of our volunteers, donors, Neighbours, Board and our most valuable resource of all, our staff. All of these amazing individuals share their time and hearts to ensure that we can maintain our services in the community with kindness and intention. I salute all of our staff who have continued to work in the face of a pandemic for over 14 months. Thank you! I am so proud to know you all.

As I reflect upon 2020 I have a sense of overwhelming gratitude knowing that PFC continued to place our Neighbours' best interests first and foremost. I am certain that when you look over our Annual General Report, you will agree too. The PFC staff have been resilient in the face of this difficult period in our history and have gone above and beyond to ensure all our programs reach everyone in our neighbourhood, and reach the youth and vulnerable neighbours across Ottawa. Our partners continued to support our work throughout the year, they never let us down.

My hope for the year ahead is that the vaccines continue to be administered quickly and we can enjoy some small in person, safe outdoor gatherings this summer, to help ease the sense of isolation we have all been living with.

I invite everyone reading this report to join in the PFC "kinship" and be part of our connected communities, whether by becoming a donor, partner or just a friend and Neighbour.

In kindness,

Deb Abbott



A REFLECTION OF A YEAR DEFINED BY COMMUNITY RESILIENCE: NEIGHBOUR TO NEIGHBOUR

JANUARY

- Our FoodBank began the challenging work of transitioning to a value point system for shopping (1point = \$1.00) while continuing to provide an equitable and kind, choice model of 3-5days of healthy food for our Neighbours.



MARCH *

- Whispers of COVID-19 began to transform our world, at a rapid pace. On March 13th, we cancelled all programs and volunteer support. All PFC staff were assigned to FoodBank, ensuring our community continued to have safe access to nutritious food. And that they did. With fearless grace.
- Out of this challenging time and paired with our pursuit of good food for all, **Cooking For A Cause Ottawa (CFacO)** was established. Filling the alarming void in food service provisions across the city, CFacO partnered food businesses & agencies to share meaningfully prepared meals for our Neighbours.



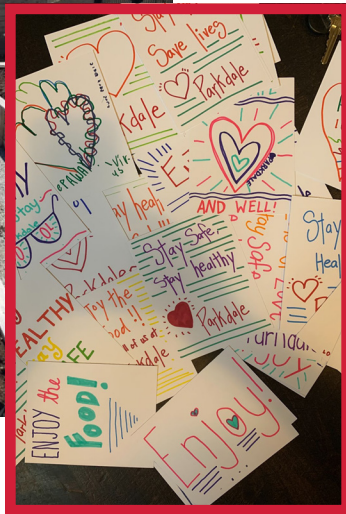
FEBRUARY

- Meaningful employment for all. We are 90% of the way to becoming an Ontario Living Wage Employer. We are almost there!!
- Thirteen ASE welcomed their 7th cohort of youth, focusing on sales training and skills, communications and social enterprise knowledge capacity building.
- Chef Anna March, Community Kitchen Coordinator joins the PFC family.



APRIL

- To further support families participating in the after school programs, we partnered with Somerset West Community Health Centre and Ottawa Network for Education to prepare and distribute meal kits complete with snacks and prepared meals.
- The Kitchen Team set out to grow food for PFC's community meals in garden boxes provided by Taggart Construction. Simon Bell & the Growing Futures team, along with the support of a small group of volunteers grew veggies and herbs which were used to prepare meals in the PFC kitchen.
- Continued to safely engage volunteers by: Youth crafting cards and messages of resilience for our Neighbours, phone call health check ins with volunteers and Neighbours.



MAY

- We joined forces with Krackers Catering (Causeway), who lended much needed resources to support FoodBank deliveries.
- Were funded for a Hygiene Product Grant which allowed us to stock our toiletries shelf with essentials.
- Hosted our first virtual Volunteer Party, great fun!



JUNE

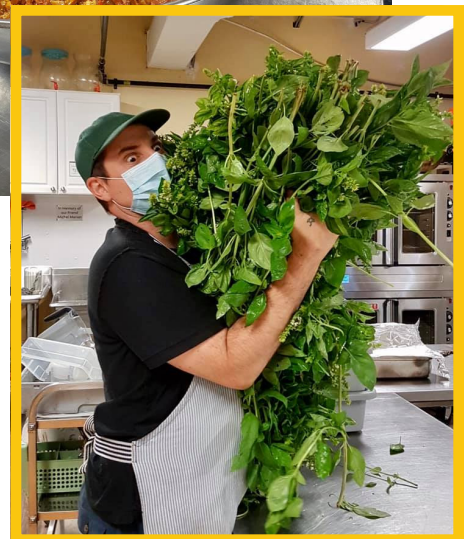
- Growing Futures releases a series of engaging and thoughtful solutionary videos for youth at home.
- The Grow For Us Program was launched. Encouraging community growers to share their garden bounty with PFC.



JULY

- We welcomed beloved Volunteers back to our space.
- Community Meal Program relaunches, complete with “Simon & Friends Cooking Show” a Facebook livestream cooking demonstration of the preparation of the weekly meal that was later shared with Neighbours takeaway style.

150 TAKEAWAY COMMUNITY MEALS ARE PREPARED WEEKLY AND SHARED SAFELY WITH OUR NEIGHBOURS



AUGUST

- Chef Anna launches “At Home with Anna” a weekly virtual cooking workshop where good food and community could be exchanged. Wherever necessary, cooking ingredients, Chromebooks and/or internet was provided.
- Megan Aubin, Cooking for A Cause Ottawa Coordinator, joins the PFC family.
- Sam Hersh, Volunteer Re-engagement Coordinator, joins the PFC family.



SEPTEMBER

- Free Produce Market Pops-up on Fridays are introduced, accompanying takeaway Community Meals.
- Growing Futures debuts virtual programming, delivering workshops and salad kits for school age students.
- Neighbourhood Experience and Opportunity Coordinator position is created to address the increasing need of peer led advocacy. Rebecca McCaffrey a seasoned and dedicated staff member, will lead this important work.



OCTOBER

- We began working with Ottawa Cares, allowing us to greatly expand our delivery capacity. Additionally this provided us with the opportunity to engage volunteers over 65. Many Neighbours and volunteers alike expressed their gratitude for this partnership; a sense of community and connection.
- Fill The Freezer: At Home Edition is launched.



DECEMBER

- We welcomed Velma The Veggie Van who facilitates food rescue and good food distribution throughout the city.
- Alexia Smith, Good Food Chauffeur joins the PFC family.
- Ottawa Community Food Partnership provides grant funding to purchase and distribute 9 fridges and freezers to partner agencies.
- Kindness and love was shared in ways we have not seen before, in celebration of Giving Tuesday.
- Family Sponsorship program expands to support an all time high 160 families.
- To mark the end of a difficult year, we shared hams, tukuys, stockings, toutires, baked goods and gift cards with anyone who needed a little extra kindness.

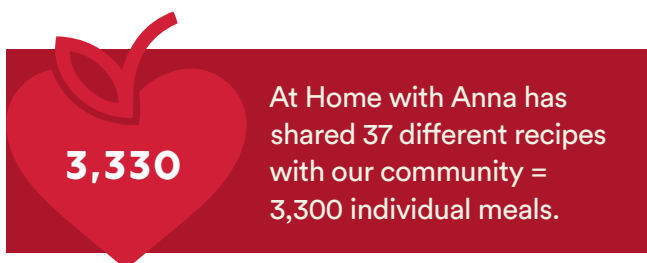
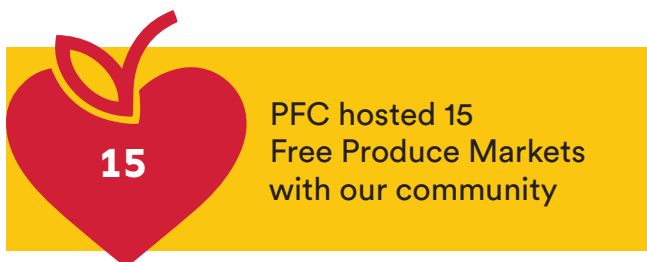
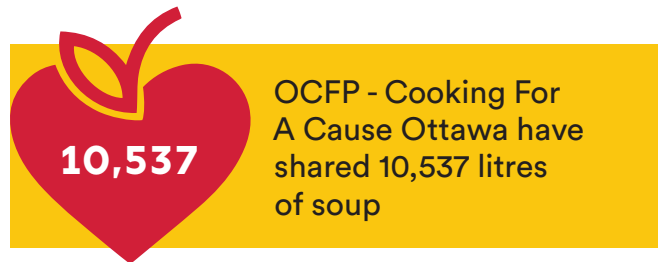
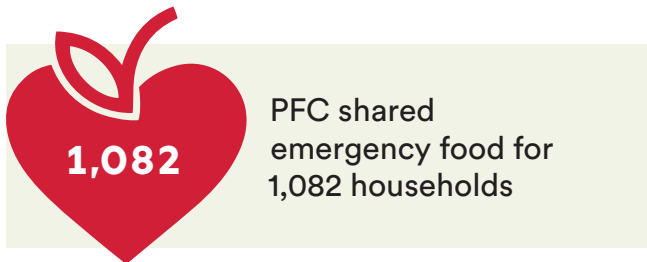
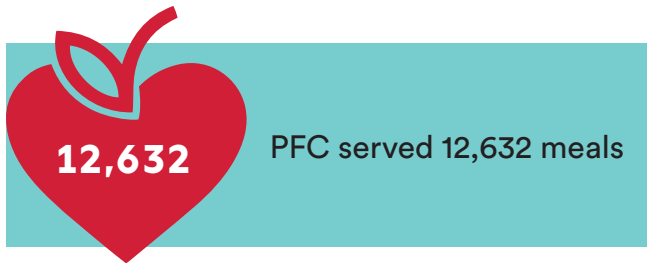


NOVEMBER

- Thirteen ASE opens Social Market at 989 Wellington West- your one-stop shop for items with a cause, social enterprises. All the while continuing to provide our youth with valuable work experience and meaningful employment.

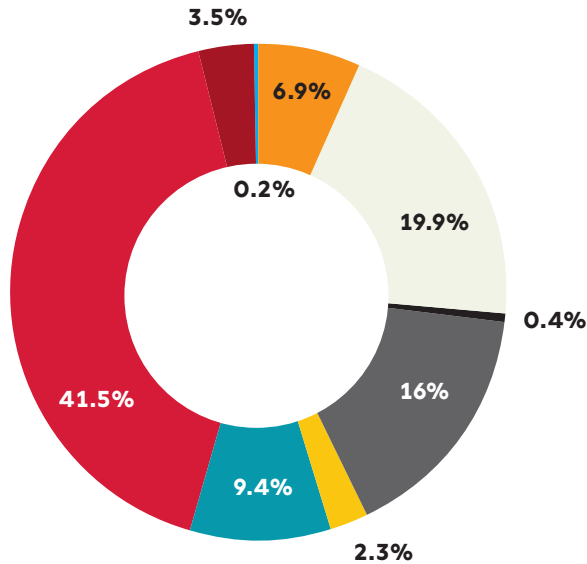


2020 NUMBERS AT A GLANCE



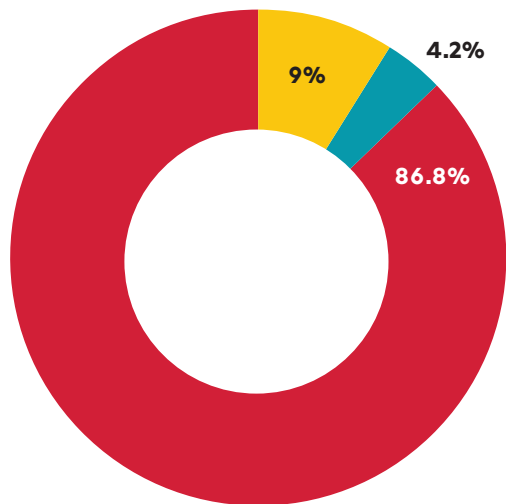
2020 NUMBERS AT A GLANCE

WHERE PFC REVENUE COMES FROM



■ Thirteen	6.9%
■ Cooking for a Cause	19.9%
■ Covid Wage Subsidy	0.4%
■ Other Grants	16%
■ Growing Futures	2.3%
■ Food Donations OFB	9.4%
■ Donations and Fundraising	41.5%
■ City of Ottawa	3.5%
■ Other Income	0.2%

HOW PFC REVENUE IS SPENT



■ Administration & Maintenance	9%
■ Fundraising	4.2%
■ Program Delivery	86.8%

CLASS OF 2020

STAFF

Karen Secord
Alissa Campbell
Simon Bell
Anna March
Tamara Kalnins
Heather Bruce
Inaya Siblani
Rebecca McCaffrey
Meredith Kerr
Erica Braunovan
Megan Aubin
Alexia Smith
Elle Crevits
Karin Freeman
Meagan McVeigh
Libin Omar
Francis Atanya
Clifford Peters
Fabiha Fedaka
Sam Hersh
Gillian Walsh
Neema London
Younesse Krama

BOARD OF DIRECTORS

Deb Abbott
Christine Earnshaw
Kathryn Leblanc
Landry Kalembo
Len Fardella
Lynda Hansen
Mante Molepo
Sara Rice
Mark Rollins
Jan O'Donnell
Don Flynn- Emeritus



GRATEFUL FOR OUR MAJOR FUNDERS



THE MATT FOUNDATION



These are a few of the many organizations who are critical to the ongoing success of Parkdale Food Centre. Together with our incredible donors, they provide financial support for daily operations and innovative programs.

The Parkdale Food Centre is committed to respecting diversity and inclusion for all of our Neighbours. We strive to ensure that our programs are reflective of the communities we serve and that everyone – all of our Neighbours, have an equitable and safe seat at the PFC community table.

