



NEIGHBOUR TO NEIGHBOUR

2021 ANNUAL REPORT



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A MESSAGE FROM KAREN SECORD, EXECUTIVE DIRECTOR

We pushed through 2021, watching the “caring” sector decimated by what could only be described as uncaring legislation. Our healthcare system in certain parts of the province collapsed; drug overdoses soared in lock step with homelessness, food insecurity and a lack of mental health support; and fear of a mysterious invisible enemy, the Coronavirus added yet another layer of anxiety to the already growing crisis of economic inequality.

Despite the ongoing challenges our amazing team never gave up - even when they felt forgotten and undervalued by systems that have left them with the responsibility for their Neighbours’ human rights. We won’t soon forget how long our frontline staff had to wait for that first vaccination or how difficult and expensive it was to get the accurate information we needed to create sound Covid-19 policies that would protect all of PFC’s Neighbours, Volunteers and Staff from serious illness. Even more jarring however, was the knowledge that poverty, the community you lived in, the job you worked at and the colour of your skin put you at higher risk of illness.

The reflections from this past year are stories of the mammoth efforts to create solutions to issues of social injustice. You will be introduced to some of the Neighbours who work beside us and inform our work, and the community whose contributions and words of support have lifted our spirits when we needed to regain hope.

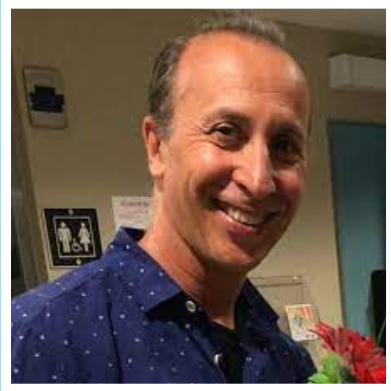
While Parkdale Food Centre is grounded in reality, we are also dreamers, innovators and changemakers. In 2021, probably more than in any other year, we choose to lean on optimism, to be solutionaries, rekindling our vision for a path out of food banking. Moving our food distribution away from 30 Rosemount Avenue was a huge step, one that has left the door open for the prototyping and testing of something new and exciting: The Good Food Grocery Program at Mino’weesini.

Thank you for not only being with us now but for taking this journey towards a more equitable future, when every single person in Ottawa has the means and opportunity to thrive, to live a connected and fulfilling life. This vision is ours to grow together.

With much gratitude

Karen Secord





REFLECTIONS FROM LEN FRADELLA, BOARD CHAIR

It has been a tremendous year and yet, while much has changed, much still remains the same. Like everyone I have hope that the pandemic- the suffering and trauma that it brought, especially for Neighbours is coming to an end and that our vibrant PFC Community can once again flourish.

Throughout the pandemic, the PFC team has worked tirelessly to adjust, adapt and even grow as we demonstrated with our expansion and the opening of Mino'weesini. I sometimes worry that our Staff do their job so well that our supporters do not realize the tremendous effort it takes to accomplish all of this. As Chair, I have had an inside view on what is required to create and sustain PFC as an organization and as a driver of change. The success and impact of PFC starts with individual Staff members, grows as a team and is accomplished as a community. As you read through our Annual Report, I ask you to take a moment to reflect upon that work and the team that makes it happen.

Change is a constant at PFC. I took on the role of interim Chair in 2021 and now step back. There are new voices who will lead. I am looking forward to continuing to support them. I hope you do as well.

Len Fraedella



HIGHLIGHTS & REFLECTIONS FROM 2021 - A YEAR OF IMAGINING, INNOVATING AND CHANGEMAKING

MINO'WEESINI - GROCERY PROGRAM:

Through the winter and early **spring of 2021**, the grocery program persevered through two COVID-19 lockdowns. Volunteer support was canceled and Staff were seconded to ensure Neighbours were able to access food support.

Summer welcomed lighter days and the second inaugural year of GROW FOR US! A Community driven collaboration of local growers, gardeners and farmers who share local produce with the PFC grocery program, produce markets, Community Fridge and Community Kitchen.



**“ Growing food for Neighbours
is what growing local should be
all about, access to healthy food!
Beans for everyone!”**

- COMMUNITY GROWER 2021

In **September**, we signed the lease at a second location, 5 Hamilton Avenue. The month was a busy one and our Community came to our support; cleaning, painting, fixing plumbing, building shelves and moving 10 van loads of food, in the rain! All to prepare our space for Neighbours.





October 2021, we officially opened the doors to Mino'weesni, PFC's Grocery Program. A name selected by the Elders of the Kitigan Zibi First Nations Mino'Weesini is Algonquin for "good eats and the transformative power of sharing food." Shifting our food distribution away from 30 Rosemount Avenue is the first step in our journey away from food banking.





The holiday season in our new space brought with it beautiful Neighbourly collaborations! Our Holiday Sharing Program shared love with:

123 households!

- Ottawa Cares, our Volunteer delivery service collaborated with 9500 grocery deliveries.
- Produce Depot Carling continued to champion good partnerships by making approximately 4000 cases of discounted produce available for sharing!
- Farmhouse Food, Roots and Shoots, City Love Flowers and the many growers and farmers who made local good food (and flowers!) accessible throughout the year, thank you!

“I’m always happy to donate cash, however, the added touch of directly dropping gift cards to families and then giving the family the power to go shopping and get that joy of giving themselves, is totally unparalleled.”

- 2021 HOLIDAY SHARING NEIGHBOUR

COMMUNITY ADVOCACY:

- In the **early months of 2021** the Community Advocacy team launched the first “Knowing Our Neighbours Survey”. The 270 households who responded, provided a clear picture of the PFC Community which informed our programming and helped staff support Neighbours in service navigation.
- **Spring of 2021**, we installed the ‘big top tent’ to facilitate community programming, which held such programs and events as Coffee and Conversation, Accessible Yoga Fresh Eats, a Salus Arts event and elections events.
- **Summertime 2021**, we teamed up with the Hintonburg Community Association and Ottawa Community Food Partnership to introduce the FIRST outdoor community fridge- RoadRunner in Ottawa!
- We evolved our ‘pop-up’ services that began in late 2020 into official programs: Coffee and Conversation Wednesdays, and Fresh Eats Fridays (no cost produce market and takeaway meals).
- Co- hosted a virtual elections FAQ session with Elections Canada and an all candidates Q & A with City for All Women Initiative (CAWI) .
- **Fall**, we welcomed our Good Food Bicycle Chauffeur & Community Advocacy Coordinator to the team.
- We proudly premiered our short film, Sitting At The Table: A Human Right To Food at a celebratory evening at Parkdale Park.



“The Staff and Volunteers at the Parkdale Food Centre are incredible! They are very supportive, non-judgemental, friendly and seek out ways to best support you. The neighbourhood experience element has been really helpful”

- PFC NEIGHBOUR





“Healthy food choices. Different approach. Personable. More choices. Community feeling”

- PFC NEIGHBOUR,
WHAT THEY LIKE ABOUT PFC





COMMUNITY KITCHEN

- In 2021, we shared **10,400 healthy meals** with Neighbours via Fresh Eats.
- Our team extended our after school meal programs support to include 4 locations across Hintonburg-Mechanicsville and 45 children.
- 2021, brought with it strong food partnerships with local growers and farmers (yay local food systems!); Terramor farm, Farmhouse Food, Mariposa farm, and Deep Roots Food Hub who shared fresh, local produce for our takeout meals and for Fresh Eats.
- The winter of 2021, we led cooking workshops for youth, as part of a Life Skills Series in partnership with the Children's Aid Society.
- PFC kitchen continued to work with Salus, OCH, SWCHC, and Cornerstone women's shelter to provide online workshops and meal support
- "At home with Anna & Troy" partnered with a variety of local Chefs and culinary instructors. With the weekly distribution of 45 meals kits and 30 Neighbours participating in the online portion of the class. **We have shared 18000 servings of healthy, whole foods to date together.**
- We welcomed Chef Troy Stewart to the team, chef and advocate for accessible support and inclusion.

"I have really bad mental health. I have extreme anxiety and clinical depression and a few other things but the 2 I just mentioned have decreased so much since I started classes with you. You've been awesome and funny! Also your class is the only thing I'm doing right now in my life every other minute of my day I spend as a full time mom and your class has given me that break I need to just do me and I'm having lots of fun cooking and learning from you thank you so much for teaching this class and having me in it!"

- COOKING WITH ANNA & TROY
NEIGHBOUR





“My family and I began taking the At Home With Anna courses after reading about the program in an article in Kitchissippi Times,... We prepare the meals and share them with senior Neighbors. They look forward to their fun meals weekly. Even with so many differing skill levels, she (Anna) never loses her cool,.. This week we are making latkes. My bubbe made some gorgeous latkes in her day,... These classes have helped by reducing my anxiety over what to make for a meal one day a week. And I love the diversity of dishes we get to try. And that mistakes are allowed and encouraged. This allows us the freedom to learn and grow in our skills. They also slip extras in our kits which are lovely surprises. This week we have oranges and garlic. So candied orange peel is going to be prepped for holiday gifts.”

- COOKING WITH ANNA & TROY NEIGHBOUR





GROWING FUTURES:

- In 2021, we shared Soluntionary workshops in various ways (in person, outdoors and virtually) with over 350 youth.
- Winter 2021, we celebrated a Great Big Crunch in partnership with Ottawa School Food Network.
- April, we teamed with Aatik Chopra to create 5 mindfulness and meditation videos to included in virtual youth workshops,
- We attended the Ottawa Carleton District School Board PD day and spoke about how teachers can be solutionaries in their own classroom.
- In June, we expanded our garden beds with materials purchased with a Trillium Foundation Grant.
- Summer of 2021, we collaborated with 4 artists; Kseniya Tsoy, Stephanie Babij, Corey Lllamar-Fletcher and Owen Wassan to create a mural in our outdoor space at Rosemount Avenue!
- Co hosted BLK GURL Bloc Party in collaboration with Somerset west ACB, You Tell em Girl, BLKGURL & Growing Fututres, at Dovercourt Community Centre.



GROWING
FUTURES

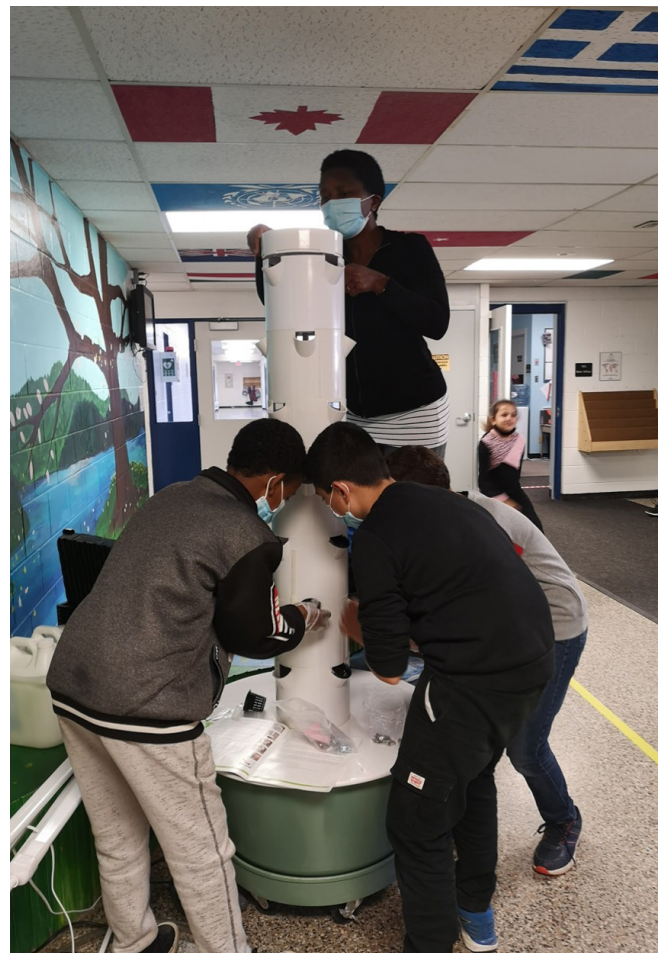
- In December of 2021, we brought art to Mino'Weesini- Painted by the grade 11 youth from the French School board, directed by their incredible teacher Julie Meloche, supported by artist Denise Pelletier. Youth created art to help beautify the space at Mino'Weesini and make it feel safe by showing calming nature, natural beauty in the human and environmental form as well as diversity of food and most of all celebrating diversity as the spice of life!
- We shared 9 (virtual) workshops at Blossom Park Public School, with students from kindergarten to grade 8 in attendance. Workshops included our series of "Food As...." (food as belonging, food as nourishment, food as place, food as opportunity, food as hope).





“This presentation was
AWESOME! The kids were
engaged, which is a lot to say for
the last block of the day plus an
indoor recess. I really appreciate
you presenting to our class. I
haven’t been back in the room
yet, but one boy came to the
body break room a short time
ago, scarfing down his kale salad,
LOVING IT! :) Thanks again”

**- GRADE 5/6 TEACHER AT
BLOSSOM PARK**





THIRTEEN: ASE

- In 2021 we employed 25 youth and 3 youth mentors.
- In 2021, Thirteen facilitated group 9 and 10 of Thirteen A Social Enterprise. Both groups operated The Social Market Pop-Up stores, worked on recipe development and completed our entrepreneurial training workshops.
- 2021 demonstrated the importance of our retail customers. As events and in person sales varied our retail sales remained consistent.
- The Natural Food Pantry, one of our best customers of the year, opened new locations and included our products in each one!

COHORT 9:

- **Summer 2021**, the team spent the summer selling spices and other social impact products at The Social Market Pop-up Location at Parkdale Market. We were also lucky enough to sell products to Jagmeet and Singh and Justin Trudeau who both made appearances at the Market!
- We had the chance to get to know the business, products and people of the products we sell. We visited Rideau Rockcliffe, Incubator13 and Artery who reminded us of the importance of socially responsible products.
- Developed new recipes to share with our customers as well as tested out options for a new spice mix. As always, sharing the food we made was the best part!

COHORT 10:

- **Fall 2021**, due to COVID restrictions we offered this session as a hybrid of in person and virtual- we definitely missed in person communication and learning!
- In November, we opened our pop-up store at Mino'Weesini.



OTTAWA COMMUNITY FOOD PARTNERSHIP:



COOKING FOR A CAUSE OTTAWA:

208,192

Total Food distributed



174,701

Total Meals



8,533

Soup



15,058

Bread/ Bagels



9,900

Buns (Kowloon)



31

Collaborated with 31 Social
Service Agencies:



Options ByTown, Britannia Woods
Community House, BG, Boys & Girls club
Ottawa, Caldwell Family Centre, Carlington
CHC, Centretown CHC, Cornerstone, DFC,
Debra Dynes, GEFC, HEFC, Hope Living
(shepherds housing), JHS, Lanark County
FB, Matthew House, Minwaashin, MG, PFC,
Partage Vanier, PQCHC, RRCRC, RMH,
SHCHC, SWCHC, SEOCHC, St Joe's, The
Well/ St Luke's, TB, YMCA



22

We partnered with 22 Businesses:

Arlington 5, BBU, Cafe Deluxe, Das Lokal, Double Happiness BBQ, Good Eats, Happy Goat, Krackers Katering, Kowloon Market, Mazépis, Mehfil, Ottawa Bagel Shop & Deli, Red Apron, Royal Prince, Sachi's Café Bistro, Steele's, The Third, Thyme & Again, True Loaf, Urban Element, Winner House, Yasmine's Syrian Cooking Ottawa





PROGRAM CONTRIBUTIONS FROM AGENCIES:

GEFC	\$12,000
SWCHC	\$42,450
SEOCHC	\$8,400
SHCHC	\$33,000
OBT	\$90
EORC	\$1,500
RRCRC	\$1,500
AMA Helping Hands	\$600
A5	\$1,925
The Well	\$10,000
PQCHC	\$2,000
CCHC	\$500
CSC Vanier	\$17,500
RMH	\$83.46
Total	\$131,548.46

NEW LEAF COMMUNITY CHALLENGE

We engaged in the New Leaf Community Challenge, through the Ottawa Community Foundation and were successful in receiving \$60,000. With this money we worked on business plans for both OCFP and Cooking for a Cause Ottawa. We were able to hire a fundraising consultant who worked with us in developing fundraising initiatives. This funding was for two years, and we continue to use it to support the long term viability of Cooking for a Cause Ottawa and OCFP.

ROCHON FARMS RESCUE

In early November 2021 we rescued 1075 Kgs of squash, carrots, potatoes, and onions from Rochon Farm. They also generously donated a few cases of garlic! These amazing veggies were shared with agency partners and transformed into soups or meals by our food business partners. With their help we were able to make sure none of it was wasted, and that this produce could be enjoyed by people across Ottawa.

COMMUNITY FRIDGE

After working closely with the Hintonburg Community Association to install a Community Fridge in front of 30 Rosemount Avenue in the summer of 2021, we unfortunately needed to shut down access to the fridge in the colder months while we established a new partnership with Habitat for Humanity and Zero Waste Ottawa to have a shelter built. Zero Waste Ottawa, is an organization that works with local food businesses and picks up food nearing the end of life, and drops the food to several locations including the fridge at 30 Rosemount Avenue.





FARM BOY RESCUE:

CHRISTMAS RESCUE

On Christmas day we received a call from a local volunteer organization in need of assistance. They had picked up 10 transport vans full of food the night before from Farm Boy and still had 6 full trucks remaining. Many shelters and meal programs around the city were closed at this time due to the pandemic restrictions. Luckily we were able to help deliver and connect the food with many of our partner agencies including Minwaashin, Partage Vanier, Parkdale Food Centre, Somerset West Harm Reduction Site, SandyHill Harm Reduction site and so many more!

MILK RESCUE

In July 2021 we received a request from Farm Boy asking for our help to rehome over 2000 jugs of milk. With the help of Velma the Veggie Van we were able to pick up and deliver over 900 of them and had partners picking up the remainder. This milk was fresh, and not even close to expiry. We were excited to support many food programs around the city (and create some new partnerships!) including Ronald McDonald House, Boys & Girls Club Ottawa, Matthew House, Operation Come Home and Children at Risk.



GARDEN HIGHLIGHTS

Over the course of the summer our team had the opportunity to visit community garden initiatives run by our partner agencies. We were so impressed with not only the success of each garden but the different ways in which they were able to connect them to the diverse needs of their communities. Some partners such as Partage Vanier and Dalhousie Food Cupboard chose to have their gardens primarily volunteer run and were able to increase the amount of veggies available to their Neighbours. While partners such as GEFC were able to create the space for Neighbours to grow for themselves either around the center or at the Just Food Farm plots.



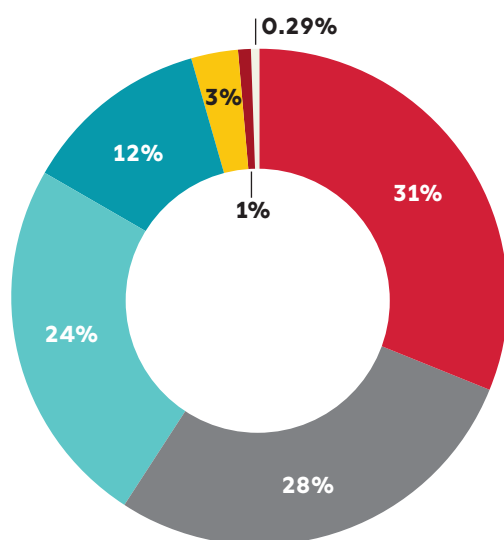
VELMA UPDATE

We rescued 52,207 KG of food throughout 2021 with the help of Velma the Veggie Van!



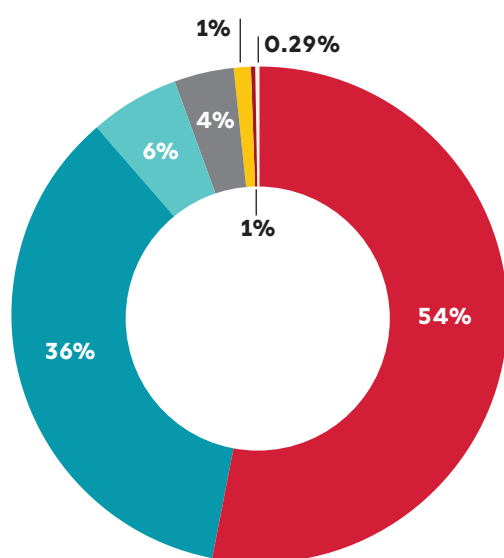
2021 NUMBERS AT A GLANCE

WHERE PFC REVENUE COMES FROM



Emergency COVID funding	\$1,018,875
Donations and Fundraising	\$936,949
Other funding	\$783,623
Donations In Kind	\$397,392
City of Ottawa Renewable Funding	\$111,518
Earned Revenue	\$34,770
Other	\$9,412
Total	\$3,292,539

HOW PFC REVENUE IS SPENT



Program Costs	\$1,679,183
Salaries and wages	\$1,126,429
Contracted Services	\$172,710
Administration	\$113,477
Fundraising	\$28,279
Professional Fees	\$9,375
Amortization	\$5,039
Total	\$3,134,492

DREAM TEAM OF 2021

STAFF

Francis Atanya
Inaya Siblini
Nima London
Karen Secord
Sabiha (Saba) Sadaka
George Dalton
Alexia Smith
Chelsea Emode
Sarah Phillips
Ghita El Janatry
Hania Manouzi
Nahed Moawad
Owen Wessan
Rawan Ahmed
Yejide Olugbade
Mohammed Moafak
Rebecca Dorris
Spencer Tittley
Simon Bell
Meredith Kerr
Alissa Campbell
Tamara Kalnins
Heather Bruce
Clifford Peters
Anna March
Gillian Walsh
Troy Stewart
Arif Jinha
Pierre Byaruhanga
Robin Brule

Morissa Ellis
Karin Freeman
Megan Aubin
Erica Braunovan
Frank Lionel Kayembe
Ousmade Barry
Liz Alexandre
Joyce Cecile
Deborah Nimpaye
Sahar Haidari
Merline Ngeleka
Tyson Colley
Perseverance Bakwa
Jean-Jacques Kazadi
Meagan McVeigh
Christian Sematungo
Cooper Gaye
Dita Jenitawati
Divine Samaza
Emmanuel Mubila
Adju Mbaye
Sarah Bigazi
Sylvie Gordon
Eldie Akuzwe
Fatuma Abdurhaman
Rood Kelly Philogene
Narugo Bamutake
Mawahib Ahmed
Maya Strader
Elham Ismael
Corey Fletcher

Deco Havyarimana
Jean Aimable Iteriteka
Andy Iteriteka
Annie Prince Ishimwe
Jean Bosco Sadikimugalu
Laurina Irishura
Deborah Aliyu
Momen Ali
Khadidja Passalet
Libin Omar
Michael Nsenga



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Len Fardella
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Mante Molepo
Sara Rice
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Jan O'Donnell



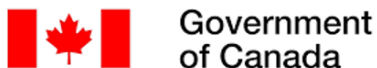
GRATEFUL FOR OUR MAJOR FUNDERS



Ontario
Trillium Foundation



Ottawa Food Bank
La Banque d'Alimentation d'Ottawa



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 programming.

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

