



# 2019 Annual Report



**PARKDALE**  
**FOOD CENTRE**  
NEIGHBOUR TO NEIGHBOUR

# Message from our Executive Director

It seems unfathomable that we would be reporting to you that in 2019, Parkdale Food Centre provided a record amount of food for an ever-increasing number of people from across the Nation's Capital. These residents of our city- our neighbours, came to us not because there was a food shortage in Ottawa, but because they did not have the income to purchase the food they needed. Whether our neighbours were presenting us with "prescriptions for good food" or requesting help with housing or employment, we were reminded most days in 2019 that the gaps in what we once called a social safety net, are widening. Still, our commitment to building a more just and equitable Ottawa, where everyone has the means and opportunity to live a healthy, connected, and fulfilling life, has never wavered.

To better understand our role in a system of growing economic inequality, PFC has worked diligently to welcome, listen to, and include our neighbours as important members of our community. Using the power of good food and our common human desire for the comfort that delicious food brings, our amazing team has developed a variety of programming that continues to challenge us all to believe that something better than "food banking" is not only possible, but imperative.



# Message from our Executive Director

In the kitchen, we will not forget the episode of “D is for Dinner” in February 2019, when CBC asked our neighbour, Justina Ewan, what she might cook after an interview about the new Canada Food Guide. She delighted us all by making a family favourite in the PFC kitchen, “Nigerian Ewan Stew”. Justina inspired dozens of friends, who had braved a snowstorm for a good meal, to try something new, from a culture they knew nothing about.

We continued to offer volunteer opportunities to newcomers, youth and neighbours with community service hours to fulfill, as a way to help them gain job experience, build skills, connect with others in a new environment and equip themselves for the future. Growing Futures, Youth Now Farm and Thirteen: A Social Enterprise used more structured programming and paid employment to give youth the tools needed to be critical thinkers, empowering them to be strong, capable, and engaged members of their communities.

Inspire. Equip. Empower. These are the themes of 2019 and they are what will carry us forward- with your help, into 2020 and beyond.

In Good Health, *Karen Secord*



# Message from our Chair

As I write this message for our 2019 Annual Report during the COVID-19 pandemic, I have to say that this year has been a blur. Things at Parkdale Food Centre (PFC) happen and evolve quickly, and so they should. We are not complacent! We never say, "We can't do this." We seek out opportunities, and we are driven by our neighbours and partners and their needs. Community, partnerships, connections, and kindness play a big part in our everyday activities.

Taking on the Chair position gave me behind-the-scenes insight as to how PFC operates. I do not think any of you will doubt me when I tell you that PFC is an amazing organization. While we have the best partnerships, the best community support, the best volunteers, the best donors and supporters, we also have the Best Staff of any non-profit organization. They all share a great sense of optimism and pride, they are all caring and brilliant individuals, and when we met last summer in my backyard to plan out our new vision, I was able to witness that first hand.



# Message from our Chair

It was a day filled with hope for the future of PFC and how we can expand our programs to reach more youth; ensure that everyone has dignified access to good healthy food; create a community hub so that everyone has a safe place to have a meal and share friendship; and, be an advocate for food security and social justice issues across the City. It was a day filled with pride and a sense of hope for contributing to the future for our community.

While COVID-19 has caused PFC to adjust how we deliver many of our programs, with the support of everyone involved, we have been able to sustain our operations and continue to deliver our services to the community. We have and will continue to be a strong voice in the community on behalf of all of our neighbours across Ottawa.

PFC has a lot of work ahead and we need our community to help us! We will count on you: our neighbours, our volunteers, our supporters and donors, our partners, our board members, to help PFC move forward and realize our dreams. I hope you will be part of our future and be part of our "Big Change"!

Kindest regards, *Deb Abbott*



# 2019 Retrospective

In **February**, we implemented a new compensation structure creating a path to become a leader in the sector, creating and upholding a workplace that values and supports its staff.

In **March**, several of our staff attended the Broadbent Progress Institute, where we participated in roundtable discussions hosted by Food Secure Canada and even talked to Ed Broadbent himself about PFC!

In **April**, we were thrilled to to be awarded the contract to partner with Second Harvest to roll out Foodrescue.ca in Ottawa! We also scurried away for our first ever staff retreat, a chance to consider our work and our goals as we entered a new phase of organizational growth.

In **July**, a team of 22 13-year old delegates (11 from Ottawa and 11 from Austria) completed the four week program called "Odyssey" as members of the Canadian International Summer Villages program. They toured the PFC kitchen and soon took over to cook a delicious traditional Austrian meal for our neighbours!



# 2019 Retrospective

In **September**, we were honoured to be the recipient of a very generous donation from Loaves and Fishes Fund of Ottawa Carleton. This donation was used to offset our ever-increasing monthly grocery bill.

In **October**, thanks to the generosity of our local producers, farmers, and shoppers at the Ottawa Farmers' Market, we received over 700 pounds of fresh produce, bread and eggs, and over \$300 in cash donations. Later that month, our very own Food Rescue Coordinator, Kori Liversage, emceed the #GlobalClimateStrike in Ottawa. She and all the other presenters reminded us how important it is to show up for our planet and all of its citizens (both human and non-human)!

In **November**, our space got a beautiful upgrade with inspiring murals to decorate our walls. Thank you Tanya Sprowl!

In **December**, we were thrilled to receive so much support on Giving Tuesday! We raised \$33,219, which was matched with a generous \$30,000 of donations; our grand total for Giving Tuesday was \$63,219!



# Good Food for All

In September 2019, news broke about increasing pressures on our food bank. Our numbers had climbed dramatically and our monthly grocery bill was nearly double our budget. As described on CBC, the majority of new families accessing PFC were coming from across the city with prescriptions from their health providers.

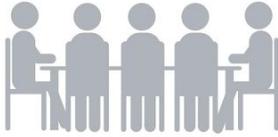
We started accepting referrals from health practitioners 5 years ago, since then, a growing movement of “social prescribing” has caught on in the health community, as an effective strategy to promote healthy eating, exercise and even social interaction.

In 2019, our food bank provided healthy groceries to 2,540 individuals in 1,140 households.

“You were so kind to me today, I really appreciate you taking the time to talk to me.” - A PFC neighbour.



**27 500** **WARM MEALS**  
SHARED WITH NEIGHBOURS AT OUR TABLE



**1073**  
HOUSEHOLDS HELPED WITH EMERGENCY GROCERIES

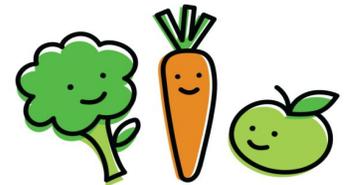


# Ottawa Community Food Partnership

Building onto the achievement of the installation of five new community fridges across the city in 2018, we continued to use these fridges as a way to create a barrier-free system, where community members are able to access food when they need it, without any restrictions or judgement. Funded with help from the Ontario Trillium Foundation, the fridges are stocked with prepared meals, fresh fruits and vegetables, and other whole foods.

## Foodrescue.ca

In April, we were awarded a contract to work with Second Harvest to roll out the foodrescue.ca in Ottawa. This tool allows restaurants, retailers, processors and distributors to widely distribute food donations to community food programs quickly and efficiently. Since launching in mid-May, PFC's work facilitated the rescue of over 24,000 pounds of food which amounts to over 72,000 KG of greenhouse gas emissions averted. PFC is helping 38 other non profits receive food from 60 donors.



**ottawa community  
food partnership**  
NOURISHING COMMUNITY, TOGETHER



# Growing Futures

2019 was a year of successful transition for Growing Futures. Our 55 garden towers have transitioned into fully independent learning, growing, and community building tools in more than 30 locations across the city, including schools, community houses, community centres, and libraries!

We worked with 880 youth across the city (almost double the amount of 2018!) supporting youth to become *Solutionaries*: people who see opportunities where others see challenges, fostering more inspired and fearless leaders and critical thinkers to solve complex challenges.

2019 was also the year of firsts! We entered uncharted territory: high schools! Growing Futures teamed up with a few of the OCDSB SHSM (Specialist High Skills Major) to deliver 3 new workshops building on our existing content.

These young people have taken the knowledge they have gained in their classrooms to their community, to play a remarkable role in shaping our community. For instance, Kylie Hollingsworth, a 11-year old student from Elmdale Public School, was called to action after participating in a solutionary workshop with her class and took the initiative to sell touques to fund for ovens for PFC!



# Thirteen: A Social Enterprise

For Thirteen: A Social Enterprise, 2019 was a year of accomplishments. Throughout the year, we gained new clients and retailers, and sold 5,650 units of spice through retail locations, online markets, in-house, and events, marking this as the year where we sold more spices than any other years!

In 2019, we had 2 wonderful cohorts: Cohort 5 and Cohort 6, who worked on two iconic projects: display boxes and recipe cards. In May, the former Minister of Families, Children and Social Development, the Honourable Jean-Yves Duclos came to visit us! He talked with youth about the benefits of entrepreneurial training programs like Thirteen: A Social Enterprise.

We showcased our products in 12 store demonstrations, went to 23 sales events, participated in the Ottawa Youth Race, and learned about the importance of problem-solving with Solution Fluency. We also had a chance to be featured on CTV Ottawa!



# Funding our Future

We are thankful for the the generosity of our funders, grantors, donors, and community partners.

In May, we hosted our 6<sup>th</sup> annual Gala at the Innovation Centre at Bayview Yards, where we raised a total of \$25, 400. In September, for the second time, we partnered with the Wellington West BIA as permanent designated charity for Taste of Wellington West!

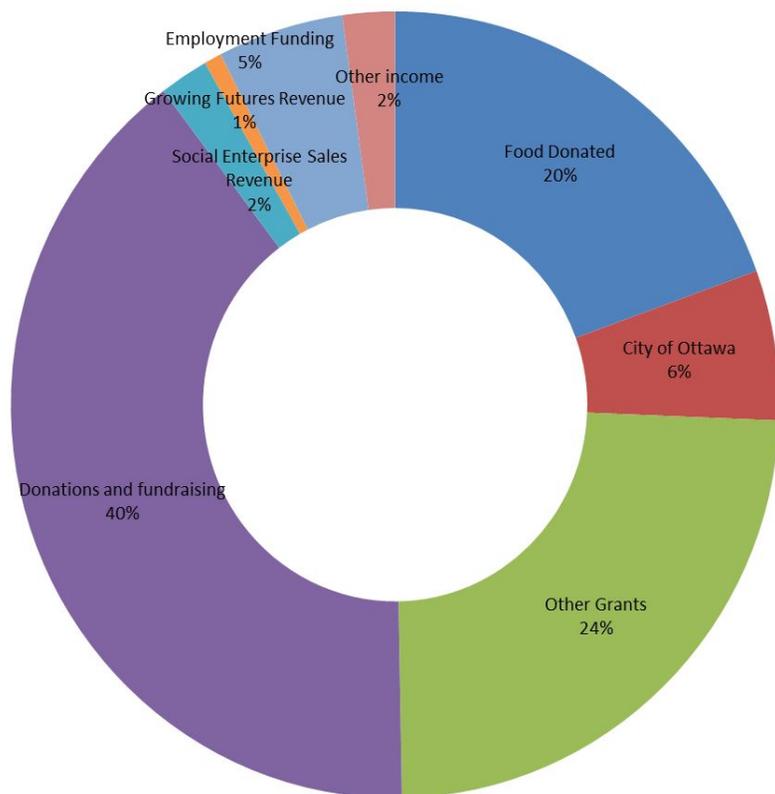
Last fall, we were honoured to be one of the beneficiaries of the Tunes and Spoons fundraiser. As a result of this innovative event, 3 farms were able to partner with us: Hendrick Farm, Mariposa Farm, and Terramor Farm. The farms were each given \$5,000 to grow food for us. Thanks to their amazing work, we will be able to use the produce for our cooking workshops, take out meals, and food bank groceries!

Once again, we were joined in our fundraising efforts by a great number of local businesses and organizations in the community whose initiatives such as pottery making, art sales, brewery markets, garage sales, and book sales raises money for PFC. We thank everyone who was a part of our journey in 2019. Together, we hope to create an even better 2020!



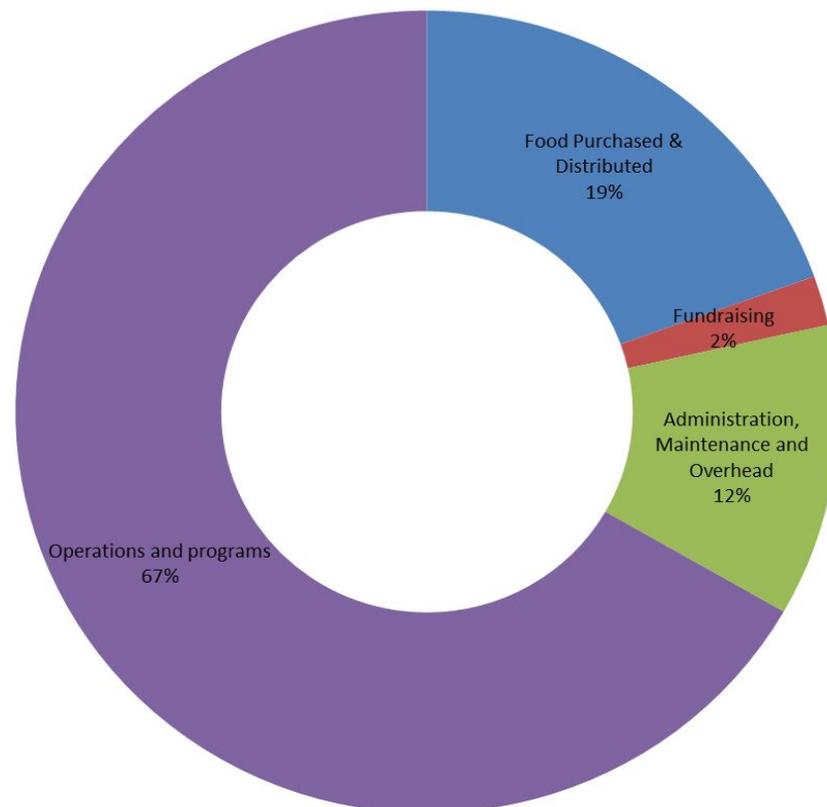
# The Numbers

## WHERE PFC REVENUES COME FROM



The City of Ottawa renewable community funding accounts for 6% of our funding, while all grant sources total 24%. Donated food, primarily from the Ottawa Food Bank, local businesses and food drives represents 20% of our support. Public support and donations, account for 40%.

## WHERE PFC FUNDS ARE USED



Purchased and donated food accounted for 19% of what we delivered to our neighbours as emergency food, cooking workshops and community meals. Most of the remaining expenditures are related to the support of programs and general operations.

# Thank You: Major Funders



**OTTAWA  
COMMUNITY  
FOUNDATION**



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



## The MATT Foundation



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

# Staff

2019 Staff: Francis Atanya, Karen Secord, Tamara Kalnins, Simon Bell, Meredith Kerr, Alissa Campbell, Meagan McVeigh, Libin Omar, Heather Bruce, Elle Crevits, Karin Freeman, Erica Braunovan, Rebecca McCaffrey, as well as...

Student and Employment Training Placements: Amber McPhee, Niamh Stewart, Agnes Nakitende, Jayden Thompson, and...

We would like to thank Arnold Whalen, Dan Guindon, Myra McMahon, John Rykelkhuizen, Kori Liversage, Amanda Van Noppen, Josh Hawley, Jennifer Hladkowicz, Victoria Edwards, Susan Ong, for their contributions to PFC as members of our wonderful 2019 staff team. Best of luck to you in your future pursuits!



# Board of Directors

2019 Board: Christine Earnshaw, Len Fardella, Don Flynn, Lynda Hanson, Deb Abbott, Mante Molepo, Sarah Rice, Kathryn Leblanc, Landry Kalembo, Jan O'Donnell, Mark Rollins, Hala Goname

We would like to sincerely thank Hilary McVey, Brett Serjeanston, and Laura Stuart for their contribution as Board members of PFC; all stepped down from the Board in 2019.

On Tuesday October 8, 2019, we mourned the loss of our dear friend, volunteer, and former board member, Jean-Paul Bahati, who passed away after a long battle with cancer.

Jean-Paul arrived in Canada from the Democratic Republic of Congo through Uganda, with his wife Sarah and nine children. It wasn't long before he had become part of the PFC team. He volunteered to keep our produce looking beautiful on food bank days and helped us build our first community garden. Three of his children contributed significantly to the creation of Thirteen: A Social Enterprise. Jean-Paul will be remembered for his kindness and caring nature.

