



WINNIPEG  
**HARVEST** INC.

*Fighting Hunger and Feeding Hope*

Annual  
Report  
2010/11

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## Winnipeg Harvest 2010 / 2011 Board of Directors

Sherri M Walsh .....	President
Jody Hecht .....	Vice-President
Jeff Morton FCA.....	Treasurer
N. Ashleigh Everett .....	Secretary
Janet K. Baldwin.....	Director
Ken Beattie .....	Director
Richard Cloutier .....	Director
Darryl Fife .....	Director
Lyna Hart .....	Director
Gail Loewen.....	Director
Laura Lomow .....	Director
Heather McIntyre .....	Director
Mike Penman.....	Director
Gordon Pollard.....	Director
Robert L. Tapper Q.C.....	Director
Louis S. Trepel.....	Director

# WHO WE ARE

## MISSION STATEMENT...

Winnipeg Harvest is a non-profit, community-based organization committed to providing food to people who struggle to feed themselves and their families. We are also committed to maximizing public awareness of hunger while working towards long-term solutions to hunger and poverty.

Founded in 1984, Winnipeg Harvest opened its doors in 1985. Our immediate goal is to feed hungry people. Winnipeg Harvest is a founding member of Food Banks Canada and the Manitoba Association of Food Banks (MAFB).

To further Winnipeg Harvest's Mission, we raise:

**MONEY** For every \$1 we receive, Winnipeg Harvest is able to pick up and deliver \$20 worth of groceries. At Winnipeg Harvest, every loonie matters! You will receive a tax receipt for every donation of \$20 or more.

**TIME** Winnipeg Harvest provides volunteer opportunities to individuals and welcomes groups such as schools, faith communities and businesses that want to volunteer.

**FOOD** Donations are needed at our warehouse to continue to fulfill our promise to share hampers with hungry people and their families.

Inspired by the United Nations Millennium Development Goals, we are working to reduce by half the need for food banks in our province by 2020.

## KEY FACTS...

Through our 320 partner agencies (including soup kitchens, food banks, youth programs etc...), 57,966 Manitobans a month received food from Winnipeg Harvest and almost 11 million pounds of food moved through our warehouse. Winnipeg Harvest shares food with hungry Manitobans through the Manitoba Association of Food Banks.

# PRESIDENT'S REPORT

*Sherri Walsh, President of the Board*



My term as president is coming to an end. In the last four years many changes have taken place at Winnipeg Harvest and in the community it serves. Writing this report has given me an opportunity to reflect on some of those changes.

Starting with the community - in the

last year alone, unfortunately, we have seen a 21% increase in food bank use. The Manitoba portion of HungerCount 2010, the annual report prepared by Food Banks Canada, shows that 57,966 people a month used a food bank in Manitoba. We know that food and fuel prices have gone up significantly in the last four years. This affects people whatever their source of income and for those living on social assistance we know that the rates for basic living allowances have not significantly increased since the early nineties.

From the beginning Winnipeg Harvest has embraced two goals as part of its mandate: feed people who live with hunger; and put an end to hunger by addressing its underlying cause – poverty.

Unfortunately myths and stereotypes about why a person turns to the food bank still exist. This past year, for example, the author of an editorial piece for a local paper suggested that because food banks “give away free groceries” they are understandably “attractive” to more and more people.

Let me be clear. People do not turn to Winnipeg Harvest because of the “attraction” of receiving emergency food kits. Registering with and picking up food from a food bank does not in any way compare favourably to going to a grocery store whenever you want and filling your cart with whatever you and your family want to eat.

Much of the work done by Winnipeg Harvest over the last four years has been aimed at dispelling myths

such as this one. Raising awareness of the issues surrounding poverty and hunger will hopefully lead to a better understanding of these issues and to a better ability to bring about change. Knowledge leads to power and enablement. Enablement of our clients, many of whom are also our volunteers, is something we think about at every level of our work.

At the Board level, starting in 2007, we created a new committee originally entitled the “Public Education Committee”, now known as the “Hunger and Poverty Awareness Committee”. This committee which is composed of board members, staff and individuals from the larger community including people who live with poverty, is aimed at educating the public as to why the food bank needs to exist and at working on initiatives both large and small, to eliminate poverty and food bank reliance.

Through that committee Harvest has framed its work in the context of the right to food as a basic human right, part of the protected right to an adequate standard of living that Canada has recognized by ratifying many international agreements including the Universal Declaration of Human Rights. The committee has made presentations to the Canadian Museum for Human Rights here in Winnipeg and has partnered with other like minded organizations in the province to make submissions, for example, about the inadequacies of the social assistance program in Manitoba, to the Ombudsman, as the result of which, 68 recommendations for improvements were delivered to the government. We also hired a full time co-coordinator to support the work of this committee.

Another committee which was created in recent years is a committee which is dedicated towards building partnerships in the community and raising resources to support the organization’s work. Of particular significance in the work of this committee is its expansion of the Empty Bowls event – a fundraiser which was first conceived by Winnipeg Harvest’s founder – Lee Newton. Over the last four years this event has grown in ways beyond imagination and in doing so has raised both awareness and much needed resources to support ongoing operations. We have also for the first time hired a director of development to better focus our ever necessary fundraising

efforts while still allowing us to maintain a modest and responsible ratio of fundraising costs to ultimate returns.

Another area the board focused on was strengthening its relationship with First Nations people. The board was privileged to hear from elders in the aboriginal community and to spend time participating in ceremonies which affirmed our mutual respect for different perspectives in this community.

We made connections with students at the Faculty of Law who came in to assist our clients by filling out income tax forms, thereby enabling them to claim the tax benefits to which they are entitled. We reached out to the legal profession in other ways as well, resulting in the Manitoba Bar Association carrying out a fundraising and awareness campaign in support of our capital project.

Which brings me to what is probably the biggest change the organization experienced in the last four years: a new building!

In January 2008 the board took a tour of the existing facility with some of our key staff and recognized that we needed to make major changes in order to better serve our clients... And so, motions were passed, architects and designers were chosen, builders were hired, wrecking balls and construction equipment moved in; boxes were packed and staff and clients were temporarily relocated. Almost three years to the date later, the Board once again took a tour this time of the newly created and expanded facility – built on time and on budget.

The new space includes increased warehouse facilities and a large dining area and kitchen with commercial grade equipment where we will be able to offer much needed training to our clients – teaching courses on how to stretch their food budget; giving opportunities to make and bank prepared food and offering training in job-ready skills that can translate into employment opportunities. In the exterior spaces around the building we are continuing with our urban gardening programs– planting “three sisters gardens”- corn, beans and squash, in blue box recycling bins, attracting birds and bees and showing people the possibilities of growing your own food even in a small space with limited resources.

This new space was designed in consultation with the people who use it – clients, staff, volunteers, to ensure

it met their needs and wishes. From all accounts it has done that and more. It is certified LEED Silver and designated Hydro Power Smart. It is a building which offers more privacy and comfort to people receiving services. It is full of light and colour. Most importantly it has managed to retain the spirit of a space that has always been more than just a food bank. Winnipeg Harvest has always served as a community centre where people gather to share their stories and a meal – a place where every individual feels valued and comfortable.

My term as president has given me a privileged opportunity to observe and learn. In particular, I have learned about what it means to be vulnerable and about how each one of us has a responsibility to address that vulnerability by supporting and enabling each other in whatever ways we can.

I have served with wonderful directors on this board – people who are tremendously generous with their time and expertise. I want to acknowledge as I always do at this time, those directors whose retirement I reluctantly accept. Ashleigh Everett has been a director of Winnipeg Harvest since 2002. During that time she has served as Secretary on the Executive Committee, and has been a member of the Public Education Committee, the Building Committee and the Nominating Committee. She has brought to all our meetings a voice of sound business advice, a gracious spirit and a tireless enthusiasm for the work of Winnipeg Harvest. Leaving us as well is Darryl Fife whose work commitments require him to leave the province. Immediately upon joining the board, Darryl put his professional expertise to work to chair the Building Committee and for that, along with giving us the gift of having his daughter as an active volunteer, we are grateful.

I have enjoyed working with staff and volunteers who are deeply committed to their jobs. There are too many people to whom I owe thanks, to mention individually, with one exception - David Northcott who represents the heart and soul of this organization. David – thank you for what you have taught me and for all that you do for this community.

The new Board I know is in good hands with its incoming President – Jody Hecht. I wish the organization ongoing success in meeting the challenges the next years will bring.

# EXECUTIVE DIRECTOR'S REPORT

David Northcott, Executive Director



Thank you! Your help has given us the strength and tools to respond to the changing dynamic of poverty and hunger in Manitoba. We share food throughout the province through the Manitoba Association of Food Banks and share efforts to affect change in our province. We are committed to the journey. THANK YOU ALL!

Winnipeg Harvest is undergoing change. It remains the goal of Winnipeg Harvest to reduce and eliminate the demand for our food sharing programs by increasing training services. But the demand for those services has changed to the point where we embarked on a capital campaign in order to construct a new distribution and training centre on Winnipeg Avenue. We are now in the new building, thanks to Bob Nichols, Gord Smith (who passed away in January 2011) and the team from Dominion Construction and Minuk & Sampson Architects. We would also like to thank the donors who have so generously contributed to our capital campaign. Together with the funds from the Canada-Manitoba Infrastructure program our new facility is nearly complete. Come and visit us in our new home and celebrate our enhanced ability to provide food and training for families in need through a mentorship and apprenticeship model while we continue to work to reduce the need for food banks.

A change we were not happy with - the number of people who we share food with grew by 21% this past year and the number of people who called and used our referrals department, went up by one third. In short, demand for Winnipeg Harvest has grown. We continue to build relationships with over 320 agencies we share food with, a change we'd rather not see in Winnipeg and Manitoba.

This year we have again collaborated in support of the Ombudsman's Report and the Low Income

Consultant's A.L.L. (Acceptable Living Level) with the Social Planning Council and to continue the efforts to reduce poverty in Manitoba.

There were a number of changes in the team at Winnipeg Harvest. Thank you to those who have contributed so much and have moved onto other projects; your support was appreciated and we wish you well on your continuing life journey. Welcome to those who have joined us over the last year; we welcome your skills as we move forward. A thank you once again to Mennonite Central Committee and Mennonite Voluntary Service for their on-going support with resources that we need to help carry out our mission. All our team members, both paid and the many volunteers that helped Winnipeg Harvest to grow, to change and continue sharing food with families in need, THANK YOU!

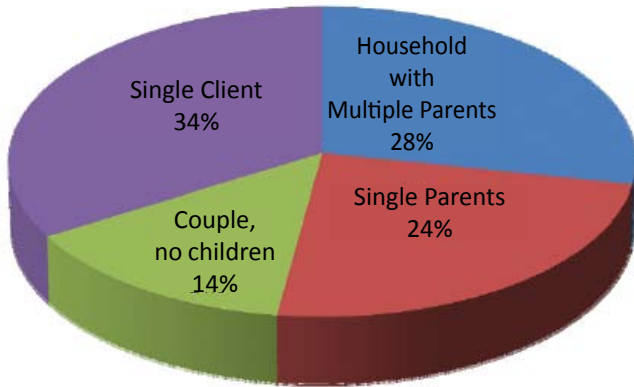
We are active in the Manitoba Association of Food Banks (MAFB), and Food Banks Canada and appreciate the work we do together for hungry families.

Thank you to the Board of Directors at Winnipeg Harvest. Our directors, led by our President Sherri Walsh, have helped us move forward with our new building, helped make the Empty Bowls Gala the most successful ever and have helped us meet our mission of distributing surplus food to those who need it while working to reduce future need.

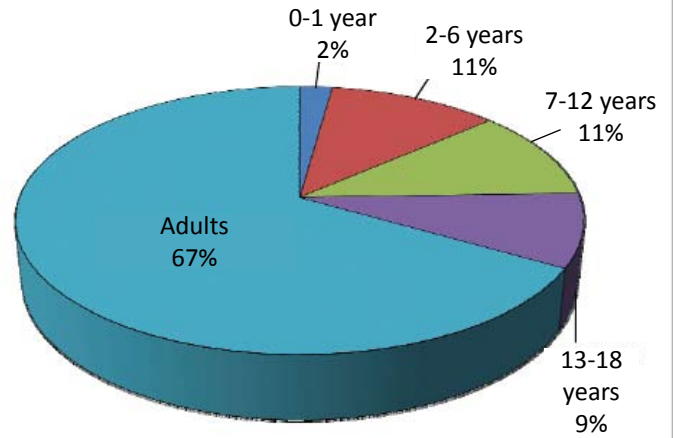
Things are changing. We will continue to need the support of our paid and volunteer team, our directors, and our many partners in order to effectively manage change. While our food distribution and training centres are the pillars of service, Winnipeg Harvest is striving to become an action centre for basic human rights. We are confident we can do it.

We hope one day for another change; a change that will mean no one in Manitoba needs to rely on a food bank. We have a goal to reduce food bank use by 1/2 by the year 2020 to align, in part, with Canada's Millennium Development Goals (MDG). I think that's change we can all support because we all want to be better.

**Household Status of Clients**

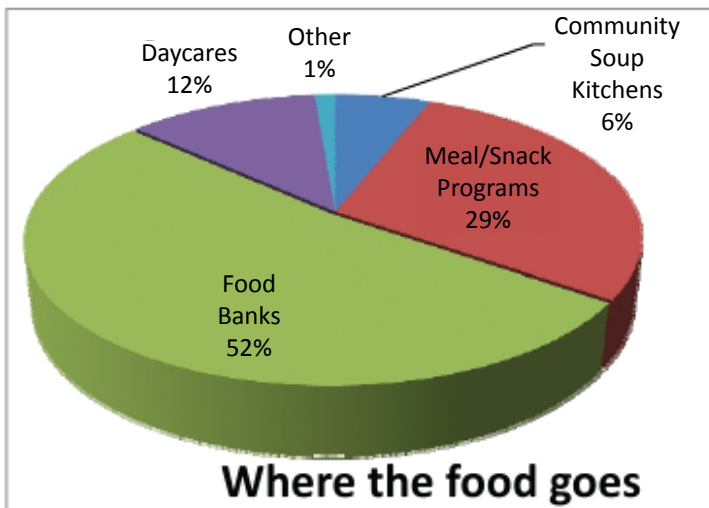


**Age Breakdown (by appointment)**



## AGENCIES & REFERRALS

- Nearly 11 million lbs of food were distributed to over 320 partner agencies in 2010/2011.
- Over 160 agencies received food hampers for distribution to clients.
- Close to 100 agencies, including schools, soup kitchens, drop-in centres and seniors' programs are part of our nutritious Meal & Snack Program.
- Our Small Agency Delivery truck is dedicated to the delivery of nutritious food to 38 low-income daycares.
- Agencies such as emergency shelters, pre-employment programs and family resource centres in Winnipeg, urban and First Nation's communities also received surplus personal care products for their clients.
- Winnipeg Harvest distributes food to several hubs throughout the province through the MAFB, to Gimli in the Interlake region, Brandon in the Western and Northern Region, and Sagkeeng First Nation in the Eastern Region. Each then re-distribute the food to other communities in their respective regions. Winnipeg Harvest is also a hub for 32 communities in Southern Manitoba and the region surrounding the city.



# VOLUNTEERS

This was a record year for Winnipeg Harvest, with over **383,000 hours** donated by volunteers, **equivalent to 192 full-time positions**.

From sorting incoming food to answering 400+ daily phone calls from clients, to delivering snacks to daycares, the **18,385 people who volunteered** are the backbone of Winnipeg Harvest.

## **Volunteer time to Paid time Ratio: 9:1**

We strive to provide meaningful opportunities for our volunteers, a majority of whom are food bank clients, through training programs, resume preparation, and work experience placements, helping them overcome barriers to employment. We continue to actively pursue additional training opportunities.

## **Volunteer opportunities include:**

- Reception, food line phone operator, food bank room, warehouse, order filler, driver, sorting, re-bagging bulk foods, bagging dinner kits, events and advocacy.

## **Training opportunities include:**

- Forklift certification, warehousing, Safe Food Handling Certification in conjunction with the City of Winnipeg, Urban Garden, reception, First Aid, computer courses in conjunction with the Winnipeg P.C. User Group, one-on-one interview rehearsal, phone centre, speakers bureau.

Every day at Winnipeg Harvest is open to a wealth of learning opportunities! These can range from a planned lunch and learn session on knowing your welfare rights to the opportunity to learn about a new culture as you work alongside another volunteer.

*"It has made me realize that there are thousands of people without any food to eat."*

**Katarina, 8 years old**

*"I'm a senior on a fixed income, which puts me in a position to have to use Winnipeg Harvest. Offering my services is a way of giving back. Harvest is like a second home."*

**Joey-Jayne, 65 years old**

*"It helped me overcome my shyness; it's like a stepping stone."*

**David, 73 years old**

*"It has helped me learn new skills and meet new people."*

**Riley, 18 years old**

# VOLUNTEER PROGRAMS

There are a variety of programs for everyone to choose from and include: Kids Who Care, Empty Bowls in Schools, Operation Donation, Tools for School, Kids Blue Box Gardening, Green Team, Grow-a-Row, Family Night, Day of Giving and more!



## Kids Who Care

*Over 550 kids were a part of the Kids Who Care program this year. They donated their time, money and food. From sacrificing birthday presents and Saturday morning sleep-ins for the sake of helping others, Winnipeg Harvest thanks all the Kids Who Care this Year!*

## Day of Giving

*RBC employees took time out of their day to help scoop flour into bags for the clients at Winnipeg Harvest. RBC operates a program where a group of 10 have the opportunity to volunteer for four hours and then qualify for a grant on behalf of a charity. It resulted in an \$8500 dollar donation to Winnipeg Harvest. Thank you RBC!*



## Family Night

*Over 500 kids, parents and grandparents came out to our family nights throughout the year. Together we bagged rice, flour and pasta, sorted potatoes and onions! We got so much extra work done in the evenings thanks to our family night crew!*

# HUNGER & POVERTY AWARENESS

The final sentence in Winnipeg Harvest's mission statement is: "We are also committed to maximizing public awareness of hunger while working towards long-term solutions to hunger and poverty."

Winnipeg Harvest has always wanted to close its doors in a society in which it is no longer needed.

The Public Education team – Board members, staff and volunteers – seek out partners in the community to work together to end hunger and poverty.

Some highlights of the Public Education program in 2010 include:

- **THE BETTER TIMES** – A community-based Editorial Board, including members who have lived with hunger and poverty, has initiated a community newspaper designed for Winnipeg Harvest clients. Winnipeg Harvest distributes the news paper and provides financial support for printing costs.
- **EMPTY BOWLS IN THE SCHOOLS** – Students from all grades and more than half a dozen schools and community groups made clay bowls, glazed and fired them, then served their parents a modest meal of soup and bread in ordinary bowls. The parents buy their children's bowls, with the money coming to Harvest, and leave them empty in their home, reminding the family of empty bowls in our community.
- **ACCEPTABLE LIVING LEVEL (ALL 2011) REPORT** – Low-income consultants design a "shopping basket" of goods and services that represent a minimum standard of living, based on costs at stores that are accessible to people living with hunger and poverty. ALL 2011 will update previous reports and add three new sections:
  - Chronic illness panel – Documenting additional food and other household costs faced by people with chronic illnesses;
  - African immigrant community – Documenting family budgets and dietary needs of this growing community;

- Community engagement – Entering into dialogue with people in the community from diverse income groups

This engagement will carry on after the report is released.

Winnipeg Harvest is working with the Social Planning Council of Winnipeg on ALL 2011.

- **FREE INCOME TAX RETURNS** – to 2,700 low-income Manitobans, making it possible for them to receive the GST credit and/ or the child tax benefit.
- **CIVIC ELECTION FORUM** – Winnipeg Harvest worked with partners in the community to hold a civic election forum in October 2010. Nick Ternette, a volunteer from the Hunger & Poverty Awareness team was moderator of the forum.
- **RED TENT NATIONAL DAY OF ACTION** – Winnipeg Harvest joined partner organizations in the Right to Housing Coalition in staging a day of action in October 2010, demanding that the federal government adopt a national housing strategy.
- **REPRESENTATION AND TRAINING** – Winnipeg Harvest has partnered with the Low-Income Intermediary Project to provide support, guidance and representation for Employment and Income Assistance clients who have had their benefits reduced or eliminated.



# SPECIAL & SIGNATURE EVENTS

Our signature events included the annual Empty Bowls Celebrity Auction, Share Your Thanks food drive, Operation Donation, Tom Jackson's Singing for Supper concert & Swinging for Supper golf tournament, and Hunger for Hope program designed to feed hungry children in Winnipeg.

In 2010/2011 a record number of 635 special events were held to increase awareness of hunger and poverty as well as to raise money, recruit volunteers and collect surplus food Winnipeg Harvest.

The money, volunteer time, and food donated and distributed by Winnipeg Harvest are derived from a variety of activities including several special and signature events. We are also fortunate to have the support of:

- Individual donors
- Corporate donors
- Schools
- Service groups
- Faith communities
- Food retail outlets
- Food producers, processors, manufacturers, distributors and wholesalers
- Food Banks Canada national food sharing program
- Restaurants (Meal Share Program)
- Gardeners (Grow-A-Row Program)
- Special & Signature Events

## Operation Donation

This year's Operation Donation raised a total of **58,224 pounds of food!** In March of 2011, the **Manitoba Teacher's Society** helped coordinate schools to collect 44,830 lbs, a total matched by **Peak of the Market** and **Canada Safeway** with a donation of fresh vegetables and non-perishables. Staff at **Manitoba Public Insurance** offices also took part in this year's food drive, collecting another 13,394 lbs of food.



## Empty Bowls Celebrity Auction

The Gala raised over **\$286,000** at the with over 500 people attending this sold-out event at Delta Winnipeg on November 10, 2010

A record \$5000 bid was received for the bowl signed by the **Winnipeg Jets dynamic trio of Bobby Hull, Ulf Nilsson and Anders Hedberg**. The former Jets were among 60 celebrities, humanitarians and business leaders who decorated and autographed unique bowls for the auction.

In addition to the Celebrity Auction, **20 schools** participated in "Empty Bowls in the Schools" projects. Students studied poverty and hunger issues, created ceramic bowls and held simple community bread and soup dinners raising over **\$20,000**.





## Charity Golf Tournament

Our July 12th tournament was the final year for the Swinging for Supper cross Canada tour. Thank you to Tom Jackson for his support over the last three years. This year we raised \$30,197 for Winnipeg Harvest.

## Hunger for Hope

A big thanks to Corus Radio Winnipeg (68 CJOB-AM, Power 97 FM and 99.1 Groove FM) who, with support from generous Manitobans, raised \$277,292.94 through the Hunger for Hope campaign, a fundraising initiative dedicated to ending child hunger in Manitoba.

This year Hunger for Hope was selected by Luke Fritz, Winnipeg Blue Bomber, as his charity of choice for the Pepsi Refresh challenge. As a result of winning the contest, Hunger for Hope was awarded a \$50,000 grant.



## Singing for Supper

Once again, Winnipeg Harvest was lucky enough to benefit from the talents of Singer/ Songwriter **Tom Jackson**. This year was the final cross Canada tour of Singing for Supper. Tom's final performance at Westminster United Church in Winnipeg on November 27, 2010 raised **\$4,577** for Winnipeg Harvest.

## Share your Thanks

With the generous support of **Canada Safeway Limited** and its thousands of loyal shoppers, the Share your Thanks program in October inspired Manitoba citizens and businesses to donate **more than 1 Million pounds of food** for distribution through Winnipeg Harvest.

**THANK YOU** once again to the Winnipeg Blue Bombers, Manitoba Moose and Winnipeg Goldeyes fans for always remembering to bring a Tin for the Bin to all their homes games. A heartfelt thank you goes out to all our corporate sponsors, organizing committees, volunteers and individual donors for making 2010/2011 the most successful year yet for special events.



# COMMUNICATIONS

The communications department had a busy year promoting awareness of hunger and poverty issues to the media and to the public at large. With almost 500 media hits and over 100 public relations talks, our journey continues to reach more and more people with our message.

Our social media has also taken off with facebook and twitter being an integral part of getting our message out. We had a successful social media campaign with the Blue Bombers challenging seven other CFL teams through the Pepsi Refresh Project. We were crowned victorious and received a cheque for \$50,000.00 for our Hunger for Hope program which provides baby food and infant formula so no child goes to bed hungry.

Some other events that garnered exposure included; Swinging for Supper golf tournament, Purolator Tackle Hunger, Tools for School, Empty Bowls Gala, Souper Lunch, Moving about the Community, Share Your Thanks, Kids Who Care, new Winnipeg Harvest Food Distribution and Training Centre, Ground Breaking Ceremony, Kids Blue Box Gardening Program, Building Renewal and Expansion, Capital Campaign, and Operation Donation. A special thanks to our media friends who so loyally support what we do at Winnipeg Harvest and help us reach out to the public.



*The Moving About the Community campaign was a huge success with CIBC, The UPS Stores of Winnipeg and Canadian Tire coming together with their generous donation of a new cube truck!*

*Shaw Cable host Joanne Kelly reporting on the 'Together is Amazing' Campaign at Winnipeg Harvest where Shaw Cable launched their 'Fill the Food Banks' initiative across Canada. They surpassed their goal of raising 1 million pounds of food Canada-wide, with Manitoba raising 131,817 pounds for families in need.*



# Winnipeg Harvest Food Distribution and Training Centre Building Renewal and Expansion Campaign

A number of years ago it became apparent that Winnipeg Harvest's capacity to store and move the volume of food required to meet the growing demand within our community would soon be inadequate. To address this issue, Winnipeg Harvest embarked upon a \$6.5 million Building Renewal and Expansion Campaign in the spring of 2009 that would increase our warehouse and classroom space from 32,000 to 53,000 square feet.

With \$3.3 million in support from the Federal and Provincial Infrastructure Program, in addition to generous contributions from Manitoba businesses, Foundations and individuals, we are currently within \$1 million of our fundraising goal to complete the new warehouse and renew and upgrade the existing facility. We anticipate that the Building Renewal and Expansion Campaign will be completed this summer.

The building at 1085 Winnipeg Avenue has been demolished and a new two story building housing administrative offices, new and expanded training areas and additional warehouse space now stands on the original footprint. The attached facilities at 1091 and 1095 Winnipeg Avenue are being refurbished and expanded as well, and once finished will give us the space and tools we need to safely and efficiently increase the volume of food we collect and share with hungry Manitobans.

The new Winnipeg Harvest Food Distribution and Training Centre will be completed on time and on budget. The official opening of the new facility is scheduled for September.





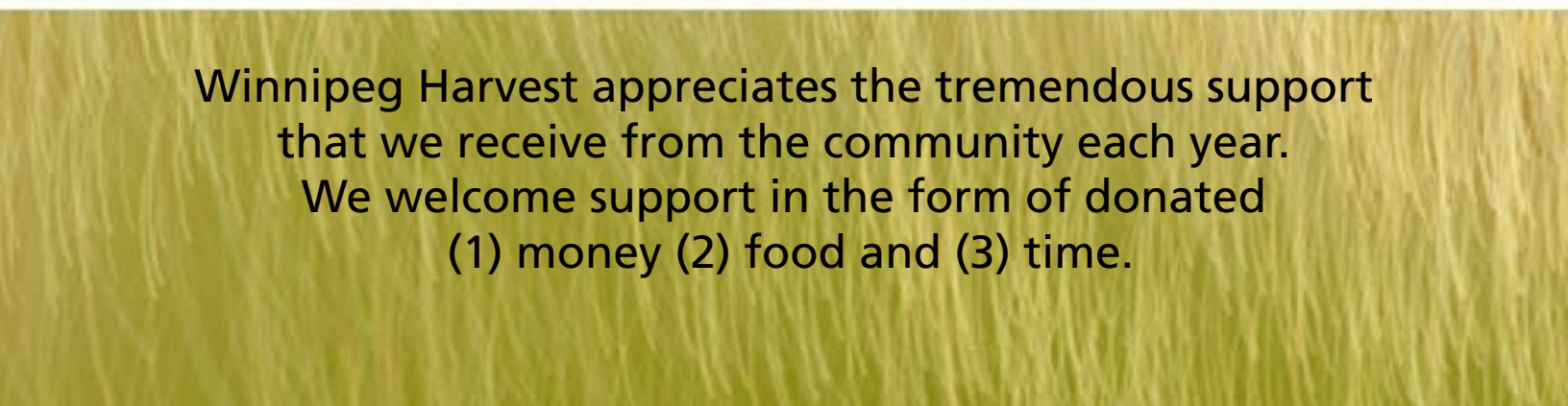
**To make a donation:**

**By mail or in person:**

1085 Winnipeg Avenue, Winnipeg, MB R3E 0S2

**By Phone:** (204) 982-3581

**Online:** [www.winnipegharvest.org](http://www.winnipegharvest.org)



Winnipeg Harvest appreciates the tremendous support that we receive from the community each year. We welcome support in the form of donated (1) money (2) food and (3) time.