

Parkland Food Bank



***Parkland
Food
Bank
Annual
Report
2012***

Our Mission

The Parkland Food Bank exists to address the needs of hunger in the Parkland County, primarily by providing food to those in need.

105 Madison Crescent
Spruce Grove, Alberta
T7X 3A3 (780)962-4565
www.parklandfoodbank.org

Message from the Chair

The Parkland Food Bank has served the needs of the City of Spruce Grove, the Town of Stony Plain, Parkland County, and the Paul Band for the last 28 years. We have been striving to provide families with a nutritious and adequate supplement to their monthly diet when they are not able to meet the needs on their own budget.

We are always amazed at how generous our communities have been in their financial support of our operation. This has been very evident this past year with the Rotary Club of Spruce Grove donating \$100 000 towards our building fund. For the last five years we have been looking for ways to expand our building, so this was very much appreciated as we are now looking at plans for this purpose. We are very excited to see this project to completion.

We are grateful for all of the hard working volunteers that donate their time on a weekly basis. They spend many hours helping to sort donations, pack food into hampers for distribution and attend the various food drives that take place in the community. We could not operate without them.

Last year saw an increase in the number of paid staff we employ. We felt that the job was getting too big for one person so we now have three employees to better serve the needs of the client. We feel that our team of employees are working hard to ensure that the service level and the amount of donations have increased.

All of us at the Food Bank are committed to working towards our goal of fighting hunger in our communities. We are working to ensure that our operation is a viable and sustainable service in the Tri-municipal region.

Kindest regards,

Dianne Lukey
Parkland Food Bank Board Chair

Message from the Executive Director

Since signing on as Executive Director in January 2012, I have been witness to the generosity and neighbourly spirit that provides the Parkland Food Bank with the resources to reduce the negative impact of food insecurity in our community.

As a team, we set goals to achieve during 2012. Reduce expenses where ever it was possible, increase our presence through community events and social media, and increase donations so that we could increase hamper sizes, nutritional content, and monthly distribution. I am pleased to report that our goals were achieved with the cooperation of volunteers, staff, donors, and the community as a whole.

The Parkland Food Bank values the relationship with our donors and is thankful for their support. We rely 100% on monetary donations and food product donations from individuals, businesses, churches, schools, and various groups that support reducing hunger. We are also able to keep many of our expenses and operational costs down through the donation of services from businesses throughout our community. Food insecurity is recognized as an important public health issue in Canada. Not having enough to eat and not having good quality food can have short and long term effects on mental and physical health. With the commitment of support demonstrated by our donors we are able to work together to achieve a hunger free community.

The Parkland Food Bank now has three part time employees with a combined FTE (full time equivalent) of 1.4. However, the largest contribution to the operation of the food bank is from our volunteers. They are the heartbeat of the food bank and without their giving of their time and talents, we could not exist. Thank you to all our volunteers and Board members who give cheerfully of your valuable time.

I feel very blessed to be a part of this organization working alongside with the Board of Directors, staff, and volunteers who go beyond expectations to serve this community.



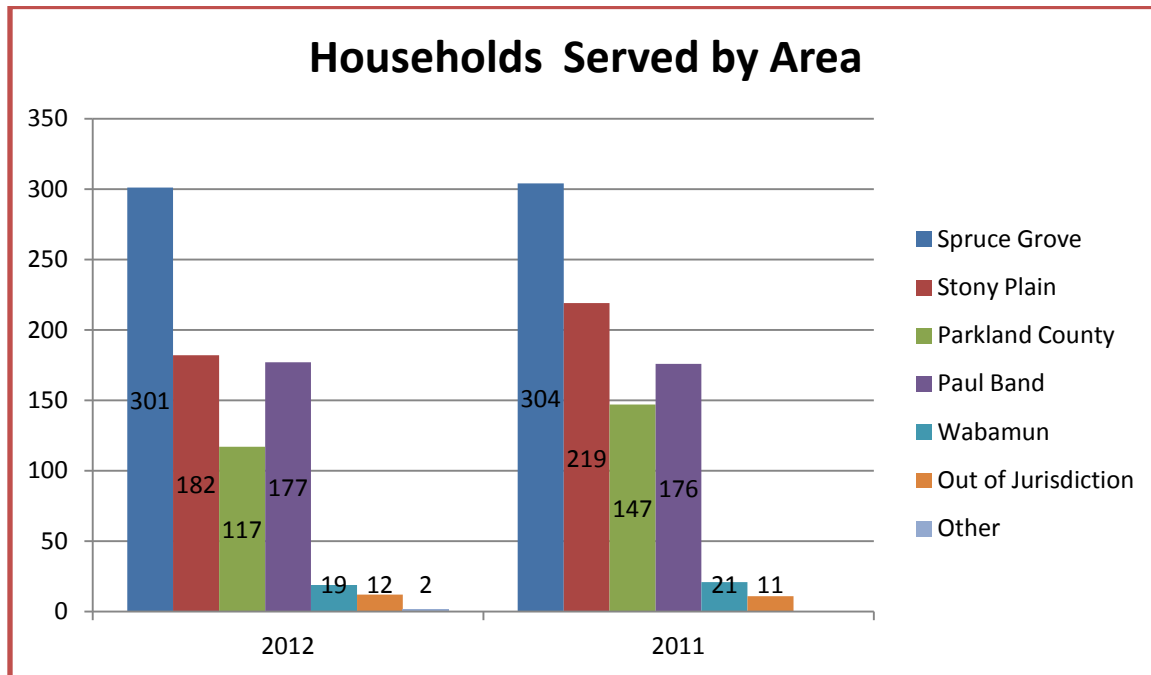
Sincerely,

Angela Lindberg

Angela Lindberg

Executive Director

2012 STATISTICS

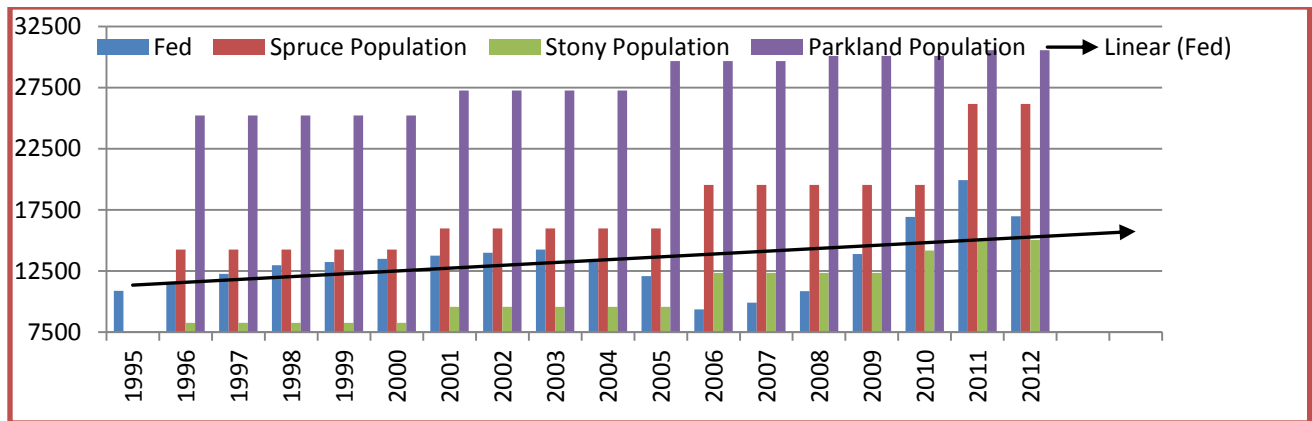


Totals 810 872 -7.6%

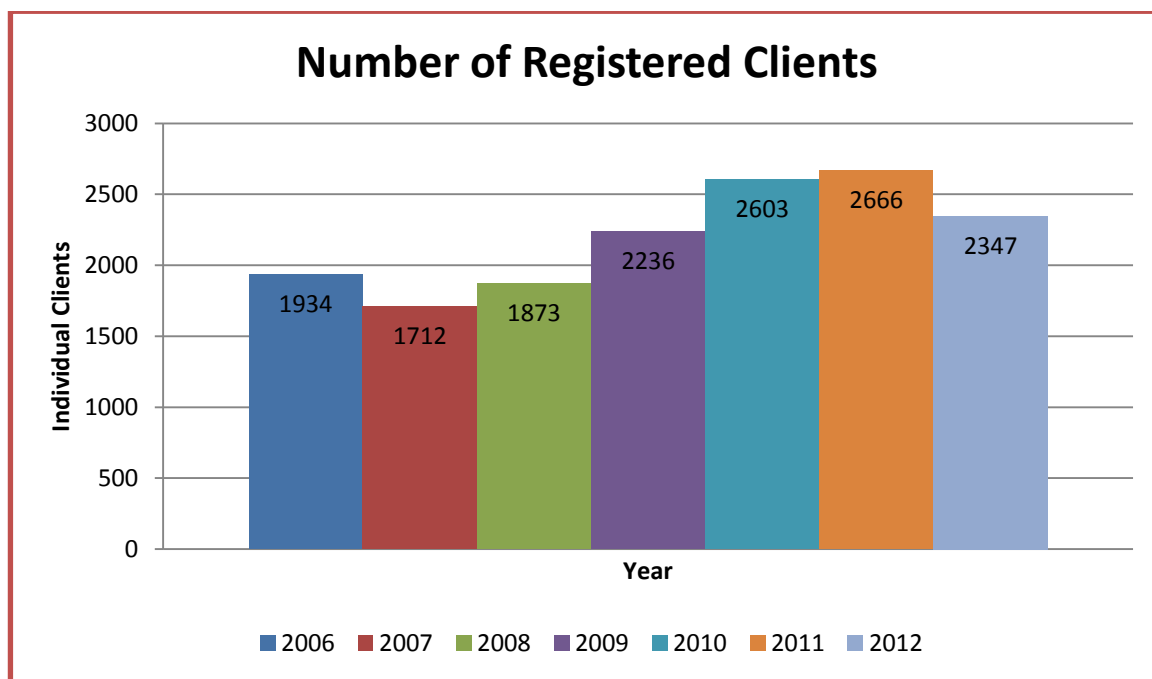
Population Statistics

Location	2011 Census	2006 Census	Change
Spruce Grove	26171	19541	+33.9
Stony Plain	15051	12363	+21.7
Parkland County	30568	29220	+4.6
Total	71790	61124	+14.9

Statistics Canada. 2012. *Focus on Geography Series, 2011 Census*. Statistics Canada Catalogue no. 98-310-XWE2011004. Ottawa, Ontario. Analytical products, 2011 Census. Last updated October 24, 2012.

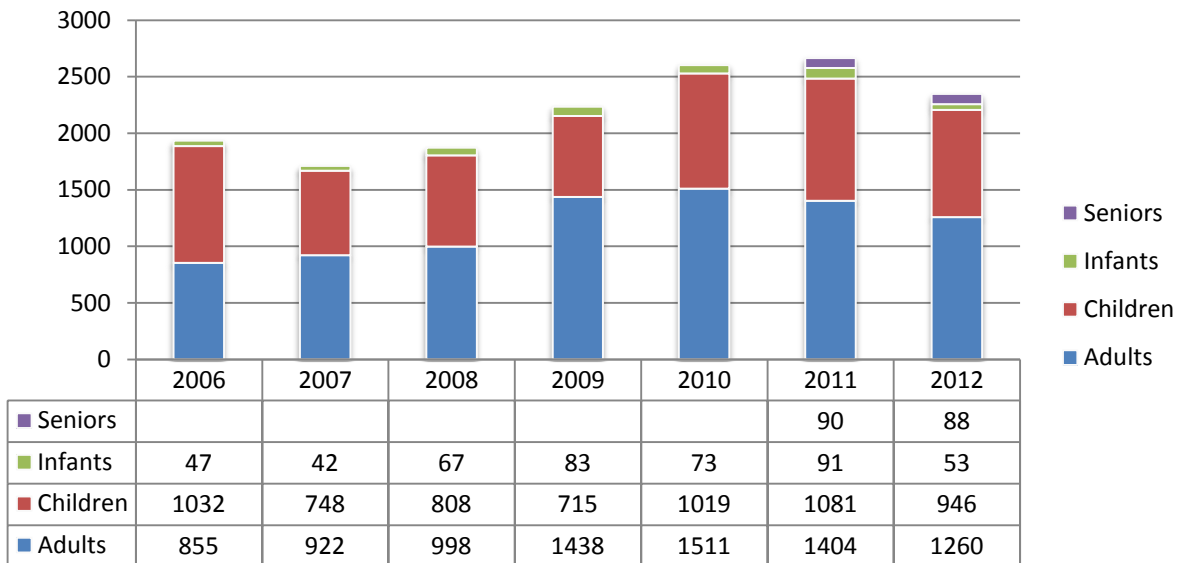


Note: When calculating in the number of visits made by individuals to the food bank, 16,975 people were served in 2012. (7051 children, 322 infants, 8738 adults, and 864 seniors).

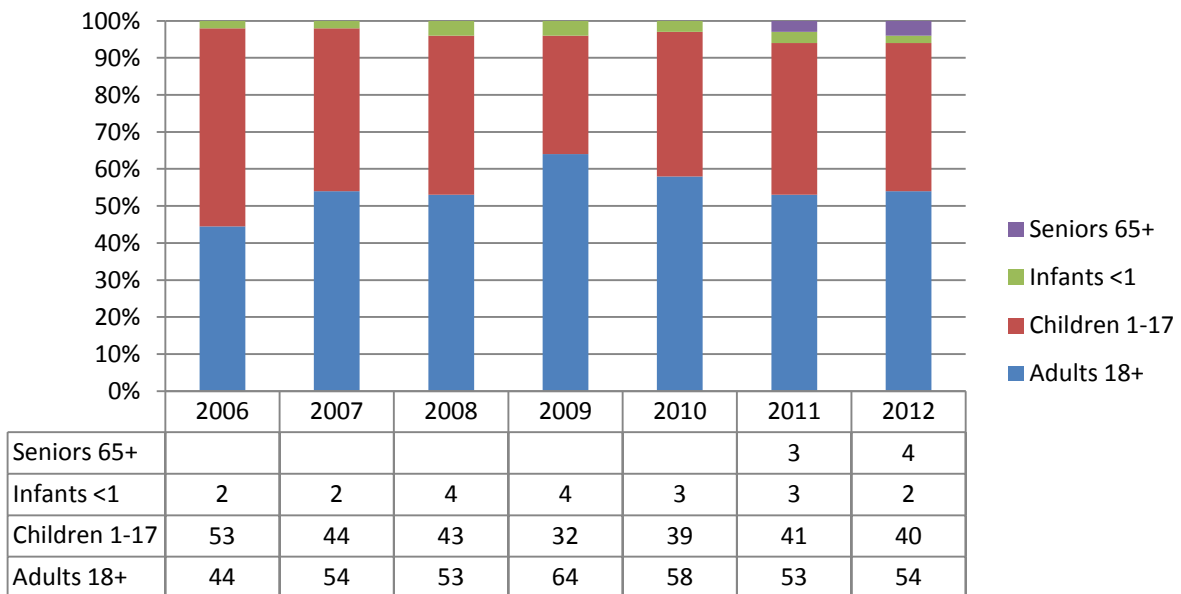


A revised registration process was implemented in 2012 ensuring proof of eligibility. To view eligibility requirements visit <http://parklandfoodbank.org/wordpress/get-help/>. There are many reasons why people are in need of assistance. Some of which are: persons with disabilities, seniors, the working poor, persons receiving income support, newcomers, those experiencing an unexpected financial loss due to job loss, divorce, illness, or an increase in rent and utilities.

Client Breakdown by Age

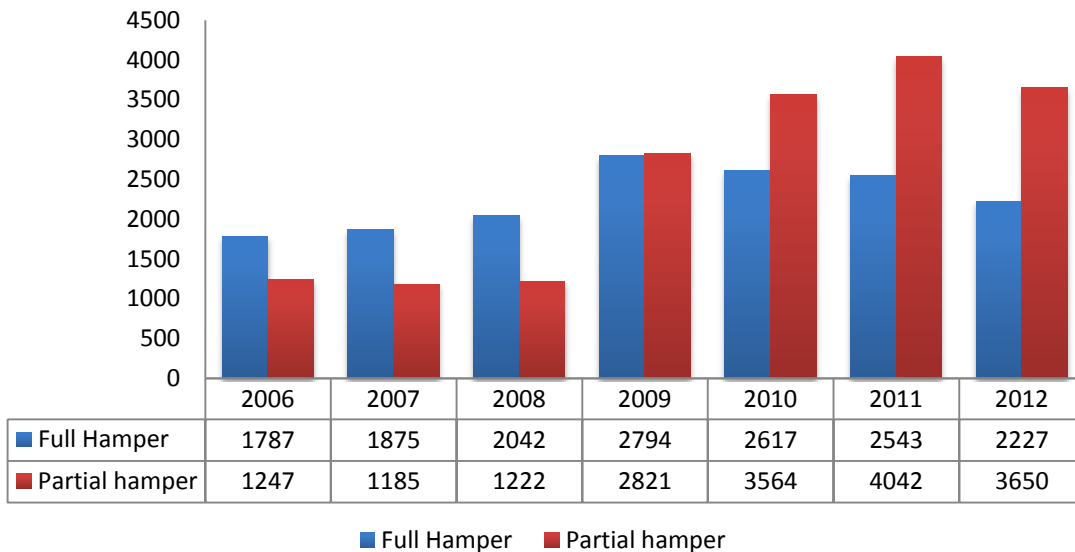


Client Breakdown by Age (%)

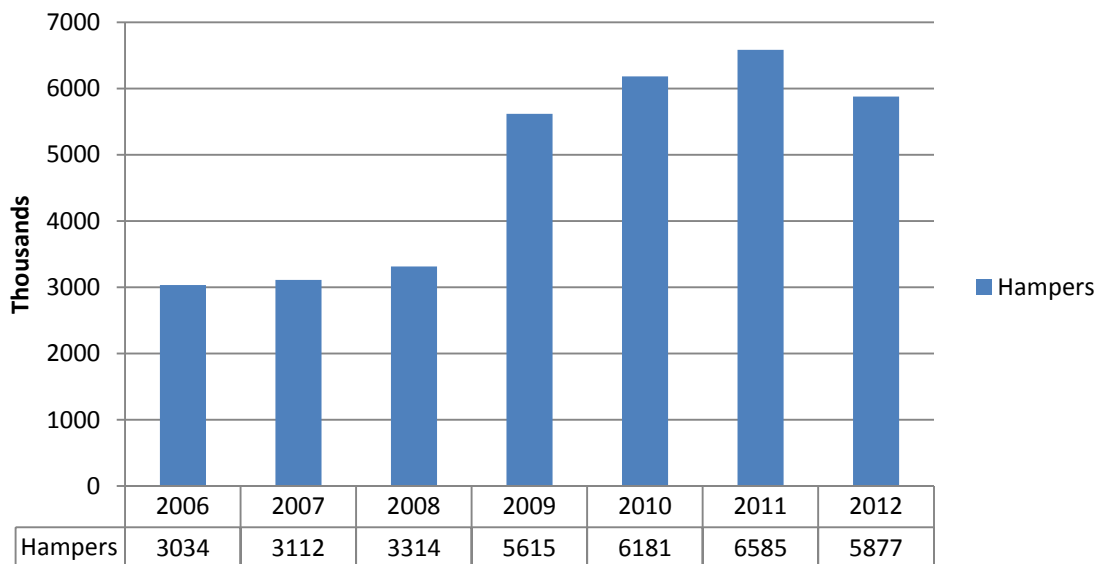


42% of our clients are under 18 years old

Types of Hampers Distributed

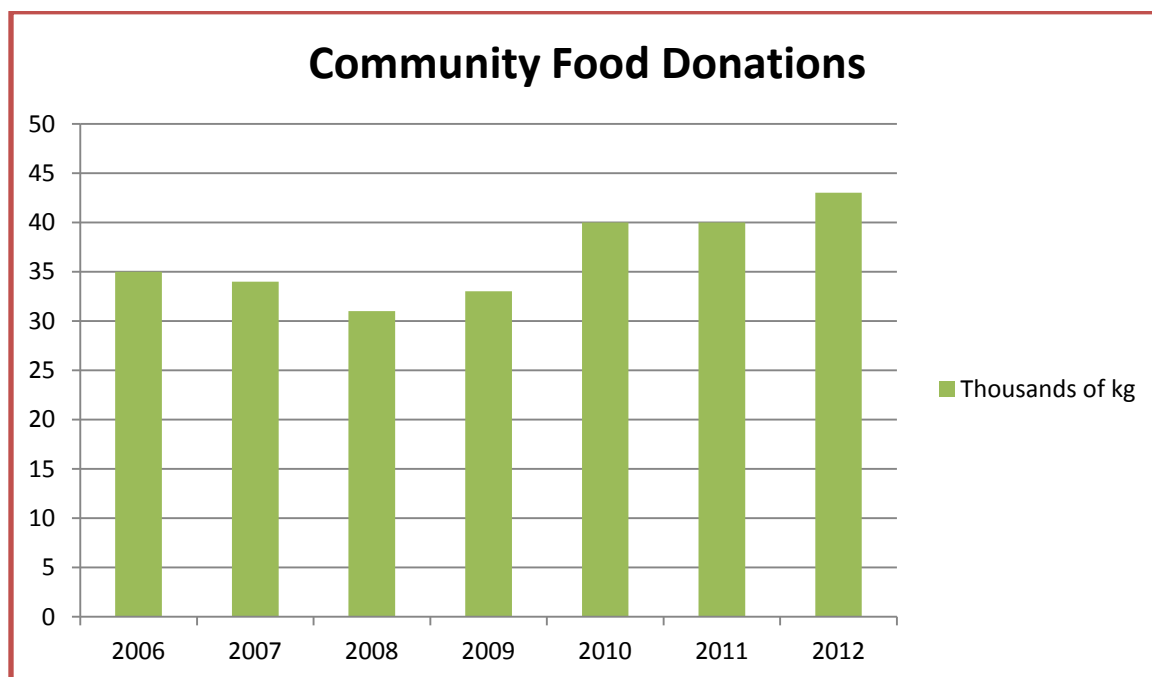


Total Hampers Distributed



Full Hamper – During 2012 we began to distribute a full hamper once a month rather than once every two months and increased the contents to last 3 - 4 days rather than 2 – 3 days. A full hamper consists of a standard pre-packed box (based on family size) of non-perishable items to which available bread, pastry, and produce are added. We also purchase milk, meat, and margarine to add to the full hamper.

Partial Hamper – Clients are able to pick up a partial hamper once a week. These hampers include bread, pastries, and produce. The product made available for these hampers is donated by local grocery stores.



Note: Chart includes food product donated by individuals and businesses in the community through private donations, special events, and collection bins. It does not include gifts in kind, reclamation, or National Food Share Program donations.

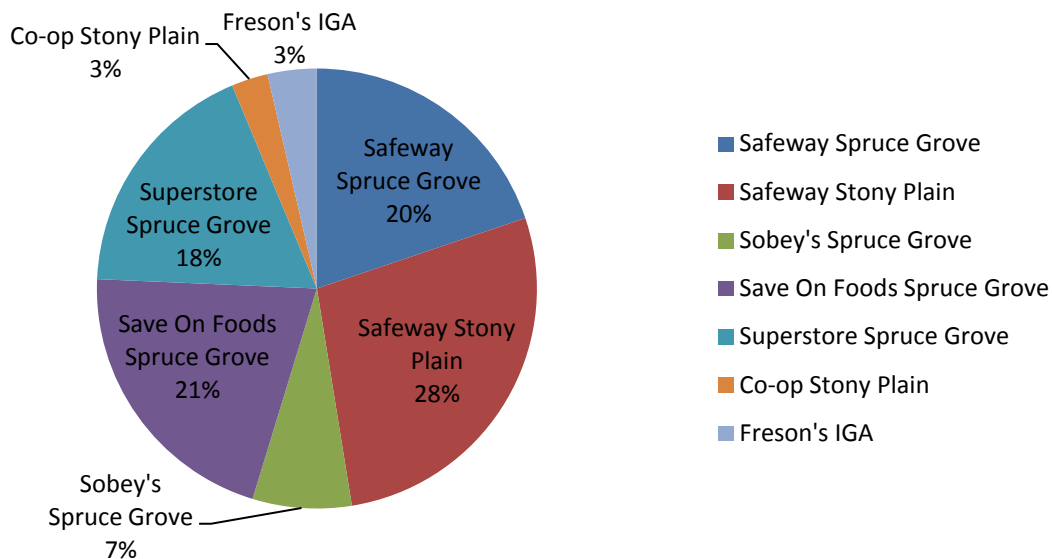
- 2012 National Food Share Program donations were 21541 kg
- 2012 Sysco donations were 19821 kg
- Local produce grower donated 720 kg of produce
- Local farmer donated 4 hogs total of 290 kg
- Local farmer donated lamb total 76 kg

When these are included, we received **85563.72 kg** total donations. This is equivalent to **\$470,600** value of food donations in 2012.

These donations are also used to support other programs in the community such as:

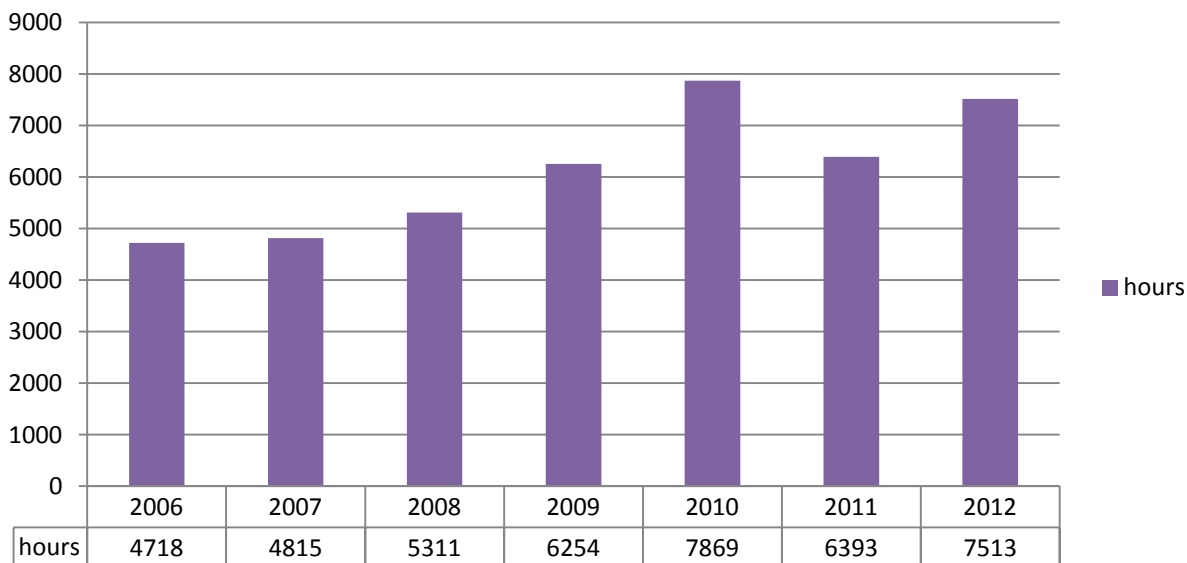
- Meridian Heights School Breakfast Program
- Seba Beach School Breakfast and Lunch Program
- Mother Earth School Lunch Program
- Stony Plain Youth Centre
- Rehoboth
- Auggie's Café
- WEE Food Bank (weekly product pick up from Edmonton)
- Family Community Support Services Emergency Hampers (27 distributed)

Snapshot of Grocery Store Bin Collections



Complete list of community donation locations is listed on our website.

Volunteer Hours



Note: Chart includes hours spent working during regular operation hours and driver hours.

Volunteer opportunities are also available for special events throughout the community in support of the food bank. Visit <http://parklandfoodbank.org/wordpress/donate/> for more information.

Our Partnerships



About Food Banks Canada

Food Banks Canada is the national charitable organization representing and supporting the food bank community across Canada. Our membership and their respective agencies serve approximately 85% of people accessing essential food programs nationwide.

Food Banks Canada strives to meet the short-term need for food, and find long-term solutions to hunger in order to reduce the need for [food banks and emergency food services in Canada](#).

To achieve these goals and support the work of our membership, we engage in a number of activities. These include:

- **initiating and running programs** that provide our membership with large-scale donations of food and consumer products, funding, and educational resources,
- **building partnerships** with corporate donors and organizational friends,
- **raising awareness** of hunger and related issues, and encouraging Canadians to become involved,
- **conducting research** and **creating policy recommendations** that will reduce hunger and poverty in Canada.

Food Banks Canada was originally formed in 1989 as The Canadian Association of Food Banks (CAFB) to assist with what was initially believed to be a short-term demand for food banks. However, as the need for food banks and food assistance programs continued and grew, our organization continued to serve as a national voice for food banks across the country. In 2008, we reorganized and rebranded as Food Banks Canada in order to better serve our constituents.

AlbertaFoodBanks

TogetherWeAreStronger



Alberta Food Banks, also known as the **Alberta Food Bank Network Association [AFBNA]**, evaluates and researches programs to benefit Alberta food banks. These programs are initiated and supported to help our members in food and fundraising, and awareness efforts across Alberta.

Alberta Food Banks provides a wealth of resource material and acts as a communications pipeline for its members so that food banks can function efficiently and share ideas. We promote Alberta food banks on a provincial level.

All **Alberta Food Banks** members automatically benefit from provincial initiatives as well as national initiatives from [Food Banks Canada](#).

Alberta Food Banks, also known as the **Alberta Food Bank Network Association [AFBNA]**, is the recognized provincial member of [Food Banks Canada](#). Food Banks Alberta (formally the South Central Alberta Food Bank Federation) is an organization which has no connection with the **Alberta Food Bank Network Association**.

Alberta Share Program

History

The **Alberta Food Bank Network Association** launched Alberta Share in conjunction with Save-On-Foods and the Alberta Food Processors Association on November 1st, 2002. A number of Sobeys/IGA's and numerous independent retailers have joined since. To date, **Alberta Share** has generated more than \$400,000 for local food banks.

Concept

Alberta Share provides a simple way for consumers to support their local food banks, and in turn, those less fortunate. Albertans have always shown generosity in helping families in need. This program makes it easier to help people get high quality, nutritious food products. **Alberta Share** will enable food banks across Alberta to buy the food products that are most in need.

Goals

To build heightened awareness and consumer support for those less fortunate within the community

To assist needy families by increasing nutritional quality of food bank provisions

To increase sales of local stores who wish to support local food banks

How it Works

An **Alberta Share** plastic card with a \$2 value is distributed to Alberta food banks. Then, a volunteer from each food bank goes to local grocery stores to set up the cards in displays at checkouts. Consumers can then take the card out of the display holder and give it to the cashier for scanning. The card is then returned to the display and a \$2 donation is added to the customer's purchase total. Donation totals are reimbursed via a store credit to the local food bank. Food banks can then purchase a nutritionally balanced supply of provisions.

Milestones

To date the **AFBNA** has raised more than \$400,000 for Alberta Food Banks!

Set Up

If you would like to set-up **Alberta Share** in your community, please read the [Alberta Share Distribution Policy](#), the [Alberta Share Division of Responsibility](#) documents and [contact](#) the **AFBNA** office.

During 2012 Spruce Grove's Save On Foods, Sobeys, and Superstore locations participated in the Alberta Share Program.
Thank You for your participation!



Whether it is through the Alberta Share Program, food donations, providing collection bins, shelf labels, sale of pre packs, small and large scale events, or the greatly appreciated discounts on our purchases of milk, produce, and meat products, **ALL** of our community grocers support the Parkland Food Bank.

WE HAVE A NEW LOOK THANKS ALL STAR SIGNS IN STONY PLAIN!



Did you know our volunteer drivers pick up throughout the community Monday – Friday and during special events?



Thanks to these local businesses who provide in kind services toward our vehicle maintenance and monetary donations to our fuel expense

Maintenance sponsors:

- Kal Tire Stony Plain
- Econo Lube Spruce Grove
- Clearly Superior Glass

Fuel sponsors

- C's Electrical Services Ltd

We are always looking for more local businesses to sponsor our vehicle expenses.

In July of 2012 our website was redesigned by Sitescape Studios. It is now interactive; allowing visitors to post comments and is also quite user friendly. Visit us at <http://parklandfoodbank.org/wordpress/>



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2012	255	438	2,286	8,281	412.99 MB
Feb. 2012	234	360	1,103	6,310	373.27 MB
Mar 2012	239	408	1,841	6,924	100.87 MB
Apr 2012	255	406	1,973	6,360	52.51 MB
May 2012	244	449	3,974	9,282	71.80 MB
Jun 2012	255	456	4,363	8,408	63.96 MB
Jul 2012	217	665	4,322	14,374	138.50 MB
Aug 2012	301	1,187	14,048	25,722	213.00 MB
Sep 2012	366	1,057	11,000	18,146	275.91 MB
Oct 2012	473	1,173	25,091	38,543	442.77 MB
Nov 2012	776	1,401	17,452	41,970	402.54 MB
Dec 2012	790	1,537	19,470	33,542	328.81 MB
Total	4,405	9,537	106,923	217,862	2.81 GB

Since redesigning the website in July, traffic to our site has increased significantly!

Jan – June visitors	3999	Jan – June pages visited	15540
Jul – Dec visitors	9943	Jul – Dec pages visited	91383
(Increase of 42.6%)		(Increase of 70.94%)	



In June of this year we joined [facebook](#) and [twitter](#). Facebook has proven to be a great way to stay connected with our audience. To date we have 270 likes and growing.

To share, comment, and like visit www.facebook.com/PrkIndFoodBank



Donations can be made on our website
through [Canada Helps.org](http://CanadaHelps.org)

Community Food drives, Fundraising initiatives and Events

3 B's Flowers	Golden Spike Lumber
AA Bantam	Goodwill Drop off Centre
Anglican Church Women	Graminia School
Ashdon Agencies Inc.	Greystone School
AUPE Curling Bonspiel	Grove Cruise
ATCO Structures and Logistics Ltd	Grove Dodge
Blueberry Jr. High	Halloween for Hunger (Flaman family)
Bodies by Bucci	High Park School
Boston Pizza Foundation	Holy Trinity Church Lent Drive
Bootlegger	Horizon Stage
Brightbank Lions Club	Initiation Ice Cap
Carlson Manor Haunted House	Image School of Dance
Canada Day Spruce Grove	Jen Col
Canadian Tire Jumpstart Charities	John Paul II School
Capital Power	Kraft Food for Families
Cedar Brae Court	Little Italy Panini
Christmas in Central Park Spruce Grove	Little Trade Show on the Prairie
Church of Jesus Christ Latter Day Saints	Loblaw's Extra Helping Campaign
Co-op (North Central)	Maridon Music
Curves	Memorial Composite High School
Drayden Insurance Stony Plain	Meridian Heights School
Exit Realty Solutions	Memorial Composite Music Department
Farm Credit Canada	Millgrove School
Father's Day City of Spruce Grove	Muir Lake School
Food Banks Christmas Craft Event	Novaderm Cosmetics and Spa

One Stop Christmas Trade Fair
Original Joes
Papa Murphy's
Parkland Celebration Choir
Parkland Medical Associates
Parkland Potter's Guild
Parkland Presbyterian Church
Parkland Riding Club
Parkland School Division
Remax Real Estate
Revival Canada Christian Ministries
Rona Social Club
Royal Lepage Great Pumpkin Giveaway
Rural Rendezvous
Parkland County
Parkland Medical Associates
Parkland School Division
Phoenix Taekwondo
Prairie Mines and Royalty
Ryfan Electric
Save On Foods Stuff a Bus
SoCal
Spruce Grove Alliance Church
Spruce Grove Bingo Hall
Spruce Grove Examiner
Spruce Grove Firefighters

Spruce Grove High School
Spruce Grove Ringette Coaches
Spruce Grove Ringette Sweetheart Tourney
Spruce Grove Gun Club
Spruce Grove Football
Spruce Grove Ladies Curling League
Spruce Grove Medical Centre
Spruce Grove PAC Bantam AA
Spruce Grove Rotary Club
St. Andrew's Church Trade Show
St. Joseph Catholic School
St. Marguerite Catholic School
St. Peter's Catholic High School
St. Thomas Catholic School
Stony Plain Alliance Church Youth Group
Stony Plain Central School
Stony Plain Football
Stony Plain Horticultural Society
Stony Plain Rotary Club
Stony Plain Women's Institute
Subway Spruce Grove
Sunlife Financial
TELUS Team Cares
The Boxing Club of Spruce Grove
The Black Dirt Company
The Pampered Chef

Thompson Bros

Tri Community Mini Monster Bash

Tumble Tots Playschool

United Church Men

United Church Women

United Nurses of Alberta

Various Birthday Parties

Wabamun Minor Hockey

Wal-Mart

Whispering Waters

Woodhaven School