

*Parkland Food Bank*



***Parkland  
Food  
Bank  
Annual  
Report  
2013***

**Our Mission**

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

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

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## Message from the Executive Director

During 2013 our community once again demonstrated its generosity and community spirit with its continued support with food and monetary donations to the Parkland Food Bank. In 2013, we also saw an increase in the number of groups, businesses, schools, churches, etc, who organized a food drive, fundraiser, or an event in support of the Parkland Food Bank. These have been recognized at the end of this report.

As a registered charity, the Parkland Food Bank relies on community support; however, we also believe that healthy communities are a result supportive public policies that consider social and health impacts. Such policies can improve the health of individuals and communities. Recently, the Parkland Food Bank reached a milestone as it marked the first time we received monetary support from all three municipalities. We are very grateful for the first time funding we received from the City of Spruce Grove and the Town of Stony Plain as well as the continued funding from Parkland County who increased their support. Food insecurity has important effects on important areas of our lives...our families, children, economy, communities, and health. It is encouraging to see that our government understands the importance of the service the Parkland Food Bank provides.

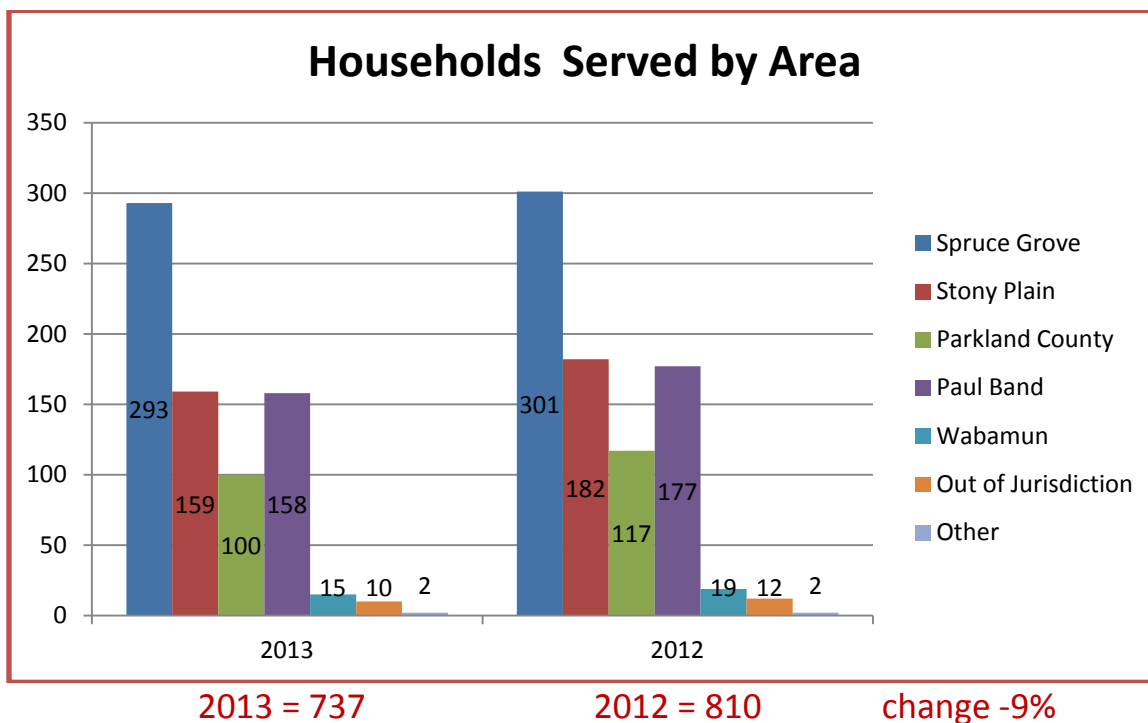
Our expansion plans have had a few unexpected delays but it looks like everything will be good to go in the spring of 2014. Last year the Spruce Grove Rotary Club announced a commitment of \$100,000 towards our building project. In 2013, the Honorable Doug Horner presented the Parkland Food Bank with a cheque from Alberta Culture in the amount of \$125,000 from the Community Facility Enhancement Program also towards the building expansion. Farm Credit Canada awarded the Parkland Food Bank a \$10,000 grant under its Agrispirit Fund which will assist us towards some equipment needs. We also would like to thank The Thrift Shop (St. Andrews United Church) for also helping us out with their generous donation of \$10,275 in 2013. The grants and donations will go a long way in helping us reach our goal but 2014/15 will prove to be very busy fundraising years to complete the project needs.

Lastly, but most importantly, thank you just does not say enough for the dedication and commitment that is shown by our volunteers. Our 62 regularly scheduled volunteers faithfully come in for their scheduled shifts and they are always so cheerful to be giving back to the community. The Parkland Food Bank has only two part time employees; Sheri Ratsoy, the Warehouse Supervisor, and myself, so it is safe to say that the Parkland Food Bank would cease to exist without the volunteers. I also would like to thank our volunteer Board of Directors for their direction and support throughout 2013.



Angela Lindberg  
Executive Director

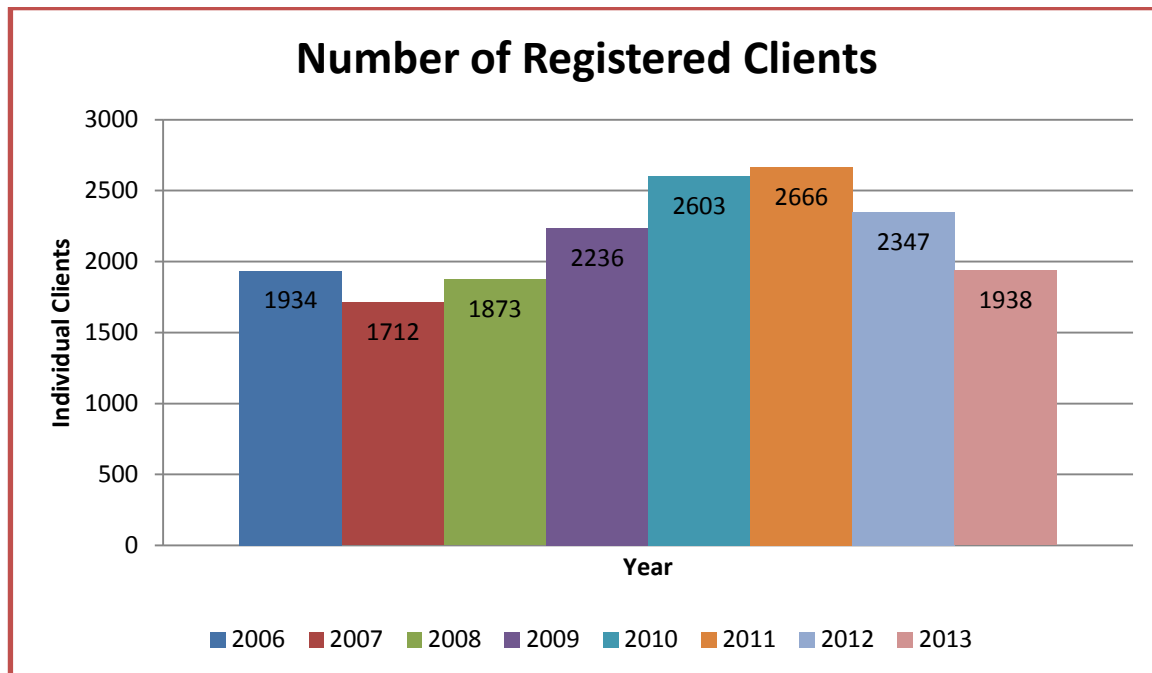
## 2013 STATISTICS



### 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
<b>Total</b>	<b>71790</b>	<b>61124</b>	<b>+14.9</b>

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.

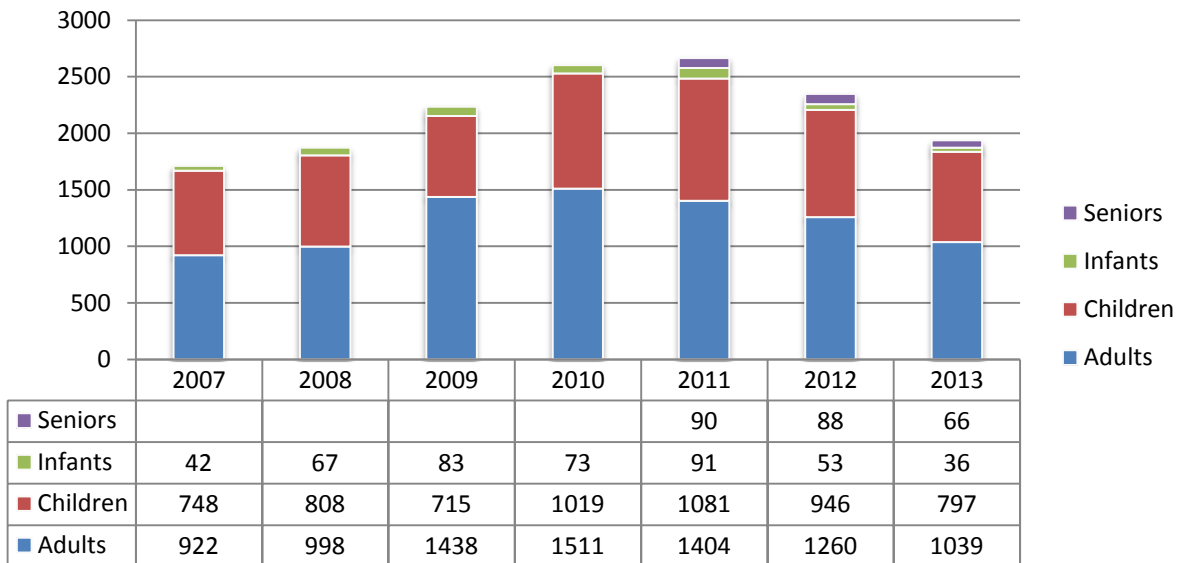


Note: When calculating the number of visits to the food bank including each individual per household, the Parkland Food Bank essentially fed 16,143 people in 2013.

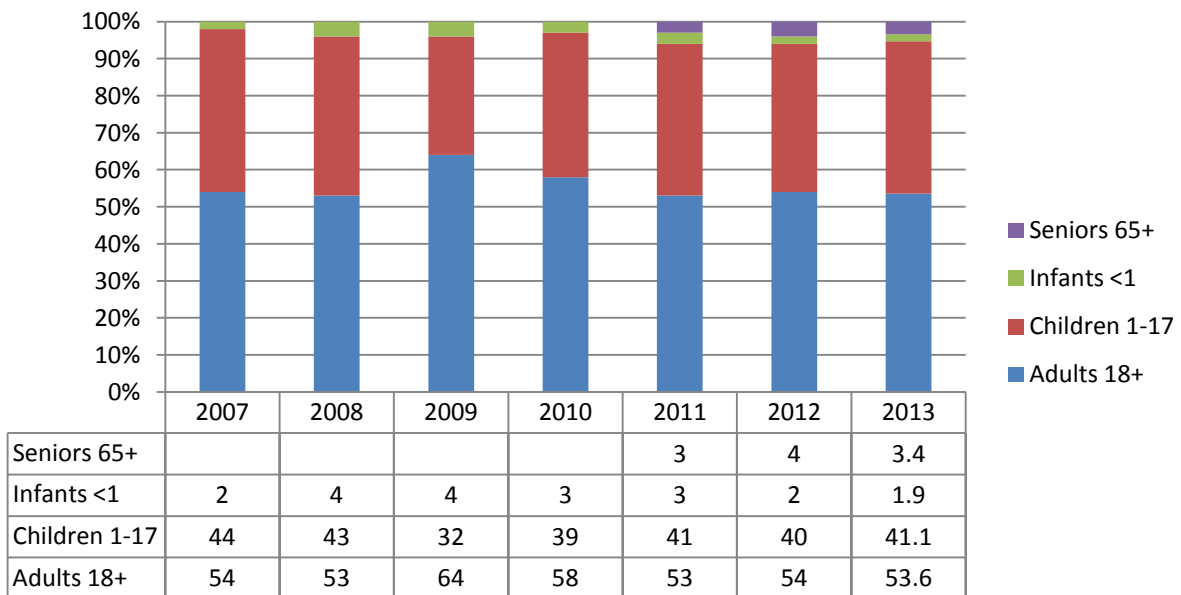
The Parkland Food Bank uses a registration process ensuring proof of eligibility. To view eligibility requirements visit <http://parklandfoodbank.org/wordpress/get-help/>.

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

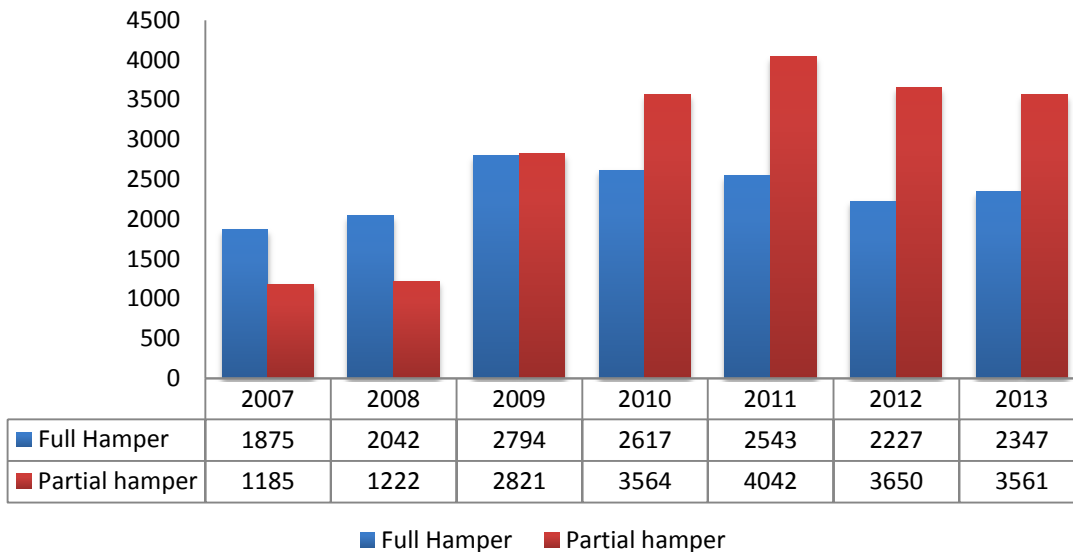


## Client Breakdown by Age (%)

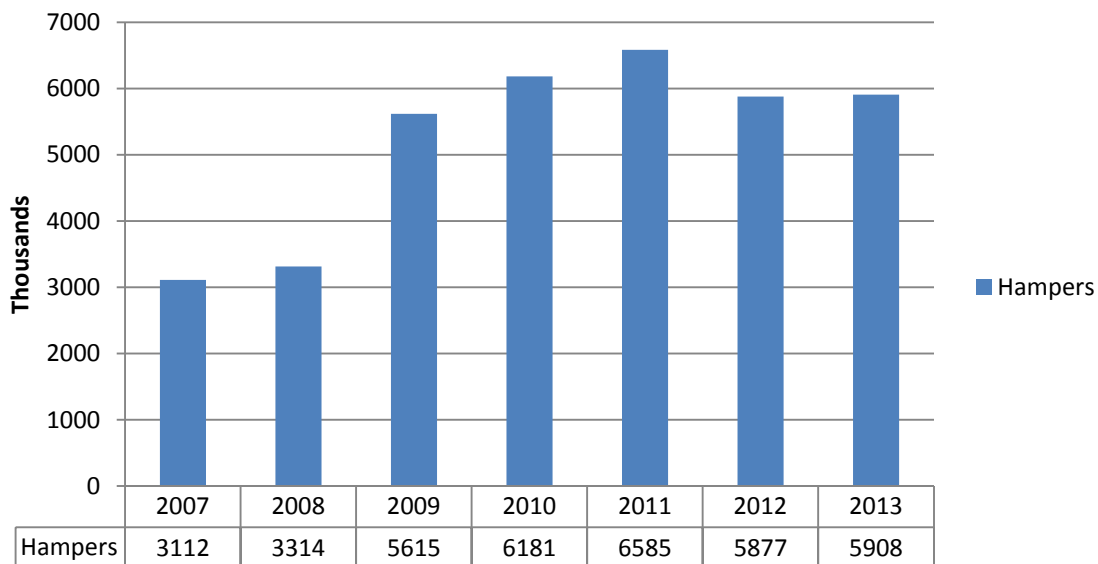


**41.1% of our clients are under 18 years old**

## Types of Hampers Distributed



## Total Hampers Distributed



**Full Hamper** – A full hamper is distributed once a month and provides 3 – 4 days of food. 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 eggs 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 (if available).

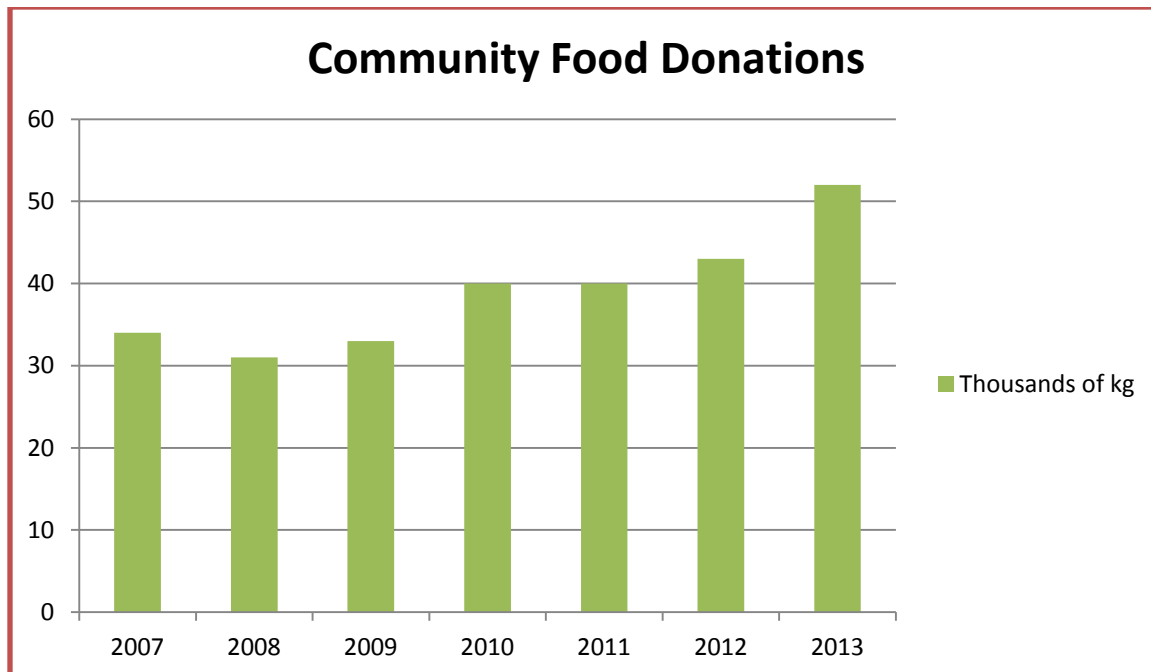


Chart includes food product donated by individuals, businesses, churches, food drives, special events, and collection bins. It does not include gifts in kind, reclamation, or National Food Share Program donations.

- 2013 National Food Share Program donations - 23793 kg (2012 - 21541 kg)
- 2013 SYSCO donations – 21077 kg (2012 - 19821 kg)

When the above are included, we received a total of **97293.5 kg** in total donations. This is equivalent to **\$535,114.25** in value of food donations in 2013. This is an increase of twelve percent over last year.

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

- Mother Earth School Breakfast and Lunch Program (the following is an excerpt from a letter of thanks from Mother Earth School)

“The Parkland food bank has helped to provide us with the opportunity to supply healthy nutritious meals to our students through generous donations over the past 5 years. Without donations like this it would be far more challenging to provide these meals, which for many of our students it is unfortunately the most nutritious food they receive in their day. With the generous donations from organizations like Parkland Food bank and Breakfast for Learning I will continue to be able to provide our students with healthy nutritious meals. Your generosity is very much appreciated”.

Stony Plain Baptist Church Christmas Day Dinner

Stony Plain Youth Centre

Auggie’s Café

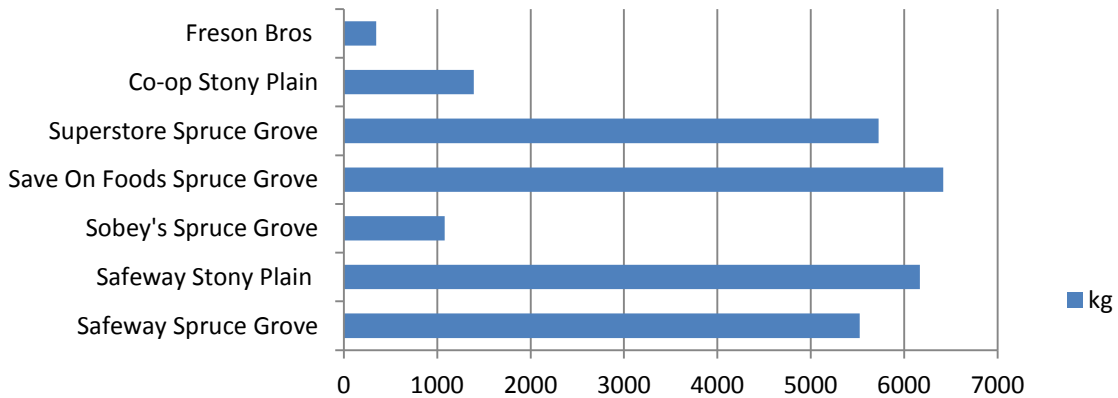
Wee Food Bank (we provide food product pick up from Edmonton)

Family Community Support Services (FCSS) Emergency Hampers

Kinette Club of Spruce Grove

Kinsmen Hampers

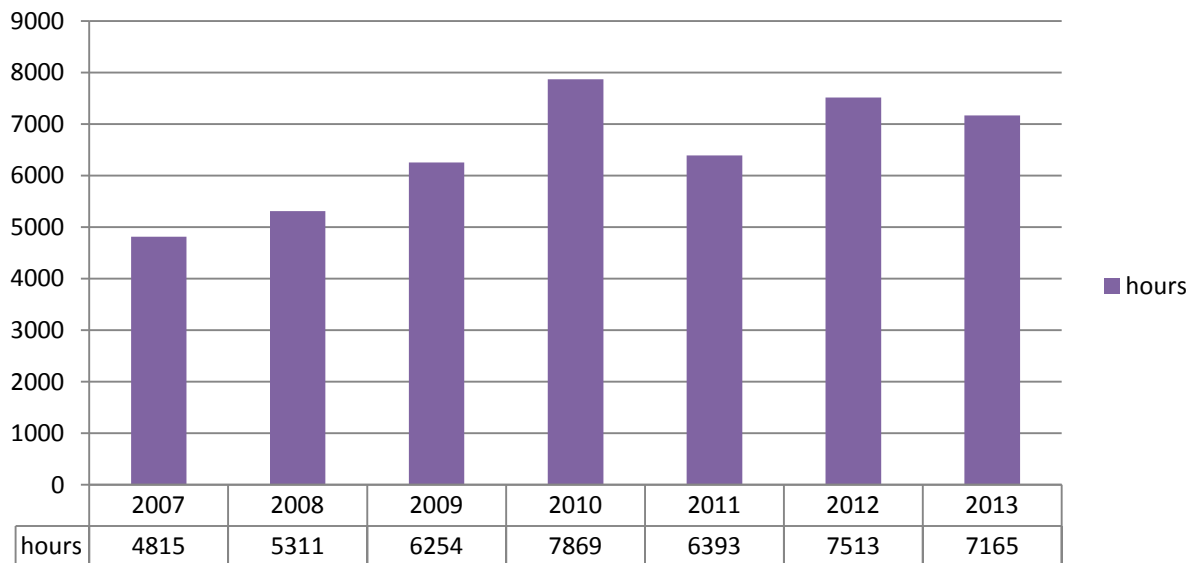
## Grocery Store Bin Collections



	Safeway Spruce Grove	Safeway Stony Plain	Sobey's Spruce Grove	Save On Foods Spruce Grove	Superstore Spruce Grove	Co-op Stony Plain	Freson Bros
kg	5523	6167	1080	6417	5725	1390	347

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

## Volunteer Hours



The Parkland Food Bank had 62 regular scheduled volunteers during 2013. Visit <http://parklandfoodbank.org/wordpress/donate/> to find out more about volunteering with us.



## 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.

## **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.

The Parkland Food Bank is grateful for the support it receives from our local grocers.  
Summary of 2013

**Stony Plain Co-op**

- Hosted BBQ's (including the food) for the Farm Credit Canada Drive Away Hunger Tour and the Alberta Health Services Emergency Medical Services Team Food Drives
- Collected small change donations at cash registers for the Parkland Food Bank
- Held in store promotions to raise money for the Parkland Food Bank
- Uses shelf signage for customers to easily identify 'Food Bank Needed Item' products
- Provides a discount on our purchases of perishable food product for food hampers
- Promoted sales of specially packaged Food Bank pre packs
- Provides a community donation bin in store for customer food donations
- Donated Gift Cards to the Parkland Food Bank

**Save On Foods**

- Stuff A Bus Food Drive in partnership with ETS (our largest food drive collection)
- Provides a discount on our purchases of perishable food product for our food hampers
- Participates in the Alberta Share program which allows us to receive gift cards in the amount of the value customers donated through the program
- Host location of the Royal LePage Great Pumpkin Giveaway
- Promotes donation of a particular product i.e. peanut butter if our stock is low
- Provides a community donation bin in store for customer food donations

**Real Canadian Superstore**

- Twice a year the very successful Loblaw's Extra Helping Campaign is held collecting both food and money for the Parkland Food Bank.
- Other non food items are also donated
- Provides a community donation bin in store for customer food donations

**Sobey's**

- Hosted a BBQ (including the food) for the Farm Credit Canada Drive Away Hunger Tour in support of the Parkland Food Bank
- Participates in a program similar to the Alberta Share Program which allows us to receive in store credit in the amount of the value customers donated through the program
- Promoted sales of specially packaged Food Bank pre packs
- Provides a community donation bin in store for customer food donations

**Safeway Stores**

- Hosted the Specialized Transit Service Stuff A Bus Food Drive (Spruce Grove location)
- Promoted sales of specially packaged Food Bank pre packs
- At specific times of the year special signage is displayed for Food Bank needed items
- Provides a community donation bin in store for customer food donations

**Freson Bros**

- Promoted sales of specially packaged Food Bank pre packs

**Cob's Bread**

- On their Grand Opening the entire proceeds of \$2630.00 was donated to the Parkland Food Bank

Bread and pastry products are donated daily from our local grocers including Cob's Bread.

Vehicle decals provided by ALL STAR SIGNS in Stony Plain



Our volunteer drivers pick up throughout the community Mon – Fri 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
- Ian and Chantel Remax Real Estate Spruce Grove

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

Visit us at <http://parklandfoodbank.org/wordpress/>



<b>Reported period</b>	Year 2013				
<b>First visit</b>	01 Jan 2013 - 00:00				
<b>Last visit</b>	31 Dec 2013 - 23:59				
	<b>Unique visitors</b>	<b>Number of visits</b>	<b>Pages</b>	<b>Hits</b>	<b>Bandwidth</b>
<b>Viewed traffic *</b>	<b>&lt;= 38,009</b> Exact value not available in 'Year' view	<b>53,643</b> (1.41 visits/visitor)	<b>348,046</b> (6.48 Pages/Visit)	<b>492,541</b> (9.18 Hits/Visit)	<b>12.34 GB</b> (241.13 KB/Visit)
<b>Not viewed traffic *</b>			<b>133,355</b>	<b>157,033</b>	<b>7.53 GB</b>
2012	4405	9537	106923	217862	2.81GB

Our website traffic has increased significantly. Number of visits is up by 82%



In 2012 we joined [facebook](#) and [twitter](#). Social media has proven to be a great way to stay connected with our audience. As of April 12, 2014 we have 374 likes on [facebook](#) and 273 followers on [twitter](#).

Visit us at [prkIndFoodBank](#) or [@ParkIndFoodBank](#)



Donations can be securely made on our website through <http://www.canadahelps.org>

**The following pages are dedicated to those who have invested time and planning to hold a community food drive, fundraising initiative, or an event in support of the Parkland Food Bank**

Aberdeen Community	Edmonton Petroleum Golf and Country Club
Alberta Environment Regional Services	Eco Technical
Alberta Health Services EMS	Emeco Canada Ltd
Alberta Parenting for the Future Association	Evangelical Lutheran Church of the Good Shepherd
Alberta Treasury Branches	Eyestone, Diana and Amy
ATCO Gas	Farm Credit Canada Drive Away Hunger
ATCO Structures and Logistics Ltd	Father's Day with the Edmonton Eskimos
Baseline Lodge	City of Spruce Grove
Beach Corner Evangelical Church	Forest Green School
Beta Sigma Phi	Gerard Developments
Bing's #1	Gigapan Photographics
Blueberry School	Good Shepherd Lutheran Church
Bodies by Bucci	Graminia Community League
Bootlegger	Greystone School
Brightbank and District Lions Club	Grove Cruise
Brookwood School Justice League	Grove Medical Associates
Brookwood School Grade One's	Grove Senior's Village
Calgary Blaze	Halloween for Hunger (Flaman family)
Cargille Foods	Hanna, Taylor
Carlson Manor Haunted House	Hilldown's Grand Opening
Canada Day City of Spruce Grove	Holy Trinity Conquest Club
Cedar Brae Court	Holy Trinity Catholic Church
Christian Fellowship Church	Horizon Stage
Church of Jesus Christ Latter Day Saints	Immanuel Healing Centre
Cindy's Halloween Drive	Initiation Ice Cap
City Financial	Jay Set
Cob's Bread	Jen Col Construction Ltd.
Coffee with Matt	John Paul II School
Congregational Christian Fellowship Church	Karar Studios
Co-op (Stony Plain)	Kinette's Spruce Grove
Curves	Knights of Columbus St. Joseph's Council
Darwell Agricultural Society Summer Fair	Kristy's Little Learners Playschool
Dash Group	Lakemere 4-H Beef Club
DMS Eavestroughing	Loblaws Extra Helping Campaign
Doyle, Breanne	Mac's Convenience Store Stony Plain
Duffield School	Main Street Law LLP
Edmonton Gymkhana Association	Martin Deerline
Edmonton Trailer and Leasing Ltd.	



Memorial Composite High School  
Memorial Composite High School Music  
Department  
Meridian Heights School  
Mewassin United Church  
Mommy Connections Family Fair and Expo  
Mother Earth School  
Mucho Burrito  
Muir Lake Community League  
One Stop Christmas Trade Show  
One Stop Trade Show  
Original Joes  
Ovod McLeod Marketing  
Parkland Baptist Church  
Parkland Celebration Choir  
Parkland County Employees  
Parkland Farm Equipment  
Parkland Home School Association  
Parkland Medical Associates  
Parkland Presbyterian Church  
Parkland Retired Teachers Association  
Parkland School Division  
Parkland School Division Maintenance  
Perks Coffee House  
Peter Sheeman Memorial Ball Tournament  
Powell Canada  
Pro Club  
Putting Horse Ranch  
Reynolds Bus  
Rotary District 5370  
Royal Canadian Legion Branch 281  
Royal Lepage Great Pumpkin Giveaway  
Radke, Dale and Adrian Anniversary  
Re-Cycle Motorcycles  
Save On Foods Stuff a Bus  
Seba Beach School  
Second Cup  
Servus Credit Union  
Sobey's  
Specialized Transit Service  
Spruce Grove Alliance Church Youth  
Spruce Grove Bingo Hall  
Spruce Grove Chiropractic  
Thompson Bros

Spruce Grove Composite High School  
Spruce Grove Esso  
Spruce Grove Girl Guides  
Spruce Grove Lions Club  
Spruce Grove Oil Wives  
Spruce Grove PAC Bantam AA  
Spruce Grove Playschool  
Spruce Grove Ringette Sweetheart Tourney  
Spruce Grove Rotary Club  
Spruce Grove Soccer Association  
Spruce Grove Troop #2 Scouts Canada  
St. Aidan and St. Hilda Anglican Church  
St. Andrews United Church  
St. Augustine's Anglican Church  
St. Joseph Catholic School  
St. Marguerite Catholic School  
St. Matthew's Lutheran Church  
St. Thomas Aquinas Catholic School  
Stony Plain Alliance Church Youth Group  
Stony Plain Central School  
Stony Plain First Night Festival  
Stony Plain Horticultural Society  
Stony Plain Kinsmen  
Stony Plain Legion Ladies Auxiliary  
Stony Plain Library  
Stony Plain Lions Club  
Stony Plain Minor Hockey  
Stony Plain Rotary Club  
Stony Plain Sparks and Rangers  
Stony Plain Swim Club  
Stony Plain Youth Centre  
Stony Plain United Church  
Stony Plain United Church Men  
Stony Plain United Church Women  
Stony Plain Women's Institute  
Stony Riders 4 – H Club  
Subway Spruce Grove  
Sunhills Mining Coal Plant  
Supernova Baton Club  
The Black Dirt Company  
The Boxing Club of Spruce Grove  
The Pampered Chef  
The Plumbing Guys  
TOPS Spruce Grove

Tri Community Mini Monster Bash

Tri Leisure Centre

Tri Municipal Trade Show

Tru Balance

United Nurses of Alberta

Village of Spring Lake

Wabamun Anglican Church

Wajax Equipment

Whispering Waters Senior's Centre