

LET'S FEED KIDS

CASE FOR SUPPORT



food se·cu·ri·ty



noun

noun: food security

1. the state of having reliable access to a sufficient quantity of affordable, nutritious food.

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OVER 1 MILLION CANADIAN KIDS GO TO BED WITH EMPTY TUMMIES...

Food insecurity is a growing epidemic that affects 1 out of 6 Canadian children. Studies show that going to bed hungry leads to improper sleep, which makes being ready to learn the next day, all the more difficult.^[1]

Children without reliable access to healthy food face many threats to their overall wellbeing—including impaired learning and decreased productivity, and greater risks for developing serious mental health problems as they grow into adolescence and adulthood.

To date, **Canada is the only G7 country that does not have a national meal program in its schools.**^[2] While there are a handful of private organizations that work to eliminate child hunger in Canada, through breakfast lunch and snack programs, Feeding Canadian Kids is the only Canadian charity solely focused on this **unmet need at dinner time.**



“

Experts say the solution to hunger is simply not to give someone food, but to give them the ability to earn a higher income. If education is the likely path to increased earning potential, and learning is close to impossible if a child's basic needs are not met—how can we help secure a better future if we do not provide the proper nourishment?

”

Jessica Roelink

Our Co-founder and Executive Director

Needs Statement

How Food Insecurity Affects School-Aged Children

- Mediocre tests scores in math and reading; impaired neural development and lower IQ
- Weakened immune system and increased chance of hospitalization
- Poor concentration, anxiety and difficulty socializing with others^{[3][4][5]}
- Greater risks for conditions like asthma and mental health issues including hyperactivity, depression, and suicidal ideation in adolescence and early adulthood^{[6][7]}

Food insecurity is a growing epidemic that affects over **4.4M Canadians** including

1.2M Kids

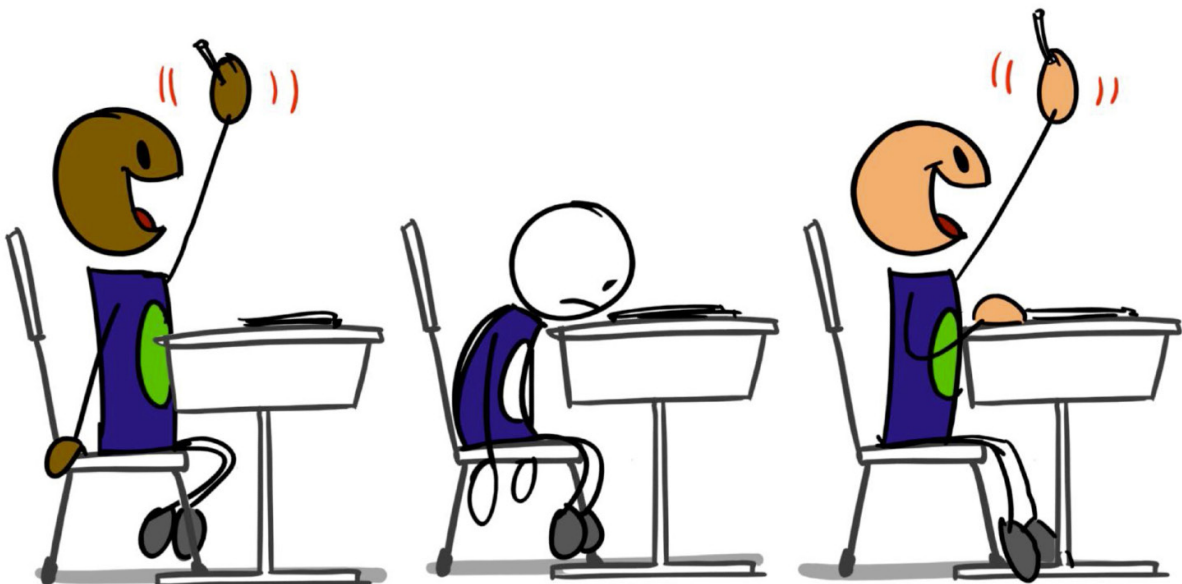
This is higher than any prior national estimate.

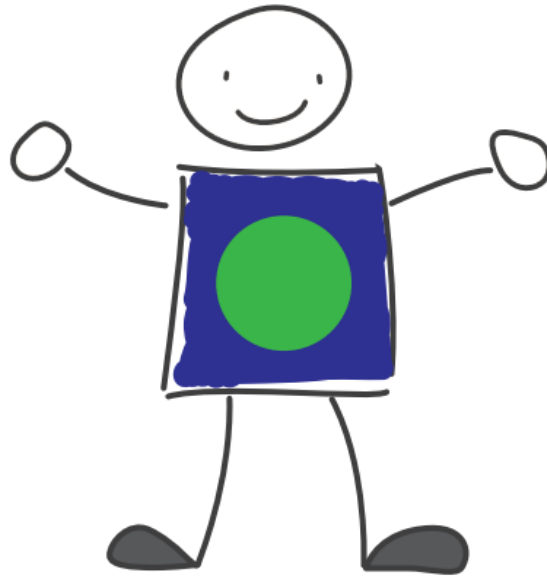
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Household food insecurity affects

1 in 6
Canadian children

under the age of 18^[8]

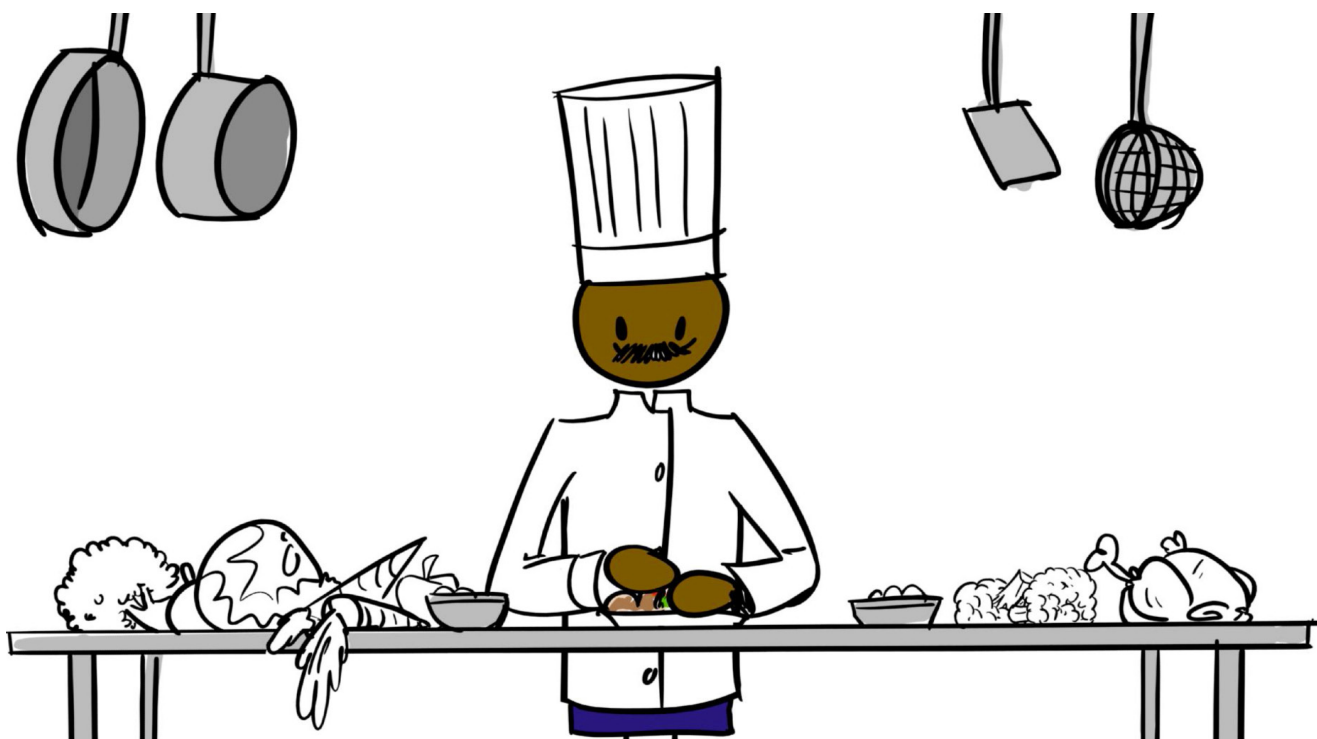




Together we've provided over

156,448

**healthy dinners to hungry
children across the GTA since
we began in 2018.**



Feeding Canadian Kids is the only Canadian registered charity focused on filling the dinner-gap for a good night's sleep, nourished body and brighter future.

We are dedicated to delivering nutritious dinners to children in need to improve their overall well-being and help them thrive in school.

Using innovative models, we facilitate community partnerships and leverage our resources and expertise to ensure we serve hungry children in the city's most underserved neighbourhoods.

Our original model involves partnering with restaurants to provide healthy, kid-friendly dinners and having them delivered to children in after-school programs by our founding partner Uber Eats.

Our business and community partnerships, donors and volunteers are the fuel to our success in meeting the growing need to fill more plates at the dinner table.



RE-INVENTING OUR RECIPE FOR TODAY... AND TOMORROW

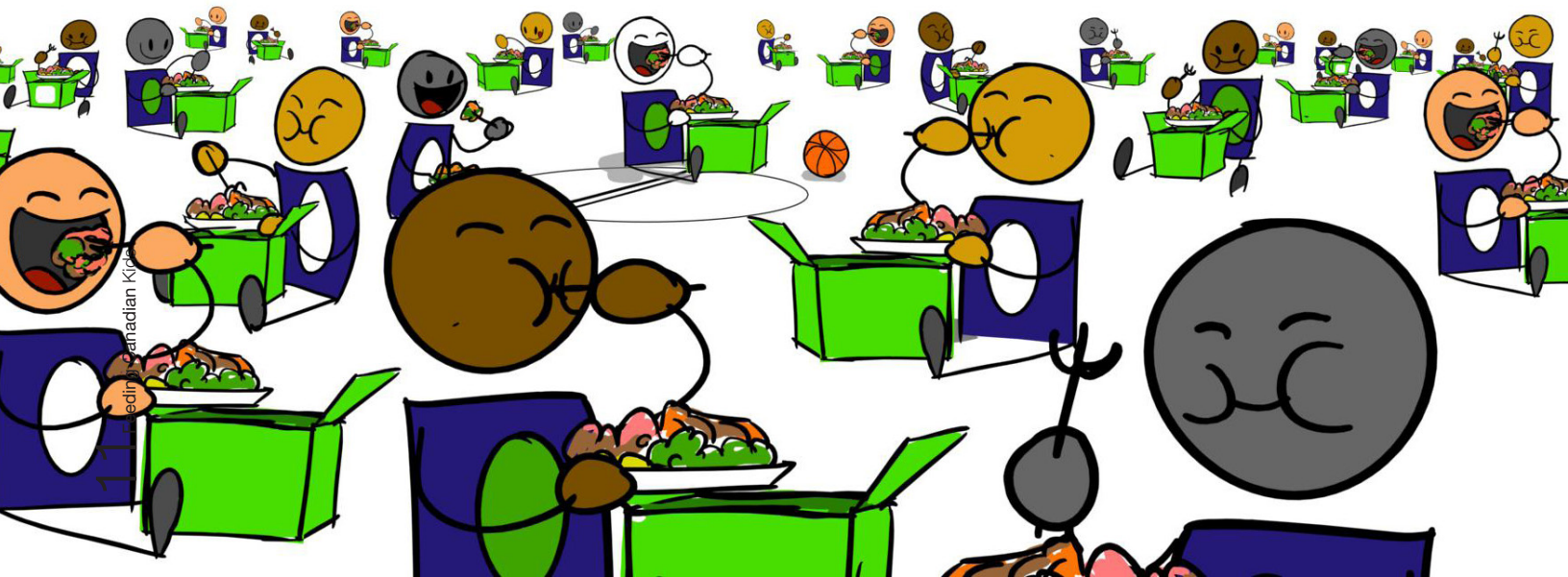
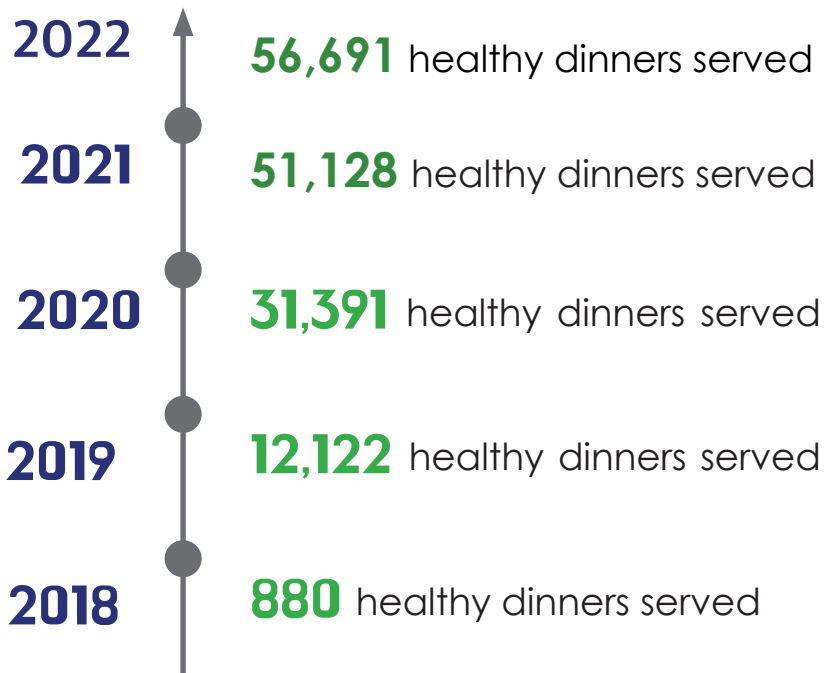
We are so grateful to have had the resources needed to feed our most vulnerable Canadian children throughout the pandemic. Together, we made sure that over 100,000 healthy meals made their way into hungry tummies. While restaurant closures and our after school programs disrupted was certainly challenging, our team of volunteers prevailed by delivering door to door during the most difficult times of the pandemic. We partnered with a kids caterer who generously provided healthy meals for just \$1.50 each. Some of our biggest foundations paused and/or reduced funding and this resulted in having to lay off our staff down to one half time staff member. Our energetic Executive Director, Board and volunteer team triumphed through none the less and we are proud to continue to feed hungry children in Ontario. By the end of 2022, we had provided over 150,000 healthy meals to kids who would have otherwise gone without.

We had another major success while striving through the pandemic, a new partnership with the University of Waterloo. Their Blueprint Initiative has assigned us a talented team of third year computer programming engineers and designers who are creating an onboarding platform for our charity, free of charge. Our innovative platform will allow for meal donors, be they restaurants, caterers or corporate volunteer groups, to find a local after school program to bring kid-friendly, healthy dinners to. Technology will allow us to scale out across Canada and upload every non-profit, underserved after school program in need. We will be able to have huge impact without spending dollars on buying food or paying a large staff or be consumed with fundraising. We can focus on finding meal donor partners, so together we will feed more kids. In the meantime, we will continue to purchase healthy meals for kids in need. For this we need your support. As the success of our onboarding platform grows we will need a much smaller staff than without this technology piece. While your financial support is essential, we may be your only charitable partner who doesn't ask for more money each year. Imagine that, high impact feeding kids across Canada without the need for high operating costs, and you will have played an important part in creating this. Join us today.

A HEALTHY IMPACT

We're now at over

156,448 healthy dinners served and counting...



Every Dinner Makes a Difference

dinner plates with a kid style knife
and fork on either side of each plate

"Being able to give all of our kids access to regular meals creates an environment where every child is equal, and that's incredibly important to their everyday health and self-esteem."

After-school Program Coordinator

"I'm always so full after we eat. It's a really nice feeling."

Grade 5 student

"It's amazing what having a hot meal can do for the students in our program. I feel their energy lift as soon as they sit down to eat."

After-school Program Coordinator

"My daughter looks forward to having a homecooked meal each week. As a single parent, I really appreciate the extra help."

Mom of 8 year-old daughter

"Knowing my child is going to be fed a good dinner takes a lot of stress out of my day."

Mom of 10 year-old son

"I like trying all of the different foods that I've never had before."

Grade 4 student

"It's wonderful that our family can directly help another family during trying times. Supporting the fight against food insecurity in our communities is more important than ever."

Families Feeding Families
Host Family Mom

"My mom has more time to spend with me and my brother when we come home and help me with my homework"

Grade 6 student

"Knowing dinner is a sure thing every Monday makes my week a little easier. I'm very thankful for the kindness and generosity of our host family."

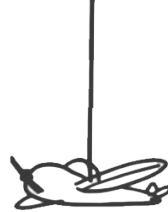
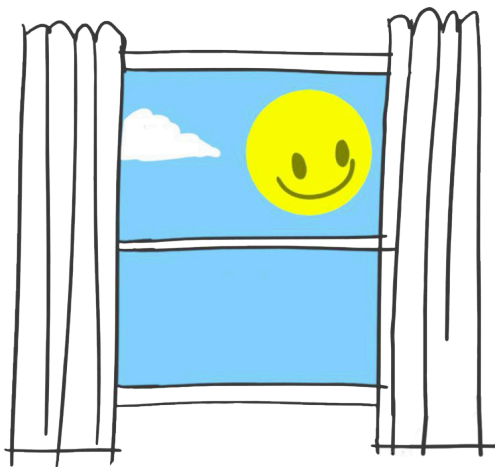
Families Feeding Families
Guest Family Mom

FILLING TUMMIES IN 2024

Our Goals and Vision

While your donation support allows us to buy nutritious-made-for-kids meals, we do so at a 40%+ discount which has enabled us to feed children when restaurants were not in a position to help. We will continue to use this avenue until we have meal providers like restaurants and caterers, our original model of pairing with their local after school programs to make and donate healthy, kid friendly dinners once per week. We will do this with ease using our online on-boarding system created by University of Waterloo's Blueprint Initiative.





Our immediate Objectives

To increase our capacity to provide healthy dinners to serve the growing demand of food-insecure children and their families.

To use technology to provide a user friendly, streamlined system to pair food providers with local after school programs so neighbourhood restaurants, home chefs and caterers can feed children in their communities.

“

Our definition of success is to feed the 1.2M Canadian children who do not know where their next meal is coming from.

”

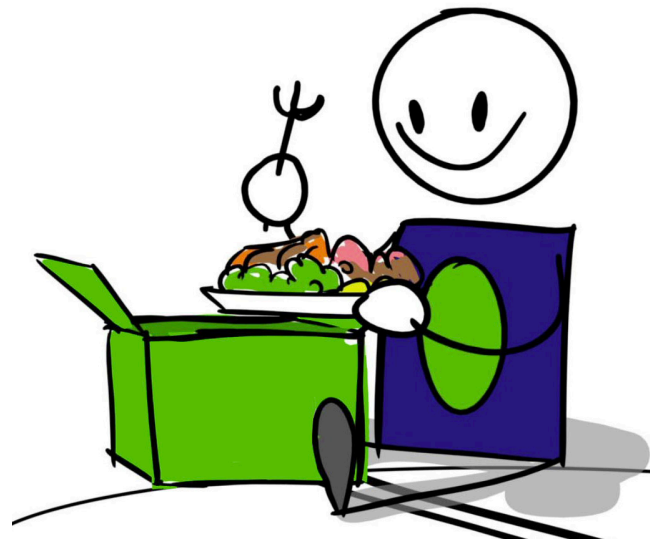
THE METRICS BEHIND OUR ASK

A minimal cost of \$2.50 can feed one hungry tummy and provide a good night's sleep and brighter tomorrow.
That means only:

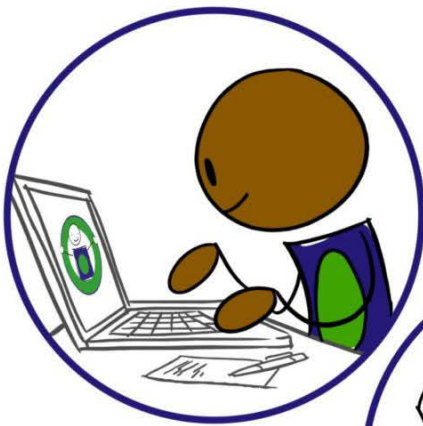
\$50,000 can feed **20,000**
hungry tummies

\$150,000 can feed **60,000**
hungry tummies

\$250,000 can feed **100,000**
hungry tummies



We keep our overhead costs low by exercising our resourcefulness to secure community partnerships, donors, and volunteers—and our ability to negotiate the lowest price point per meal ideally donated for free entirely.





Feeding Canadian Kids

2023 Operating Budget

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Revenues													
Donations/ Grants													
Individual Donations/Fundraising Campaigns	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	3,000.00	14,000.00
Corporate Foundation Contributions	0.00	0.00	0.00	5,000.00	0.00	0.00	0.00	25,000.00	0.00	5,000.00	0.00	10,000.00	45,000.00
Family/Community Foundations	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00	0.00	5,000.00	0.00	20,000.00	30,000.00
HST Refund	0.00	0.00	4,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00
Total Donations/ Grants	1,000.00	1,000.00	5,000.00	6,000.00	1,000.00	1,000.00	1,000.00	31,000.00	1,000.00	11,000.00	1,000.00	33,000.00	93,000.00
Total Revenues	1,000.00	1,000.00	5,000.00	6,000.00	1,000.00	1,000.00	1,000.00	31,000.00	1,000.00	11,000.00	1,000.00	33,000.00	93,000.00
Expenditures													
Food Procurement & Production													
Paid Food Delivery (inkind donated food not included)	183.06	183.06	183.06	183.06	183.06	183.06	0.00	0.00	183.06	183.06	183.06	183.06	1,830.60
Prepared Food Purchases	2,400.00	2,400.00	2,400.00	2,400.00	2,400.00	2,400.00	0.00	0.00	2,400.00	2,400.00	2,400.00	2,400.00	24,000.00
Total Procurement & Prod. Expenses	2,583.06	2,583.06	2,583.06	13,908.08	2,583.06	2,583.06	0.00	0.00	2,583.06	2,583.06	2,583.06	2,583.06	25,830.60
Program Staffing and Operating Expenses													
Staffing	3,691.66	3,691.66	3,691.66	3,691.66	3,691.66	3,691.66	3,691.66	3,691.66	3,691.66	3,691.66	3,691.66	3,691.66	44,299.92
Communications (Volunteer Committee)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Remittances	1,407.17	1,407.17	1,407.17	1,407.17	1,407.17	1,407.17	1,407.17	1,407.17	1,407.17	1,407.17	1,407.17	1,407.17	16,886.04
Total Leadership & Operations Expenses	5,098.83	5,098.83	5,098.83	5,098.83	5,098.83	5,098.83	5,098.83	5,098.83	5,098.83	5,098.83	5,098.83	5,098.83	61,185.96
Other Operational Overhead and Admin													
Meeting & Work Space (donated)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tech Fees (web hosting and emails)	191.76	191.76	191.76	191.76	191.76	191.76	191.76	191.76	191.76	191.76	191.76	191.76	2,301.12
Accounting and Administration Contractor	0.00	0.00	0.00	0.00	500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	500.00
Fundraising & SM Content Production (donated)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bank and processing fees	97.10	97.10	97.10	97.10	97.10	97.10	97.10	97.10	97.10	97.10	97.10	97.10	1,165.20
Office Expenses	0.00	0.00	55.00	0.00	0.00	55.00	0.00	0.00	55.00	0.00	0.00	55.00	220.00
Total Other Operational Overhead	288.86	288.86	343.86	288.86	788.86	343.86	288.86	288.86	343.86	288.86	288.86	343.86	4,186.32
Total Expenditures	7,970.75	7,970.75	8,025.75	19,295.77	8,470.75	8,025.75	5,387.69	5,387.69	8,025.75	7,970.75	7,970.75	8,025.75	91,202.88
Total Revenue	1,000.00	1,000.00	5,000.00	6,000.00	1,000.00	1,000.00	1,000.00	31,000.00	1,000.00	11,000.00	1,000.00	33,000.00	93,000.00
Total Expenditures	7,970.75	7,970.75	8,025.75	19,295.77	8,470.75	8,025.75	5,387.69	5,387.69	8,025.75	7,970.75	7,970.75	8,025.75	91,202.88
Net Income	-6,970.75	-6,970.75	-3,025.75	-13,295.77	-7,470.75	-7,025.75	-4,387.69	25,612.31	-7,025.75	3,029.25	-6,970.75	24,974.25	1,797.12
Cash on Hand \$38,470.43 (as of January 1st 2023)	31,499.68	24,528.93	21,503.18	8,207.41	736.66	-6,289.09	-10,676.78	14,935.53	7,909.78	10,939.03	3,968.28	28,942.53	28,942.53



Feeding Canadian Kids

Financial Statements

Year Ended June 30, 2022

Feeding Canadian Kids

Income Statement

As for the fiscal year ended

June 30 2022

Canadian Dollars

Revenues

	July	August	September	October	November	December	January	February	March	April	May	June	FY 2022
Family Foundations	-	-	-	9,983	17,250	15,000	-	-	-	-	-	-	42,233
Corporate Foundations	7,733	5,891	5,275	8,222	2,386	9,378	8,891	7,821	3,811	6,728	6,100	6,644	78,879
Individual Donations	1,179	1,048	142	-	48	2,226	1,006	-	3,063	-	119	100	8,931
Director Contribution	-	-	-	-	-	-	-	-	-	-	-	-	-
Real Food for Real Kids Corp	-	-	-	-	-	-	-	-	-	-	-	-	-
Third Party Event Proceeds	-	-	-	-	-	-	-	-	-	-	-	-	-
Emergency Response Grants	9,865	-	-	-	-	-	-	-	16,478	-	-	-	26,343
CRA CEWS Subsidy	-	1,752	1,375	2,872	1,168	-	-	-	-	2,018	-	-	9,185
Job Start Salary Subsidy	-	-	-	-	-	-	-	-	-	-	-	-	-
In-Kind Donation Revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Revenue	18,777	8,691	6,792	21,076	20,852	26,604	9,897	7,821	23,352	8,746	6,218	6,744	165,570

Expenses

Administrative Expenses

Bank Charges	3	4	3	2	1	1	5	2	0	1	0	1	21
Salaries- Administrative	74	-	313	3,333	313	74	552	-	-	258	-	516	5,433
Office/Meeting Space	5	5	1,687	804	-	1,601	21	28	4	5	26	82	4,268
Web & Email Hosting Fees	-	-	-	-	-	-	-	-	-	-	-	-	-
Signage & Printing	-	-	-	-	-	-	-	-	-	-	-	-	-

Total Administrative Fees

	81	9	2,003	4,139	313	1,676	578	30	4	264	26	600	9,722
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Fundraising Expenses

3rd Party Donation Processing Fees	3	4	3	2	1	1	5	2	0	1	0	1	21
Salaries- Fundraising	74	-	313	313	313	74	552	-	-	-	-	516	2,154

Total Fundraising Expenses

	76	4	316	314	313	74	557	2	0	1	0	517	2,175
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Contract services

Outside Contract Services	-	-	-	10,885	885	885	885	885	-	1,106	885	885	17,301
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Total Contract Services

	-	-	-	10,885	885	885	885	885	-	1,106	885	885	17,301
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Operational Expenses

Purchased Food	18,414	12,760	10,016	13,865	6,500	17,128	-	-	6,906	20,722	13,874	21,303	141,489
Culinary Support	-	-	-	-	-	-	-	-	-	-	-	-	-
Salaries - Feeding Program	589	-	2,503	2,503	2,503	589	4,417	-	-	-	-	4,131	17,232
Web, Onboarding Forms & Graphics	-	-	-	-	-	-	-	-	-	-	-	-	-
Food Delivery	209	139	-	-	-	100	-	-	-	-	-	-	448
Office Expenses	18	18	349	16	-	5	85	112	16	20	103	330	1,072
Other Expenses	49	72	53	27	10	16	83	29	1	16	5	20	382
Telephone, Telecommunications	62	62	62	62	62	62	62	-	-	-	-	-	434

Total Operations

	19,340	13,052	12,982	16,473	9,075	17,899	4,647	141	6,924	20,758	13,983	25,784	161,056
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In-Kind Donations Expended

	-	-	-	-	-	-	-	-	-	-	-	-	-
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Total Expenses

	19,497	13,064	15,300	31,812	10,587	20,534	6,667	1,057	6,928	22,128	14,894	27,786	190,254
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Net Income

	(720)	(4,373)	(8,509)	(10,736)	10,266	6,070	3,230	6,764	16,424	(13,383)	(8,676)	(21,042)	(24,683)
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REVIEWED BY:

Jessica Roelink, Executive Director & Co-Founder

[Signature]

APPROVED BY

John Young, Co-Founder & Chairman

Feeding Canadian Kids

Balance Sheet

FY 2022

Canadian Dollars

ASSETS

	Jul 30 2021	Aug 31 2021	Sep 30 2021	Oct 31 2021	Nov 30 2021	Dec 31 2021	Jan 31 2022	Feb 28 2022	Mar 31 2022	Apr 30 2022	May 30 2022	Jun 30 2022
TD Canada Trust	35,627	28,118	19,601	7,047	17,189	23,136	26,229	32,860	49,282	35,719	26,911	5,701
PayPal Bank Account	903	903	903	903	903	903	903	903	903	903	903	903
TD Investor Account	1,032	1,032	1,032	1,032	1,032	1,032	1,032	1,032	1,032	1,032	1,032	1,032
Accounts Receivable												
HST Receivable	(7)	1	9	1,828	1,951	2,074	2,211	2,344	2,347	2,527	2,659	2,828
Total Assets	37,556	30,055	21,546	10,810	21,076	27,146	30,376	37,140	53,564	40,181	31,506	10,464

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	28	28	28	28	28	28	28	28	28	28	28	28
Payroll Liabilities	3,128	-	-	-	-	-	-	-	-	-	-	-
Total Liabilities	3,156	28	28	28	28	28	28	28	28	28	28	28

Equity

Opening Equity	35,120	34,400	30,027	21,518	10,783	21,048	27,118	30,348	37,112	53,537	40,154	31,478
Net Income	(720)	(4,373)	(8,509)	(10,736)	10,266	6,070	3,230	6,764	16,424	(13,383)	(8,676)	(21,042)
Total Equity	34,400	30,027	21,518	10,783	21,048	27,118	30,348	37,112	53,537	40,154	31,478	10,437

TOTAL LIABILITIES AND EQUITY	37,556	30,055	21,546	10,810	21,076	27,146	30,376	37,140	53,564	40,181	31,506	10,464
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REVIEWED BY:





Jessica Roelink, Executive Director & Co-Founder

APPROVED BY



John Young, Co-Founder & Chairman

Feeding Canadian Kids	
Cash Flow Statement	
As for the fiscal year ended June 30, 2022	
Canadian Dollars	
	FY2022
Change in Net Assets	(24,683)
Change in Working Capital	
Accounts Receivable	
Accounts Payable	
Payroll Liabilities	(3,128)
HST Receivable	1,538
Total Adjustment to Net Assets	<u>(1,590)</u>
Net Cash Flow from Operations	(26,274)
Net Cash from Investing Activities	
Net Cash from Financing Activities	
Cash and Cash Equivalents, Beginning of Period	33,910
Cash and Cash Equivalents, End of Period	<u>7,636</u>
REVIEWED BY:	 Jessica Roelink, Executive Director & Co-Founder
APPROVED BY	 John Young, Co-Founder & Chairman

Who We Are

Our Executive Team is a diverse group of devoted professionals who offer their experience, passion, and network to support our needs.



John Young, CEO Boatrocker Media Co.
Our President and Co-Founder



Jessica Roelink
Our Executive Director & Co-Founder



Steven Pelton, President & CEO Aegis Brands
Our Vice President



**Gina Faturos, Program Analyst Ministry of Children
Community and Social Services**
Our Secretary & Treasurer



Adriana Urtasun, Business Development Consultant
Our Events & Fundraising Director

Volunteer Team

Our devoted volunteer team is made up of variety of community-minded professionals and students. On average, we have over 50 volunteers who cook and deliver food, and work on projects that coordinate these activities and support our future expansion.

Our Advisory Board



Tasheen Shabab
CEO, Penfield.AI



Rudyard Griffiths
TV Broadcaster,
Bloomberg TV



Dan Park
CEO, Clutch



Theresa Buset
VP, Human Resources,
DDB Group Canada



Joe Rhew
Senior Operations Manager,
Uber Eats



Rebecca Waterhouse
Project Specialist,
Makeway

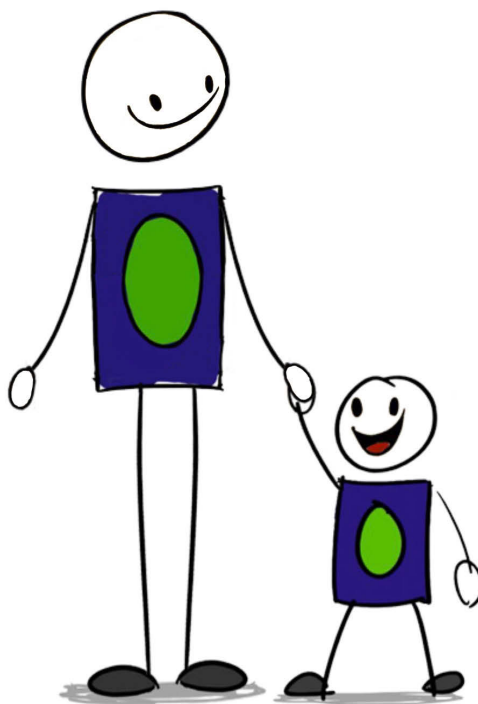


Terry Knight
CEO, Karibu Solutions Inc.



Jeremy Walker
Managing Director and Head of
TD Securities' Communications,
Media & Technology Group.

WE NEED YOUR SUPPORT!



- [1] S.Y. Shaaban et al. "Sleep-wake cycle disturbances in protein-energy malnutrition: effect of nutritional rehabilitation", *Easter Mediterranean Health Journal*, Nov. 3 2007, pp. 633-645
- [2] The Current (2017, August 31) Canada needs national school lunch program, say advocates. CBC Radio
- [3] How Food Insecurity Affects School Aged Children - Source: .Y. Shaaban et al. "Sleep-wake cycle disturbances in protein-energy malnutrition: effect of nutritional rehabilitation", *Easter Mediterranean Health Journal*, Nov. 3 2007,
- [4] Ibid
- [5] Ibid
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