



JOIN US BY
FEEDING CANADIAN KIDS

2022 ANNUAL REPORT

Dear Friends,

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 direst times of the pandemic. We partnered with a kid's 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 having to buy meals or paying a large staff to be consumed by fundraising. We can focus on finding meal donor partners, so together we will feed more kids. Our onboarding and pairing platform will be ready to launch in September 2024. In the meantime, we will continue to purchase healthy meals for kids in need. For this we need your generous support.

As the success of our online platform expands our reach, we will need less staff because of 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 results 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.

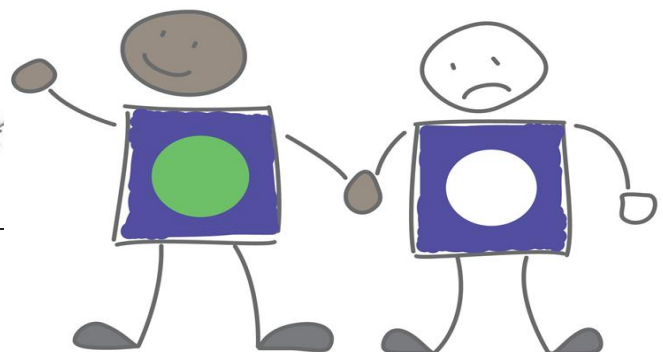
Sincerely,



John Young
Our President
& Co-Founder



Jessica Roelink
Our Executive Director
& Co-Founder



Who We Are

Feeding Canadian Kids is the only Canadian federal registered charity working to fill the dinner-gap, providing healthy meals to hungry children for a good night's sleep, nourished body and brighter future!

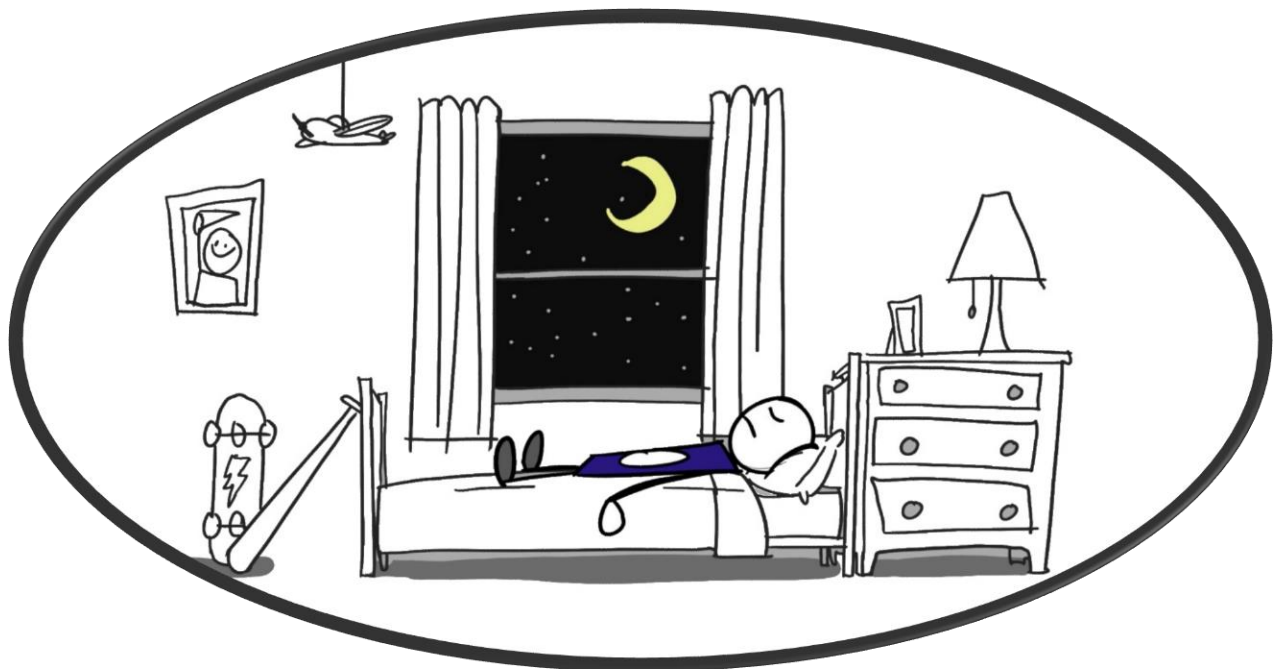
Our original model was straightforward, partnering with restaurants, caterers, delivery services and community volunteers to make nutritious dinners and deliver them to food-insecure children at local after-school programs.

Who We Feed

Together, we have provided **152,212** nutritious dinners to the following kids programs in Ontario:

- Albion Neighbourhood Services (Rexdale)
 - Beyond 3:30 Bliss Carman Middle School (Scarborough)
 - Beyond 3:30 Brookview Middle School (Toronto)
 - Beyond 3:30 Carleton Village Middle School (Toronto)
 - Beyond 3:30 Charles Gordon Middle School (Scarborough)
 - Beyond 3:30 DA Morrison Middle School (East York)
 - Beyond 3:30 Dixon Grove Junior Middle School (Etobicoke)
 - Beyond 3:30 Dr. Marion Hilliard Middle School (Scarborough)
 - Beyond 3:30 Emily Carr Middle School (Scarborough)
 - Beyond 3:30 George Syme Community School (York)
 - Beyond 3:30 Greenholme Junior Middle School (Etobicoke)
 - Beyond 3:30 Iroquois Public School (Scarborough)
 - Beyond 3:30 Joseph Brant Public School (Scarborough)
 - Beyond 3:30 Lawrence Heights Middle School (North York)
 - Beyond 3:30 Maple Leaf Public School (North York)
 - Beyond 3:30 Military Trail Public School (Scarborough)
 - Beyond 3:30 Portage Trail Community School (North York)
 - Beyond 3:30 Smithfield Middle School (Etobicoke)
 - Beyond 3:30 Tecumseh Public School (Mississauga)
 - Beyond 3:30 Valley Park Middle School (Toronto)
 - Eastview Community Centre (East Toronto)
 - Flemingdon Park School Age & Family Centre (Toronto)
 - Girls Inc. (Newmarket)
 - Kerr St. Mission (Oakville)
 - Nelson Youth Centres (Burlington)
 - Simcoe Hall Youth Centre (Oshawa)
 - St Mary's Boys & Girls Club (Toronto)
 - Toronto Kiwanis Boys & Girls Club (Toronto)
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Since we started, in 2018, we have provided over [156,000](#) healthy dinners to hungry kids. Without your support, that would have been 152,000 nights that a Canadian child went to bed hungry.



Our Mission

We feed hungry Canadian kids a nutritious dinner to fill their tummies so they sleep well, leading to success in school and healthy futures.

Our Vision

To ensure the success of future Canadian generations by eradicating food insecurity. We do this by providing healthy dinners for the children who rely on breakfast, lunch and snack programs. We fill the dinner gap, so they go to bed nourished.

Our Values

Accountability

First and foremost, we are accountable to the kids we are feeding. Always remembering that we are stewards of the charity and being accountable to our community of families, donors, and partners.

Collaborative Relationships

Everyone has a valid point-of-view and value to contribute. Mutual respect and reliance across our diverse team will deliver the best results possible.

Resourcefulness

Our mindset is to do more with less...we will work with what we have and continue to operate as lean as possible.

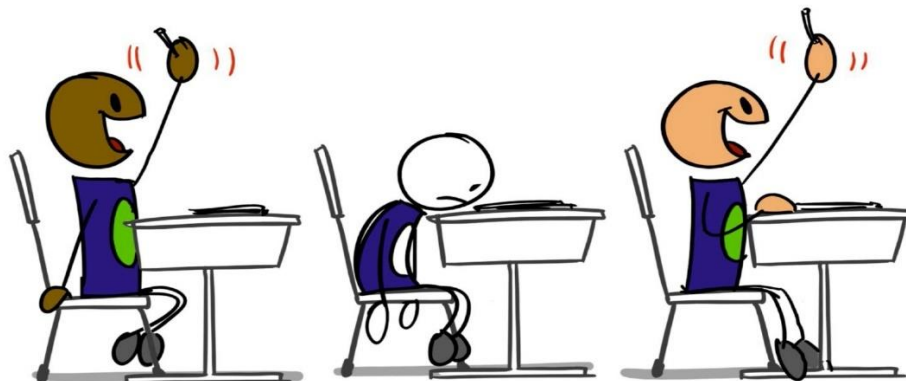
Commitment

We will make a difference - one kid at a time! We act with passion and compassion.

Accessibility

Every kid in Canada should have access to nutritious food. We will champion access and affordability through action and education.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



Adaptation, Technology and Perseverance

Filling Tummies in 2023 and beyond....

Our goals for the future are to feed the 1 in 6 Canadian kids who don't know where their next meal is coming from. That is 1.2 Canadian children facing food insecurity every day. Our new partnership with the University of Waterloo's Blueprint Initiative is maximizing technology to allow us to scale out and reach these kids. In the meantime, we will continue to purchase healthy dinner for kids until each of our after-school program partners have meal donors a plenty! Join us today.



Healthy **Meal**stones

2018 - 880

2019 - 12,122

2020 - 31,391

2021 - 51,128

2022 - 56,691

Total of 152,212 dinners



Every Dinner Makes a Difference

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



Our 2022 Major Donors

The Donner Canadian Foundation
The Catherine And Maxwell Meighen Foundation
The Benevity Community Impact Fund
TD Securities Underwriting Hope Fund
TD Private Equities
Second Harvest Emergency Response Grant
Real Food for Real Kids Inc.
RBC Capitol Markets
Dineen Coffee Co.
BoatRocker Media Co.
UWGT Emergency Fund
The Fleck Foundation

**This support made brighter futures
for Canadian kids!**



Our In-Kind Donors



MAPLE LEAF SPORTS + ENTERTAINMENT



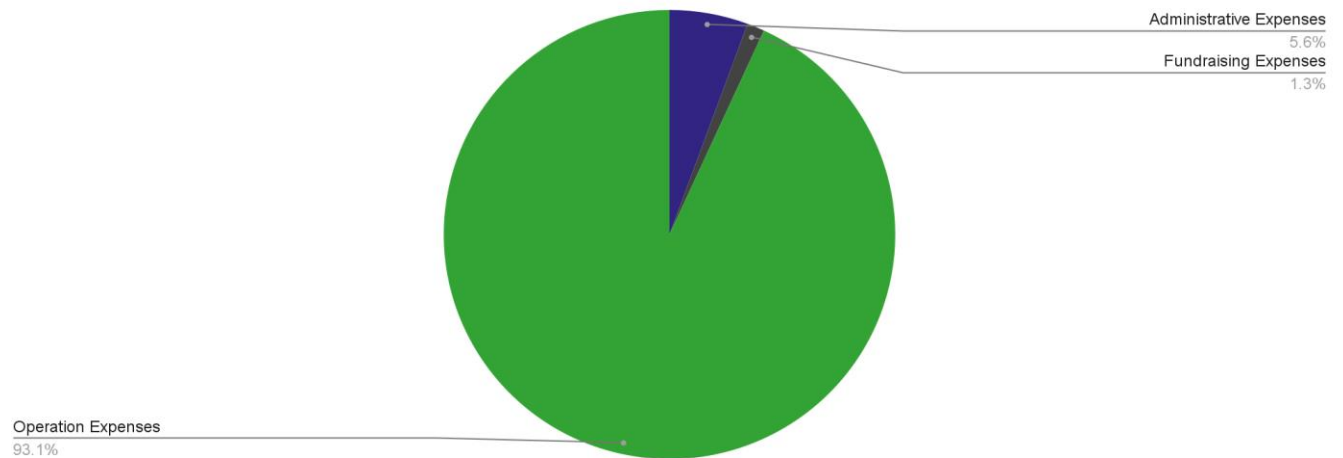
UNIVERSITY OF
WATERLOO

Expenses

Administrative Expenses \$9,722

Fundraising Expenses \$2,175

Operation Expenses \$161,056



Revenues

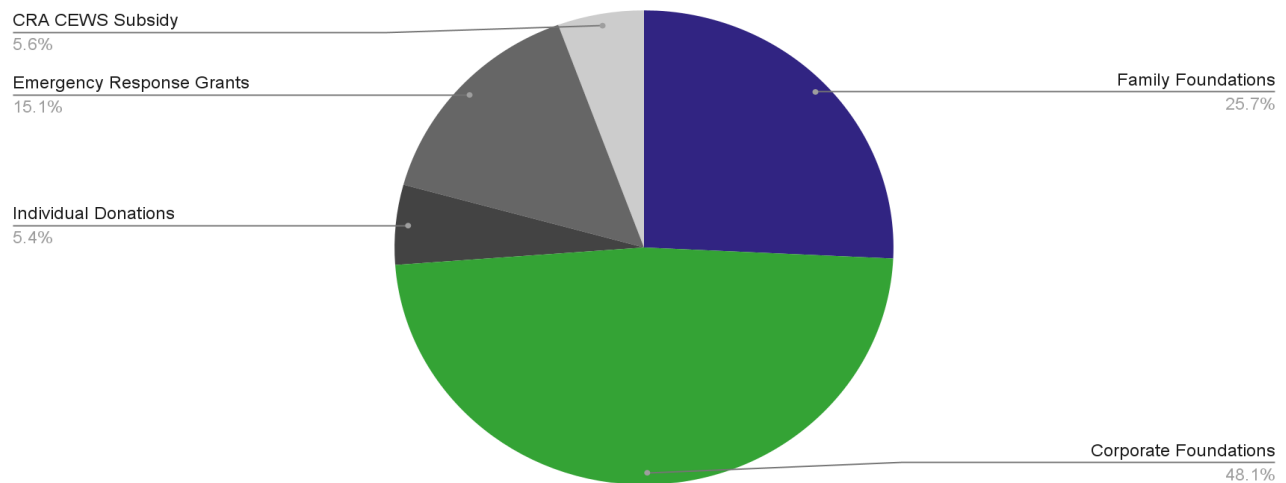
Family Foundations \$42,233

Corporate Foundations \$78,879

Individual Donations \$8,931

Emergency Response Grants \$26,343

CEWS Subsidy \$9,185



Our Goals and Visions

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Our Immediate Objectives

We must maintain our commitment to the kids we have been feeding while we are building our onboarding platform. This innovation will allow us to scale out across the country and provide millions of healthy dinners to kids in need. So, for now, we will continue to purchase healthy meals, at a reduced price point, and this needs your generous support.

The rising cost of food has increased our meal price point at \$2.50, which is still remarkable.

Donation Metrics

Your donation of **\$250 = 100** kids not going to bed hungry

Your donation of **\$2500 = 1000** kids going to bed nourished so they have a good night's sleep

Your donation of **\$25,000 = 10,000** kids waking up healthy and ready to learn and thrive in school

Your donation of **\$250,000 = 100,000** kids being successful at school and later in life

Join us in filling hungry tummies & building futures!

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



Contact us at: info@feedingcanadiankids.org

Feeding Canadian Kids is a Canadian Registered Charity 783404882RR0001