

ANNUAL REPORT 2018



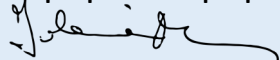
CaldwellFamilyCentre.ca

MESSAGE FROM THE BOARD CHAIR

Thanks to our staff, volunteers and supporters, our very dynamic Centre offers a warm and welcoming home away from home to our clients and guests. It comes as no surprise to anybody who knows our area, the Centre plays a very vital role in providing services in partnership with our sister agencies to the local residents and the more extended area served by our food bank. A lot is achieved within a very small space!

We are carefully moving forward in our plans for the future and owe sincerest thanks to many partners, sponsors and friends. A huge step forward was made towards planning for more space; a special thanks go to Mayor Jim Watson and Councillor Riley Brockington for their vision and support shown by setting aside a piece of land adjacent to the Carlington Recreation Centre for a community centre. We are moving ever closer to formulating a plan for the use of this land. We are carefully considering all the options in order to arrive at a plan for the future that is sustainable, meets the needs of the residents, the City and our sister agencies.

"For people – with people" still says it all!



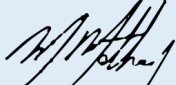
Yolaine Münter, M.A., B. Ed.

MESSAGE FROM THE EXECUTIVE DIRECTOR

2018 was a year of change for the Caldwell Family Centre. We became a *Good Food Organization* under the Community Food Centre Canada, with a focus on serving healthy food through our food bank, meals and snack programs. We started providing healthy breakfasts and lunches each weekday, which have become increasingly popular as the number of people attending more than doubled.

We also held employment readiness classes for those looking for gainful employment, including *Certificates for Employment*, which helped attendees gain certification in First Aid/CPR, WHMIS, and Safe Food Handling, and *Computer Basics*. Employment counsellors from YM/YWCA provided participants with assistance in applying for jobs. And in partnership with the YM/YWCA we held a successful and well attended job fair, an activity we will repeat in 2019. We continue to provide free computer, WIFI, and printer access – services that were accessed approximately 150 times a month.

Our on-going client satisfaction surveys have told us that the most important programs we offer are food security (food bank and meals); Day Program Drop-in; Afterschool Programs; low-cost clothing at the Clothing Depot, and employment assistance. These are all activities we plan to continue funding permitting.



Marilyn Matheson, CAE

BOARD 2018*

OFFICERS

Chair: Yolaine Münter

Vice-Chair: Paula Klein

Secretary: Eileen McGregor

Treasurer: Patrick Girard

Executive Director, Marilyn Matheson

BOARD OF DIRECTORS

Renee Stewart, Kevin Williams, Michael Van Dusen, Cathy Curry

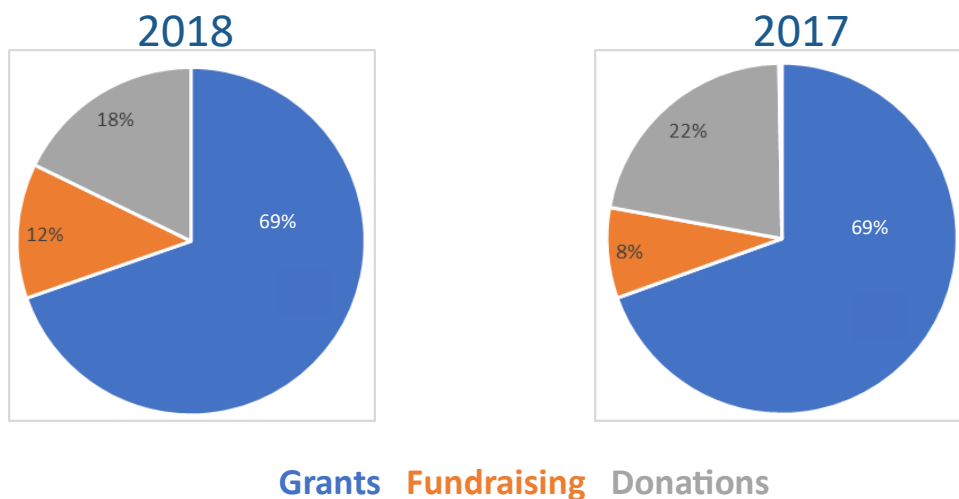
*May 30, 2018 to May 29, 2019



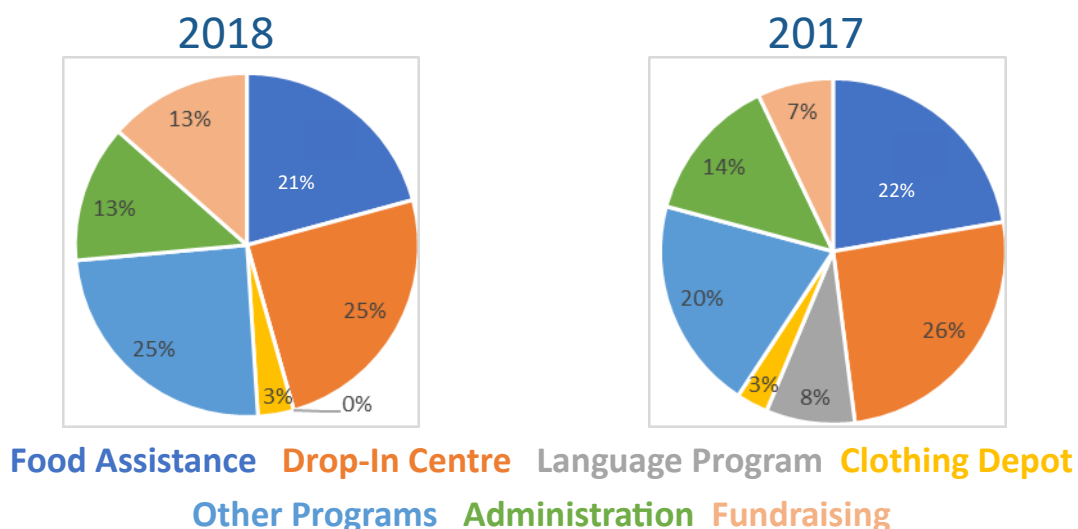
FINANCIALS

During the 2018 fiscal year the Board of Directors made the decision to use some of the reserve fund to hire a professional fundraiser to ensure the continuance of the organization by diversifying our fundraising methods. As a result, the Fundraising Expense increased to 13% in 2018 from 7% in 2017, and the Event Fundraising Revenue increased from 8% in 2017 to 12% in 2018. The donations are down slightly from 22% in 2017 to 18% in 2018 as many of our long-time donors are no longer able to contribute as much as they did in previous years. We are taking steps to increase our donor-base through our social media presence and speaking engagements. Our administrative expense have held steady at 13% in 2018 (14% in 2017), which is much lower than the 20% recommended by the Canada Revenue Agency. We continue to do more with less as the need for the programs and services increase.

REVENUE



EXPENSES



PROGRAM HIGHLIGHTS

FOOD SECURITY PROGRAMS

- 300-350 children and 650-750 adults served at the food bank each month
- 350 to 450 Christmas Hampers provided each year
- over 2,000 meals each month, including weekday breakfasts and lunches
- afterschool snacks for over 60 children
- community kitchens provide social outlet as well as teach health recipes
- Nutritious Choice program that encourages healthy eating and cooking

The food security programs offered by the Family Centre include the food bank; healthy breakfasts and lunches each weekday; Community Kitchens; snacks for kids after school; lunches and snacks for kids attending the summer day camp; monthly lunches at Lepage Manor; the Nutritious Choice Program; and Christmas Hampers.

None of these programs would be possible without the help of our community partners including the Ottawa Food Bank, Salvation Army, Giant Tiger, Mazon, and all of our supporters listed on page 8 of this report. The Ottawa Food Bank increased the amount of food they deliver to the Family Centre to assist us in providing services to the people who rely on these programs. The value of the food they provided increased from \$556,612 in 2017 to \$614,548 in 2018. While the number of households that were served by the Family Centre food bank declined slightly in 2018 to 1,217 compared to 1,261 in 2017, the number of visits increased from 18,414 to 18,718. In addition, the number of meals served increased from 11,503 in 2017 to 23,266 in 2018 as we introduced healthy lunches, and changed to a healthier breakfast. Another major change in food distribution came about through a new partnership with the City of Ottawa whereby we are now providing healthy snacks for the children enrolled in the City after School Program at the Carlington Recreation Centre, as well as those attending programs at the Family Centre.

Cooking classes have been replaced with Community Kitchens that enable participants to take home up to five meals, while learning new cooking techniques and recipes. These Community Kitchens, held at the Bellevue Community Centre, completely rely on the Volunteer Chefs who put in many hours each month.

In partnership with City of Ottawa Public Health, the Centre conducted a study into the effectiveness of several techniques called “nudge strategies” intended to encourage food bank clients to make more nutritious choices when they choose their groceries.

The nudge strategies included placing nutritious food more prominently, using attractive more visible displays for vegetables, and offering prepackaged “recipe” bags complete with a nutritious recipe and all the ingredients needed.

The initial results show that these strategies are indeed effective as the quantity of tested foods distributed went up noticeably. The results of this study are due to be published by Ottawa Public Health soon, and we look forward to receiving them. The hope is that this study will also benefit clients of other food banks. In the meantime, the Family Centre will continue to use these strategies through the Nutritious Choice Program as a way of improving healthy food choices.

“I think the food bank is very valuable. They give many services that are very helpful to people, the staff is really nice.”



Nutritious Choice Program



PROGRAM HIGHLIGHTS

EDUCATION AND LEARNING

- computer and printer access
- employment readiness classes including Certificate for Employment and Computer Basics
- Employment Counselor available

Several Adult Skills Training Programs were offered thanks to multiple community partners: Certificates for Employment (OCDSB), Parents and Babies ESL (OCSB), Introduction to Computer Basics (OCSB), Supporting Neighbourhood Caregivers (PRC) and Syrian Women's Sewing (OCCSC).

Our thanks to Employment and Social Services West/Community and Social Services, for assisting with child-minding costs for some of these programs.



Syrian Women's Sewing Program



Introduction to Computer Basics Program



Child-Minding Program



Job Fair

Our continued partnership with the YMCA/YWCA Employment Services, helped in organizing a Job Fair at Bellevue Community Centre on March 8th. Thirty community members attended.

OTHER PROGRAMS

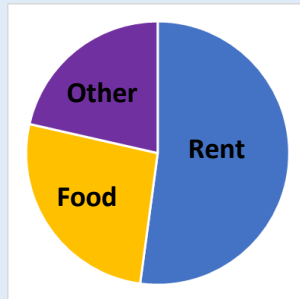
- Settlement Worker and Crisis Counselor
- Day Program drop-in for socialization
- Workshops on pet care and healthy eating
- Clothing Depot that provides good second-hand clothes and small household items



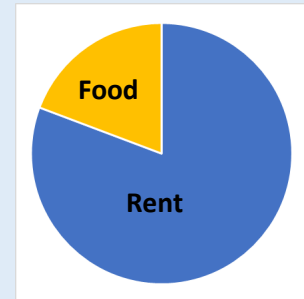
PROGRAM HIGHLIGHTS

Ottawa Public Health—Nutritious Food Basket Report 2018

Single mother with two children on Ontario Works has only 21.5% of her income left after paying for rent and food.



Single male on Ontario Disability Support Program has no income left after paying for rent and food.



CHILDREN AND YOUTH

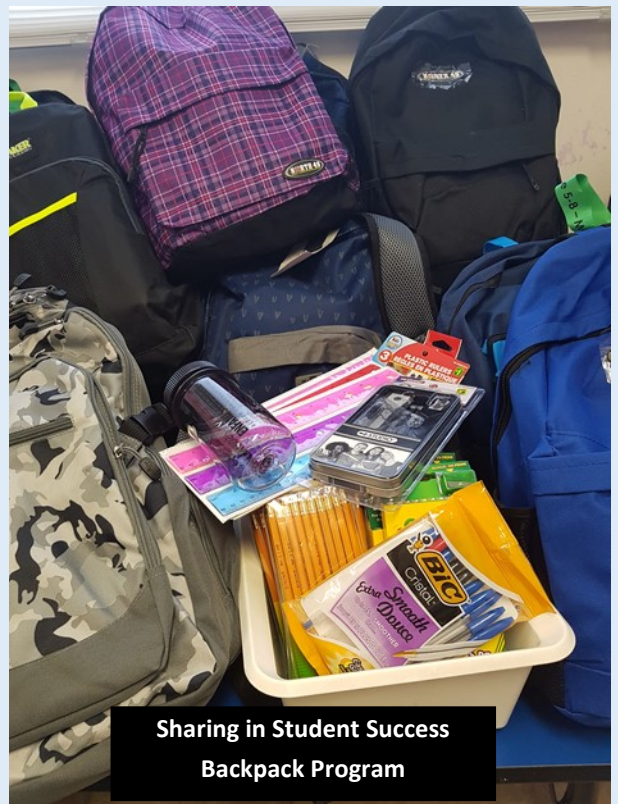
- After-school Programs that include homework help
- Baby Depot and Toy Library
- Summer Day Camp for ages 6 to 12
- Backpacks for School



Taffy-making Demonstration

Thanks to the Private Funders from the United Way, our After School Program participants enjoyed a trip to a maple sugar bush and learning how to make maple taffy on snow.

Afterschool programs included the After Four Homework club for kids 6 to 11 fund by the United Way, and Keeping Youth Connected for kids 12 to 15, funded by Trillium.



**Sharing in Student Success
Backpack Program**

Our continued partnership with the Caring and Sharing Exchange and donations from private Donors allowed us to help over 200 children from Kindergarten to Grade 8 feel confident in starting school in September 2018. A partnership with the Rhema Centre, helped provide backpacks and supplies to high school students as well.



PROGRAM HIGHLIGHTS

CHILDREN AND YOUTH (Continued)



Baby Depot and Toy Library Programs

Caldwell Family Centre has offered diapers, baby food and supplies for many years. Using a client-centered approach, we modified the delivery of these services to better meet client needs and offer a more baby-friendly space and privacy for parents to voice concerns or request information and referrals.

"The food bank is definitely beneficial, but there was more that that for me, coming here gave a sense of self-worth, taking on more responsibility, getting out of a bad situation"

"I like the meals because they change often, healthy, I'm very happy with the latest changes they have done within the last year. Now they have a good variety"

"I like the people that work here, they are very respectful people."

HARVEST OF HOPE DINNER AND AUCTION

2018's sold-out event held on October 3, was a tremendous success with nearly 250 guests attending. The event raised more than \$30,000. This is due to the tremendous support received by all, including the volunteer committee members, attendees, and the Ottawa Police and Fire Service volunteers who helped to run the event.

The Floyd Hutchinson Quartet provided great music, and the Auctioneer from CBC, Dan Sequin kept everyone bidding. C.A.P.S. (Canadian Auto Parts Suppliers Ltd) was the main event sponsor. Dayle Craig was the lucky winner of the WestJet raffle offering "The Gift of Flight", which raised more than \$4,000. Our thanks as well to Daniel and Bibbi Alfredsson for coming as our guests of honour.



Daniel Alfredsson , Raymond Meunier



SUPPORTERS



Ottawa Food Bank
La Banque d'Alimentation d'Ottawa



Ontario
Trillium
Foundation



Fondation
Trillium
de l'Ontario

An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



United Way
Centraide
Ottawa



Trinity United
Spirit Matters!

Algonquin College

Arc-en-Ciel School

Best Western Plus Ottawa City Centre

Broadview Public School

Calvin Christian Reformed Church

Canadian Auto Parts Supply

Caring & Sharing Exchange

Carlington Community Association

Carlington Community Chaplaincy

Carlington Community Health Centre

Carlington Recreation Centre

Children's Village of Ottawa Carleton

Christmas Cheer Foundation

City of Ottawa Community and Social Services Department

City of Ottawa Parks and Recreation

City View United Church

Coalition of Community Houses

Coalition of Day Programs

Cobbs Bakery

Columbus Club-Council 485 Charitable Foundation

Community Legal Services

Crossroads Children's Centre

Canadian Society of Association Executives

Dovercourt Recreation Centre

Dress for Success

Eddie Bauer

Faith Evangelical Lutheran Church

FAMSAC

Frigid Rentals Inc.

Gloucester North Lions Club

Growing up Great

Healthy Kids Community Challenge Ottawa

Jewish Family Services

Julian of Norwich Anglican Church

Kardish Health Food Centre

Kehillat Beth Israel

Kids up Front Canada

Kitchissippi United Church

Kiwanis Club of Nepean Incorporated

Les Capucins du Quebec

Marketmobile

Mazon Canada

MIDAS—Baseline Rd

Ministry of Citizenship and Immigration Ontario

Myers Cadillac-Chev-Buick-GMC

Oil Changers

Ottawa Carleton District School Board

OCISO

Ottawa Catholic School Board

Ottawa Chinese Centre

Ottawa Community Housing Corporation

Ottawa Fire Services

Ottawa Humane Society

Ottawa Police Services

Ottawa Public Health

Ottawa Public Library-Bookmobile

Ottawa Tourism

Parent Resource Centre

Paroisse Catholic Saint-Bonaventure

Red Lobster

Revenue Canada - CVITP Program

Rotary Club of Nepean-Kanata

Rotary Club of West Ottawa

Sir Wilfred Laurier School

Soeurs de la Charité D'Ottawa

Soeurs de l'Institut Jeanne D'Arc

Soeurs du Sacre Coeur de Jesus (Canada)

St. Basil's Catholic Church

St. Elizabeth Parish & Ladies Auxiliary

St. George's Conference St. Vincent de Paul

TELUS

The Joy of Gluten Free

The Salvation Army

Trips for Kids

W. E. Gowling Public School

Westboro Academy

Woodroffe High School

YMCA/YWCA Employment Services

