



*It takes a community to feed a community*

# Food Rescue Strategic Plan 2020-2025

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## Yellowknife

### **1. Overview**

Food Rescue Yellowknife (Food Rescue) operates five days a week from 9:00 a.m. to 1:00 p.m. Monday to Friday. Food or other merchandise is either picked up from retail stores, wholesale distributors and other sources or in some cases is dropped off at our location. Here the items are then distributed to agencies, schools, daycares, and other organizations that work with families and individuals in need of food security. These organizations then use the food for their programs, which may include provision of meals, hampers and distributing food to their clients. Food Rescue works with over 25 community organizations and groups on a weekly basis.

During the next five years, Food Rescue will continue to concentrate on its mandate of supporting social organizations who assist families and individuals in Yellowknife and the surrounding area. Food Rescue will accept and distribute donations of reclaimed food and help to conserve the environment through composting and recycling.

### **2. Organizational Structure**

The Board of Directors for the Society is responsible for conducting the affairs of the Society in accordance with its objectives, bylaws, the Societies Act and maintaining our charitable registration. Currently there are eight directors on the Board. Day-to-day operations are managed by the Site Manager and Kitchen Managers. Kitchen Managers work on a rotational basis and are volunteers. While volunteers play a significant role, the volume of food products and other items that pass through our doors requires additional help, and we currently have a paid driver who works Monday to Friday each week and a Kitchen Manager who works 12 hours per week.

### **3. Services**

Our focus is on the reclamation of food from retail stores, wholesale distributors and others. Current regular donors include Yellowknife Direct Charge Co-op, Rochdi's Your Independent Grocer, and Glen's Your Independent Grocer. There are several other businesses that provide food donations on an occasional basis. This food is then re-distributed to over 25 social organizations and groups that assist people in need of food security.

In addition, we help to conserve the environment by saving food and products from being sent to the landfill. Since inception (2008-2021), we have collected 1,651,500 kgs of food and products for a value of \$9,413,550 (current CA\$).

### **4. History**

In March 2008, during a Homelessness Coalition Public Forum, Ruby Trudel had an inspired thought. What if edible food, destined for the waste disposal site, could be reclaimed, refurbished, and redistributed to people in need, through agencies represented by the Homelessness Coalition? This remarkably simple idea, took root, grew, and creates a harvest to underprivileged people as never before.

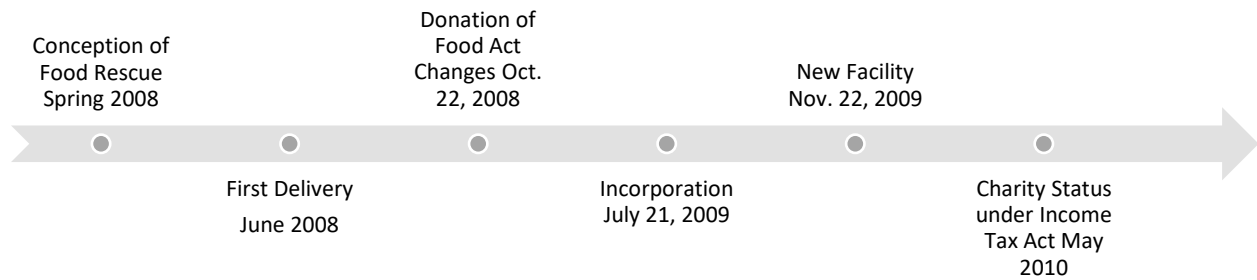
Food Rescue began in June 2008, with all food products being processed in Laurin and Ruby Trudel's private home. The garage was converted into a warehouse. The kitchen became a workstation. Food was sorted, cleaned, repackaged, and prepared for distribution. Lorne Schollar's personal van became Food Rescue's pickup and delivery vehicle. Organic matter not fit for redistribution was composted in the Yellowknife Community Garden. Cardboard containers were recycled. None was sent to the waste disposal site. All the labour was performed with 7 volunteers. The Yellowknife community began making monetary donations as well as volunteer hours.

Food Rescue wishes to take a moment to recognize and remember Lorne Scholar. Lorne was a founding director of Food Rescue. Lorne had long been distressed by the wastefulness of our current society, especially food. He recognized the

contribution Food Rescue could make providing valuable nutritious food products to the less fortunate and needy in our community. Lorne's contribution of mentoring and supporting Food Rescue was immeasurable. He believed in the importance of Food Rescue having its own vehicle and sold one of his vans to Food Rescue for the sum of one dollar (\$1.00).

By 2009, Food Rescue had already grown too large to be housed at the Trudel's. Matrix Aviation Solutions donated two double walled insulated arctic camp kitchen tents. Central Mechanical Systems offered land on which to construct the new portable facility. The utilities were installed and connected with the generous donations of material and labour in kind. In November 2009, Food Rescue moved into its current location on Old Airport Road.

Today Food Rescue (Yellowknife) is a registered society under the Societies Act of the Northwest Territories and a registered charity under the Income Tax Act. A Board of Directors provides direction and oversight and strives to enhance the work of the organization. Food Rescue operates 5 days a week under the guidance of volunteer kitchen managers, the assistance of a paid driver, and the valuable work of all our volunteers.



## 5. Mission

Food Rescue, using volunteers, was initiated in 2008 to build a bridge between the sources of excess usable food and those in Yellowknife and surrounding area who are in need.

## 6. Vision

In Yellowknife and surrounding area, nutritious and useable food will not be wasted, people will not be hungry and conservation practices will be implemented.

By 2025, Food Rescue will:

- ✚ Continue to rescue and distribute food to organizations in Yellowknife and surrounding areas
- ✚ Be recognized as an organization that contributes to community food security
- ✚ Serve as a role model for other communities, and through outreach, will be a catalyst for Food Rescue groups in other communities
- ✚ Reach out to the community in a collaborative way and look for opportunities to become more self-sustaining
- ✚ Have stable staff (site manager and driver)
- ✚ Have secure infrastructure (building and vehicle)
- ✚ Have a strong and dedicated pool of volunteers
- ✚ Have a full board of strong and committed leaders who provide planning, governance, and accountability

## 7. Values

- ✚ **Mission-driven** – we work together to ensure Food Rescue serves as a bridge between the sources of excess usable food and those in Yellowknife and surrounding area who are in need.
- ✚ **Sustainable practices** – we implement sustainable, common-sense, efficient solutions that reduce food waste and hunger
- ✚ **Integrity** – we are transparent, trustworthy, and committed to ethical and professional accountability in the management of our operations, resources and relationships.

## 8. Tagline

- ✚ Serving our community.
- ✚ It takes a community to feed a community.

## 9. Focus Areas

- ✚ Rescue/accept food
- ✚ Distribute food to organizations
- ✚ Build strong relationships with donors, sponsors, social organizations, and communities
- ✚ Be accountable
- ✚ Reduce waste (through recovery, reuse (compost) and recycling)

## 10. Goals/Objectives

- ✚ Minimizing waste of food by accepting food products from donors;
- ✚ Supporting organizations who work with families and individuals in need of food security through donations of reclaimed food;
- ✚ Distributing reclaimed food when available within the community of Yellowknife and surrounding area so that it is utilized to the best extent possible; and
- ✚ Helping to conserve the environment through composting of food waste and recycling wherever possible.

## 11. Key Performance Indicator (KPIs)

### Outputs

- ✚ Volume (pounds and kilograms) of food accepted and distributed
- ✚ Number of donors and sponsors
- ✚ Number of volunteers
- ✚ Number of agencies participating
- ✚ Types of communication created to educate the public and recruit volunteers
- ✚ Number of partnerships in place
- ✚ Annual increases and decreases in volume of food, volunteers, agencies, donors, and sponsors
- ✚ Ongoing financial support and annual revenue targets are met
- ✚ Value of food accepted and distributed

### Outcomes

- ✚ Increased accessibility of nutritious food to organizations who serve clients in need of food security
- ✚ Better communication, recognition, and engagement with public, volunteers, organizations, sponsors, and donors
- ✚ Financial sustainability
- ✚ Ongoing sustainability through leadership, governance, collaboration, and operations

The Food Rescue board will report on key performance indicators each year through an annual report.

## Accept Food

Minimize waste of food

Implement sustainable, common-sense, efficient solutions that reduce food waste and hunger

## Distribute Food

Support social organizations in Yellowknife and surrounding area

Implement a distribution system with agencies that is consistent, streamlined and equitable

## Build Strong Relationships

Serve as a role model for other communities

Collaborate with organizations

Recognize volunteers, sponsors and donors

Encourage and support diversity in the workplace

## Be Accountable

Conserve the environment

Recycle and compost

Track and report statistics and financial information

Report on KPIs