

Feed Niagara
Annual Report
July 2024- June 2025



Building Our
Community



Mission

Working together to reduce hunger across Niagara

Vision

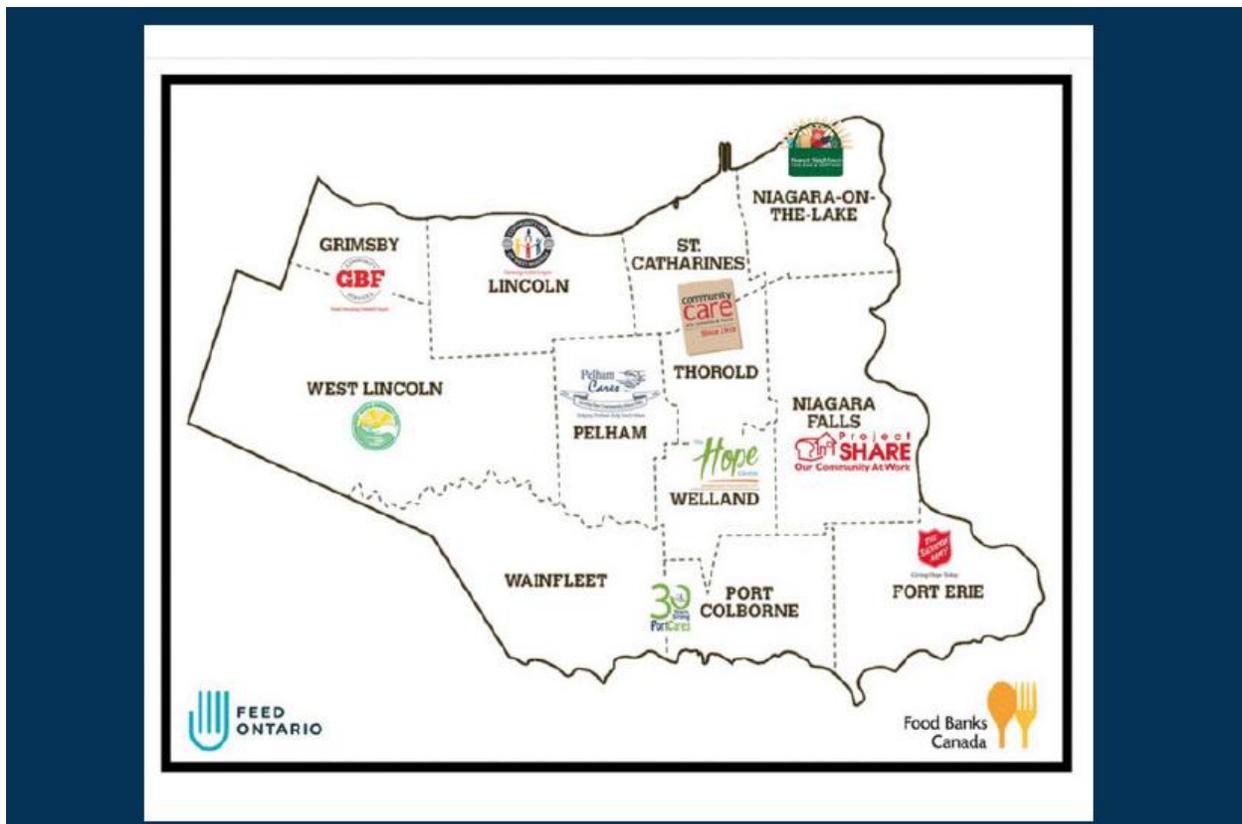
End hunger and poverty in Niagara

Values

1. We work collaboratively to maximize our impact.
2. We treat our clients with dignity and respect.
3. We are responsive to the needs of the community.
4. We pursue our mission with integrity and responsibility.
5. We help all who need it regardless of gender, age, race, religion, or anything else.

Who is FEED Niagara?

FEED Niagara is an association of 10 local food banks who share guiding principles, direct membership with Feed Ontario, and affiliate membership with Food Banks Canada. Together, we are finding new and innovative ways to work more efficiently by leaning into collaboration to strengthen local and collective capacity to procure food, deliver services, share expertise, and advocate for food security in Niagara.



Our History

FEED Niagara began as an idea explored in collaboration with Brock University in the 2010s. Many of our member organizations have been around for decades and had been loosely sharing resources on a casual basis, but it was decided to begin exploring a more formal partnership to better serve the communities in Niagara. The COVID-19 pandemic caused a major disruption in the operations of each organization and the daily lives of every Canadian. The resulting economic downturn and job loss meant that client visits and demand for service skyrocketed, and in 2023 a Memorandum of Understanding was established to create FEED Niagara as its own entity, with the goal of it becoming a central pillar in the fight against food insecurity in Niagara.

In the few short years that FEED Niagara has been operating, it has shown why a regional effort is needed and how it can succeed. Operating almost entirely on donation revenue, FEED Niagara brings increased coordination and procurement options to its members, sources funding for new projects, and delivers extra food and needed items all without needing financial backing from the already stretched budgets of Niagara's food banks. A generous 10-year pledge from CAA Niagara has allowed FEED Niagara to provide service to these organizations in exchange for nothing but their time and attention.

FEED Niagara continues to grow and pursue its vision of ending hunger and poverty in Niagara!

Our Strategic Pillars

FEED Niagara operates under four strategic pillars that drive our operations and goals:

Strengthen FEED Niagara's Organizational Capacity	Collaboratively Optimize Opportunities for Niagara's Food Security Programs
Advocate and Raise Awareness of Food Insecurity Issues Throughout Niagara	Strengthen Partnerships with Other Organizations to Connect Clients with Services They Need, Where They Need Them

1. Strengthen FEED Niagara's Organization Capacity

Over the course of the 2024-2025 year, the decision was weighed regarding FEED Niagara's organizational future. The group debated whether FEED Niagara would operate better in its current format, or if it should become its own entity. Ultimately it was decided that FEED Niagara should pursue its own business number as an incorporated nonprofit organization, with the eventual goal of becoming a registered charity.

Funding was secured through Niagara Prosperity Initiative for a 3-year grant that will allow FEED Niagara to purchase food and a blast freezer for freezing perishable goods. In years 2 and 3 (2026-2027) there is funding that will help increase our organizational capacity through procurement and marketing. This is a great opportunity at a critical time in FEED Niagara's growth to ensure we have the support and internal resources needed.



2. Collaboratively Optimize Opportunities for Niagara's Food Security Programs

FEED Niagara is dedicated to optimizing and increasing our collaborative efforts to ensure that rising demand for services can be met. Members are sharing food and resources to eliminate waste and provide as much support to our communities as possible.

As a group, we have determined that one of the most promising paths forward is to establish a Centralized Food Hub, a location that can take in, store, and distribute large amounts of food for our member food banks. This would allow members to benefit from taking part in a larger donation they would otherwise be unable to accept. A centralized logistics network will make it easier for food banks to receive shipments of much needed supplies on a regular basis.

Steps have already been taken towards establishing the hub, through talks with private donors and looking at available spaces. Work is ongoing to bring this vital project to fruition in the near future.



3. Advocate and Raise Awareness of Food Insecurity Issues Throughout Niagara

FEED Niagara is establishing itself as a key voice for those facing food insecurity in the Niagara Region.

Social media channels are growing, with Instagram seeing a 10% increase in followers between July 1, 2024 and June 30, 2025. In the same time period, Facebook followers grew by over 25%. Successful posts promoted events such as the Great Holiday Food Drive and Mulch for Meals.

FEED Niagara also attended events and discussions across Niagara, including joining with the Niagara Poverty Reduction Network to advocate for those facing poverty and food insecurity. We continue to promote the message that food security is a crisis and advocate for action at all levels of government.



FEED Niagara was chosen as the partner charity for the World Rowing Championships held in St. Catharines in August. This event was a great opportunity to build the FEED Niagara brand and gain recognition at a major event.

4. Strengthen Partnerships with Other Organizations to Connect Clients with Services They Need, Where They Need Them

FEED Niagara is working to identify key partners in the social services sector to build partnerships with and strengthen relationships with Niagara's food producers.

As a project funded through the Niagara Prosperity Initiative, FEED Niagara is now connected to a network of like-minded organizations that are tackling the causes and symptoms of poverty, including food insecurity, throughout the Niagara Region in new and creative ways.



FEED Niagara is working to promote the needs of our member food banks and connect with other organizations in the Niagara Region and Ontario, including attending a Feed Ontario Network Meeting, presenting information about food bank services to Ontario Works teams, and attending a Rotary District Conference to share information about FEED Niagara. We continue to seek out new community partners to work collaboratively towards our mission of reducing hunger across Niagara.

FEED NIAGARA



Financials

FEED Niagara
Profit and Loss

For the Year Ended June 30-2025

	Final to June 30-2025	2025 Budget	Variance	
Revenue				
Niagara Community Fund - FEED Niagara Community Fund	150,000	200,000	-	50,000
Niagara Community Foundation - Other	-	7,000	-	7,000
Great Holiday Food Drive	1,110	-		1,110
Fundraising - 3rd party events	23,666	-		23,666
Donations	-	15,000	-	15,000
Niagara Community Fund - Anonymous Fund	5,000	-		5,000
Total	179,776	222,000	-	42,224
Expenses				
Direct - Food Purchases	69,985	100,000	-	30,015
Food Storage	-	1,000	-	1,000
Salaries and Benefits	57,994	77,380	-	19,386
Training and Development	122			122
Travel	299	3,000	-	2,701
Occupancy**(see IN KIND below)	-	-		-
Accounting and bookkeeping	-	3,700	-	3,700
Computer hardware and software upgrades	-	3,000	-	3,000
Dues and Subscriptions	462			462
Governance	253	2,000	-	1,747
IT & Website development	1,110	3,500	-	2,390
Office	175	2,100	-	1,925
Professional fees				-
Promotion and Marketing	311	3,000	-	2,689
Repairs and Maintenance	498			498
	131,209	198,680	-	67,471
Net Operating Income/(Loss)	48,567	23,320		25,247

Our Future

FEED Niagara is poised for significant growth in the next few years. We have only scratched the surface of our potential, and there is a great need in Niagara that our community is beginning to recognize.

FEED Niagara remains committed to our strategic goals and will continue to pursue full scale operations in the coming years. Our top priority will be to fully incorporate FEED Niagara as a standalone non-profit entity, which will allow it to begin operating as an independent organization. This will eventually lead to FEED Niagara obtaining its own charitable status, which will allow it to receive donations directly and apply for grants and government funding.

FEED Niagara will also continue to pursue the concept of a centralized food hub, as this is the most direct and necessary strategy for helping our members deal with the rising costs of food, increased client registrations, and overwhelming demands being placed on them. In the meantime, FEED Niagara will also facilitate bulk food buys to help fill the greatest needs and get our members and the people they serve the food items they are most lacking.

Together We Are Stronger!