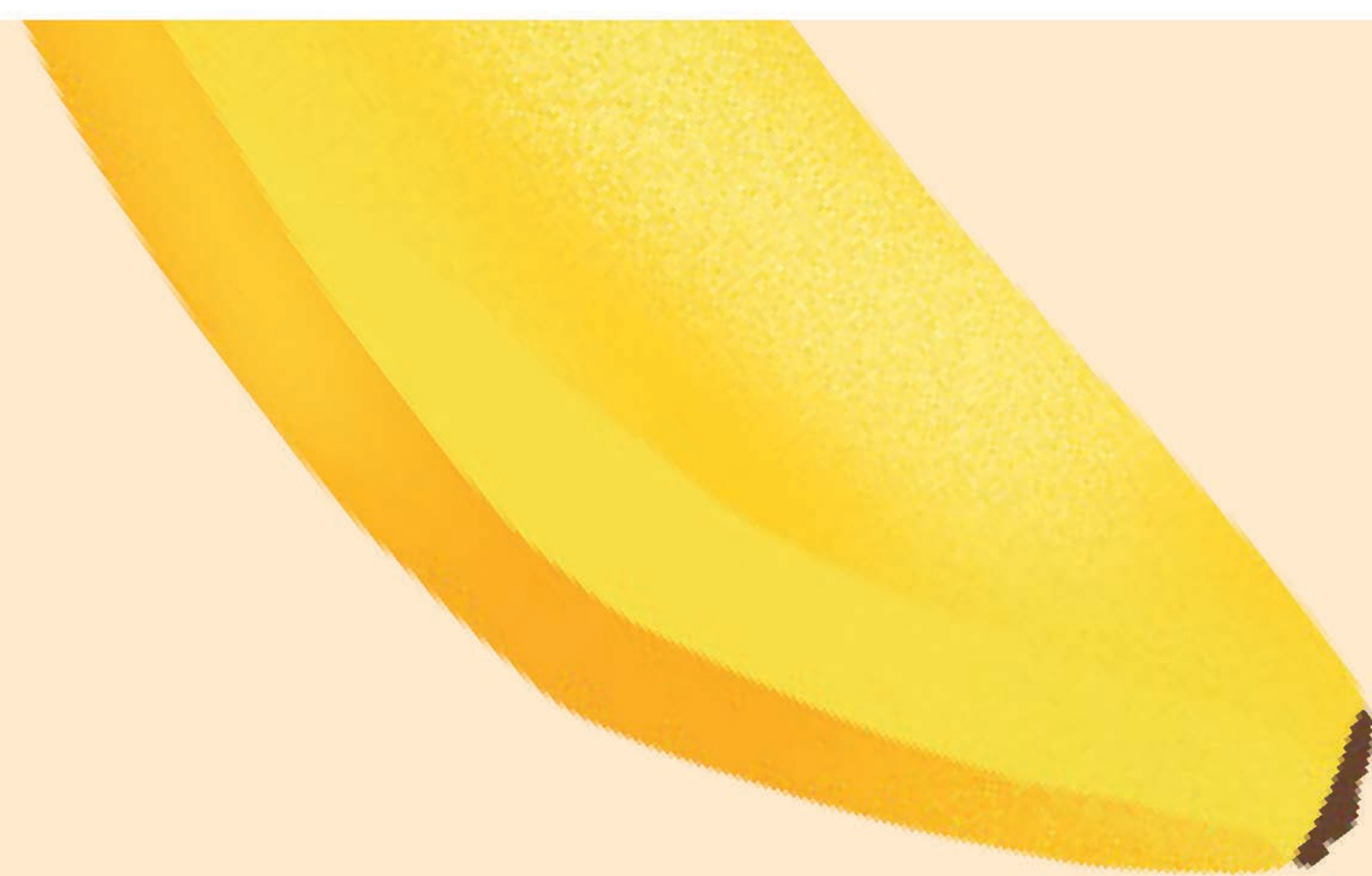





fresh routes

2021 Impact Report




GOOD  FOOD
STOPS FOR YOU





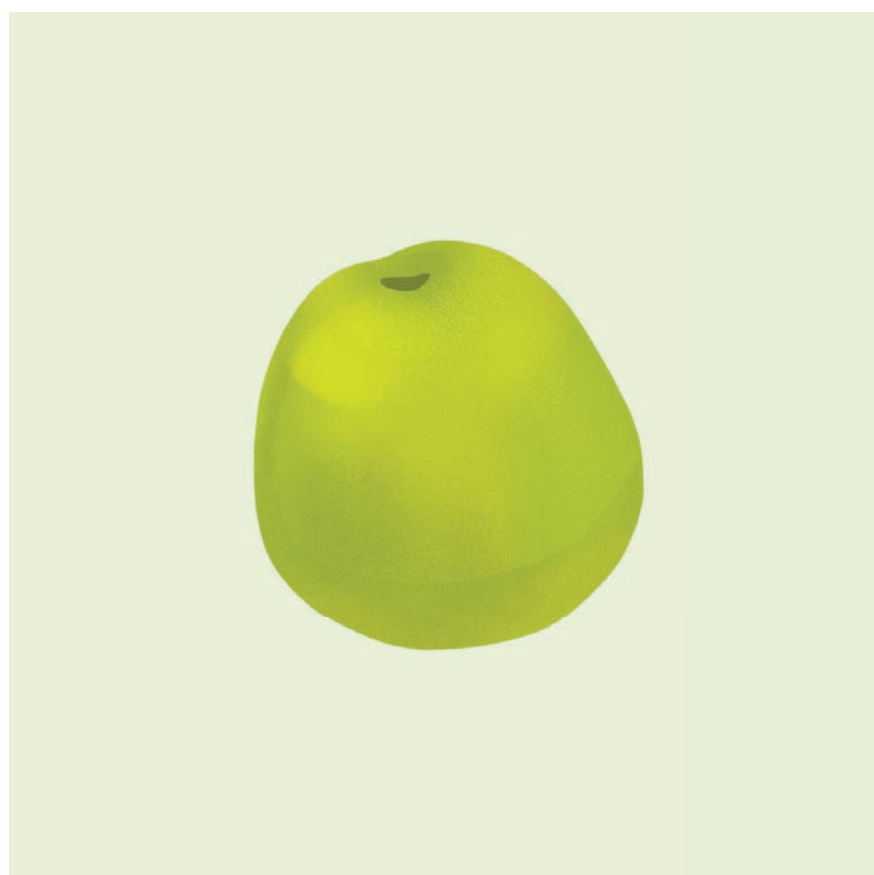
**Fresh Routes brings healthy, fresh, and
affordable food into neighbourhoods facing
barriers — allowing choice, maintaining dignity,
and building community.**





Dear Friends of Fresh Routes,

Another year grappling with the Covid-19 pandemic, and our team is stronger. Our CEO Renee MacKillop had to make some difficult decisions in mid-2021. We scaled back our operations to regroup and rebuild. I am grateful for our partners and board members, who mobilized quickly for 100% giving participation, kicking off a campaign with an exciting new roster of funding opportunities including route stop sponsors. Our partners at LEAP Precaut Centre helped us revise our supply chain operations, procurement processes, pricing, and organize our financial operations. Shifting to focus on our structure as a non-profit social enterprise with long-term charitable partnerships with the Leftovers Foundation, Arusha Centre and Place 2 Give Foundation has given us a better opportunity to fulfill our mission.



Thank you for helping us in 2021. Our communities face many challenges when it comes to experiencing the devastating impact of not being able to access food. Support from our partners, funders, and staff, allowed us to bring over 175,000 items of fresh food to our neighbours in need. Our community also continues to be generous with their time; the total number of volunteer hours was 750. Financial supporters of our programs generously provided \$370,000 dollars to help those in our community facing barriers to healthy food access.





Looking forward, Renee MacKillop will be returning from her maternity leave in September. We are so fortunate to have her as our leader. Taking the time to build a strong foundation post-covid crisis, will allow us to expand our operations and work side-by-side with the community.

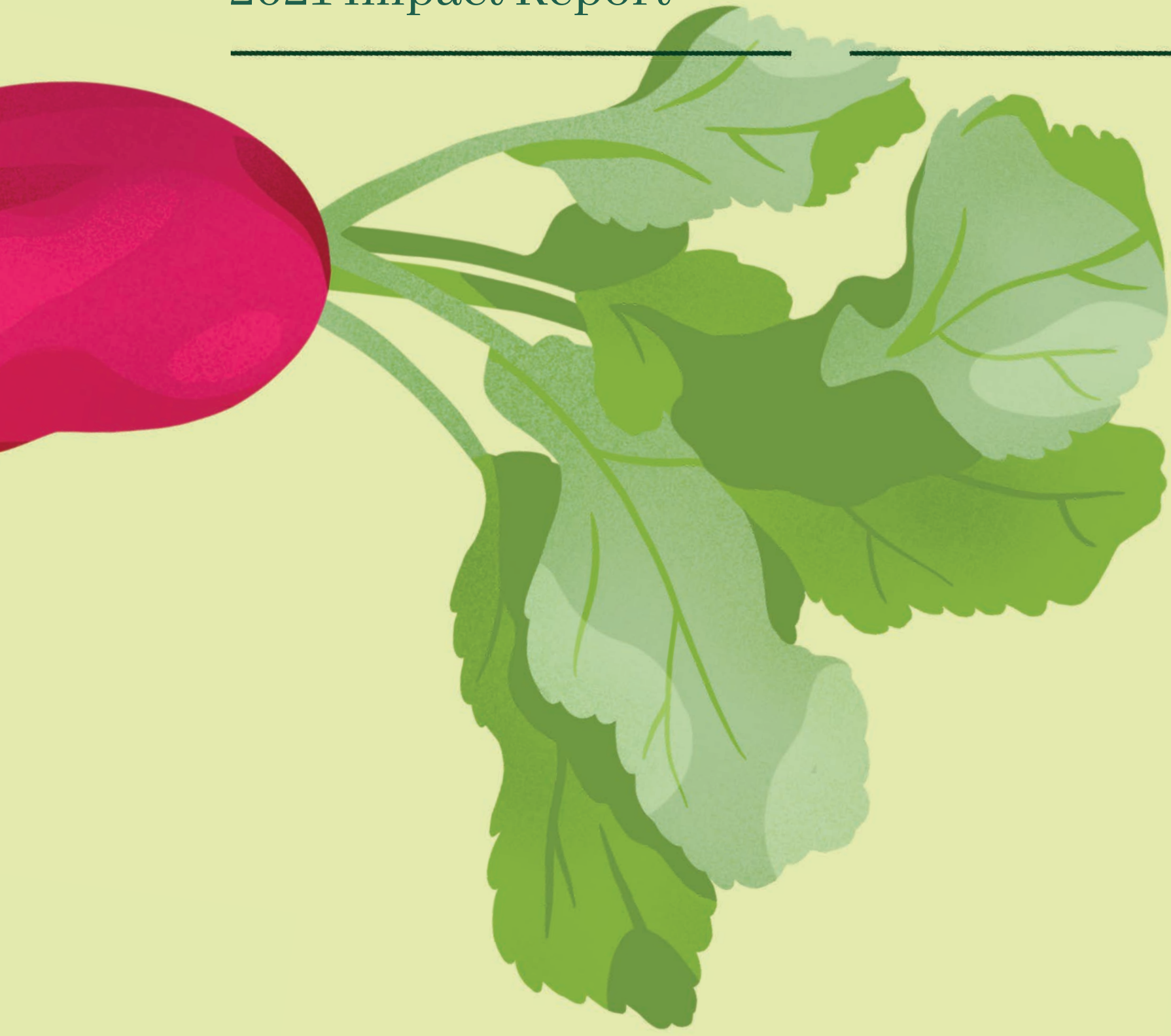


Once again, it is our great honour to provide high-quality produce for our communities and community partners. Our food dignified model allows culturally appropriate choice, affordability, builds community and no proof of income is necessary to access our basic human right – healthy food. Our work is only one part of moving the needle on food security in Alberta. Thank you for ensuring that communities have dignified food access and for believing in our work.

Lourdes Juan

Interim CEO & Founder, Fresh Routes Inc.





Land Acknowledgement

In the spirit of reconciliation, we recognize that Fresh Routes works on the traditional territories of the Blackfoot Confederacy and the people of the Treaty 7 region in Southern Alberta, which includes Siksika, Piikani, Kainai, Tsuut'ina, and Stoney-Nakoda First Nations, including Chiniki, Bearpaw, and Wesley First Nations. Mohkinstsis is also home to Métis Nation of Alberta Region III. We stand in solidarity with Indigenous communities and understand that we must collectively take action towards reconciliation.



We are pleased to announce our Board of Directors for Fresh Routes Inc.
We are excited to have their expertise and leadership to help steer Fresh Routes forward.



Kate Godfrey

Kate is a PhD student at the University of Calgary with research interests in autism spectrum disorder and mental health. In 2019, she received training in nonprofit governance and leadership after becoming a young director with G(irls)20. Now, she applies those skills with Fresh Routes where she is able to fulfil her ambitions of promoting community mental health by addressing issues of food insecurity.



Alisha Virk

Alisha Virk joined the Fresh Routes Board of Directors in 2020. Prior to her position with Fresh Routes, she served as chair of the board for Chic Geek, a Calgary non-profit focused on building a strong community of tech-enabled women. In addition to her non-profit experience, Alisha is legal counsel for SportChek/Mark's where she focuses on general corporate/commercial, technology and intellectual property matters. In her spare time, Alisha enjoys painting, dancing and playing the Dhol (a Punjabi folk drum).



Logan Paisley

Logan is a staff accountant at Buchanan Barry LLP, she is currently enrolled as a CPA student set to write the CFE in 2021. While attending the University of Lethbridge she became involved with Kappa Beta Gamma Sorority and that's where her passion for community involvement was sparked.



Audra Stevenson

Audra thrives at the intersection of abstract thought and concrete execution. Audra has a robust background in transforming ideas into reality, first in the arts and now in collaboration with entrepreneurs, small businesses and non-profits.



Raman Chohan

Raman is the Founder of Talent Era Inc a boutique HR and Recruitment firm. Raman brings with her over 15 years of Human Resources experience in leadership roles and has served on a number of non-profit committees over the years. In her free time, Raman enjoys being in the outdoors and spending quality time with her family.



Syma Habib

Syma has over a decade of experience in the world of food justice, and probably more if you count all the times during her childhood that she dropped homegrown carrots off with her neighbours. She comes to the work because of her keen interest in the way food captures the complexity of many interconnected systems - from agriculture to health to climate justice to community and so much more. She currently manages a national health promotion program called FoodFit with Community Food Centres Canada and in her spare time is working on a project to engage BIPOC youth in urban agriculture. She is also a yoga teacher, and loves hiking, Ru Paul's Drag Race and making soup.

Special Thanks to our Comimittee Members

Stephanie Udoh

Phil Lozano

Jessica Wishart



Donna Vecino

Donna is an events professional with over 10 years of experience in marketing & communications, strategic planning, and creative collaborations. She is passionate about bringing people together for a purpose and has served her communities through various capacities. She was on the board of the Leftovers Foundation for 5 years, before joining the Fresh Routes board in May 2021. She is currently an Experiential Project Manager for Shell.



Rachel Lee

Rachel is an Associate Director at BDC Capital, a subsidiary of the Business Development Bank of Canada. She is passionate about supporting Canadian entrepreneurs and in her current role provides patient and flexible capital to growing Canadian businesses, with deals ranging from \$1M to \$35M. Rachel holds a CPA and CBV designation. She previously served as the Treasurer for Nordic Combined Ski Canada, which is where her interest in the not-for-profit world was sparked. Outside of work, Rachel enjoys road cycling, running, skiing, and spending time with her family and puppy!



Our Mission

Fresh Routes creates dignified and innovative ways of providing healthy and affordable food to as many Canadians as possible — especially to communities that need it most.

Fresh Routes brings healthy, fresh, and affordable food into neighbourhoods facing barriers — allowing choice, maintaining dignity, and building community.

Our Vision

Our vision is that everyone has dignified access - defined through choice, convenience, affordability and cultural relevance to affordable, nutritious food.



Operating year-round, rain, snow or shine, our Mobile Grocery Stores (MGS) stop in over 50 communities throughout Calgary, serving over 3,260 Albertans each month. In 2021, we have saved our community members over \$84,700 in an effort to build a sustainable, equitable, and inclusive food system.

**1 in 6**

Canadian children were estimated to live in food-insecure household in 2020

3 in 4

Food-insecure Canadians will not access food banks due to stigma and lack of dignity.

9 years shorter

The average lifespan is nine years shorter for severely food-insecure adults than for food-secure ones

Mobile Grocery Store Impact

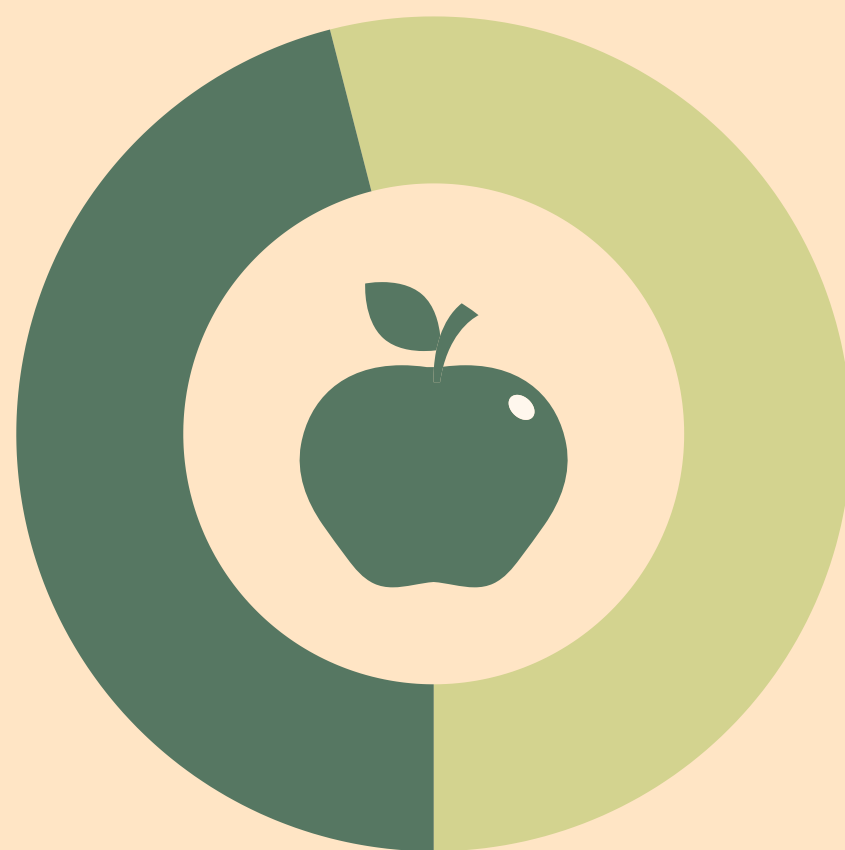
13,034

Transactions



24-46%

Cost reduction in fresh food



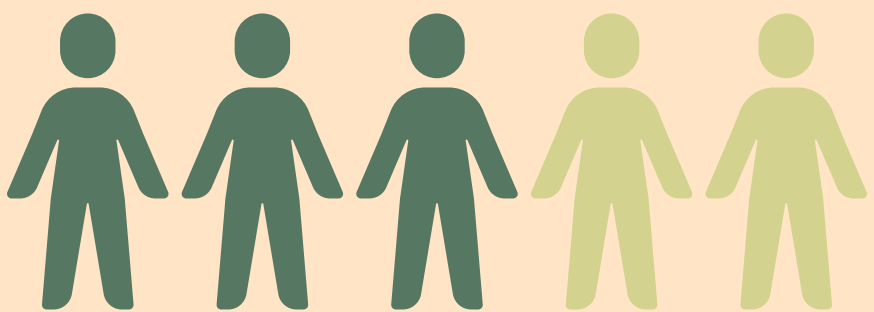
50+

Communities served



3,260

Individuals served each month



\$84,700

Savings into Community



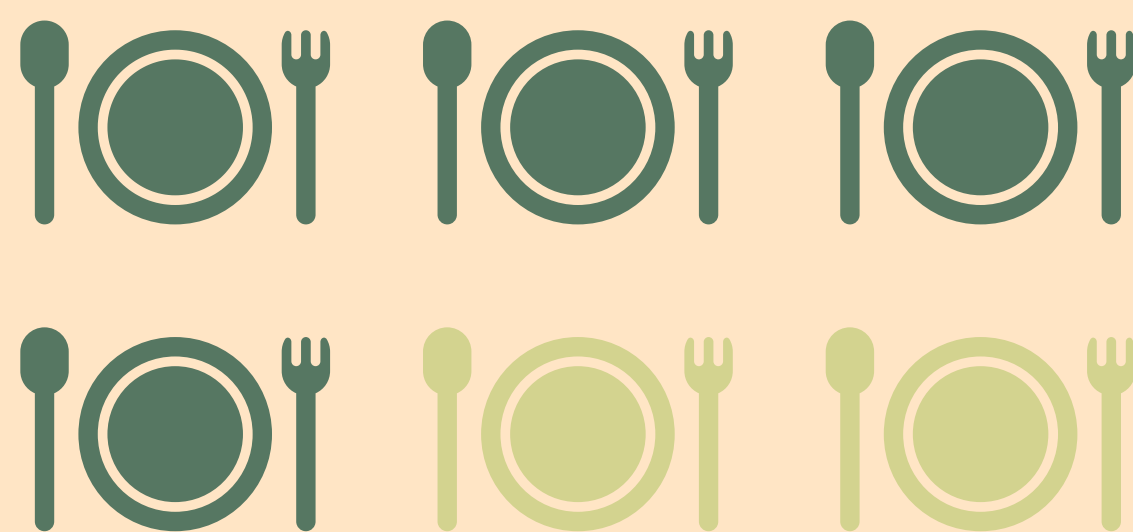
400+

Stops in the Year



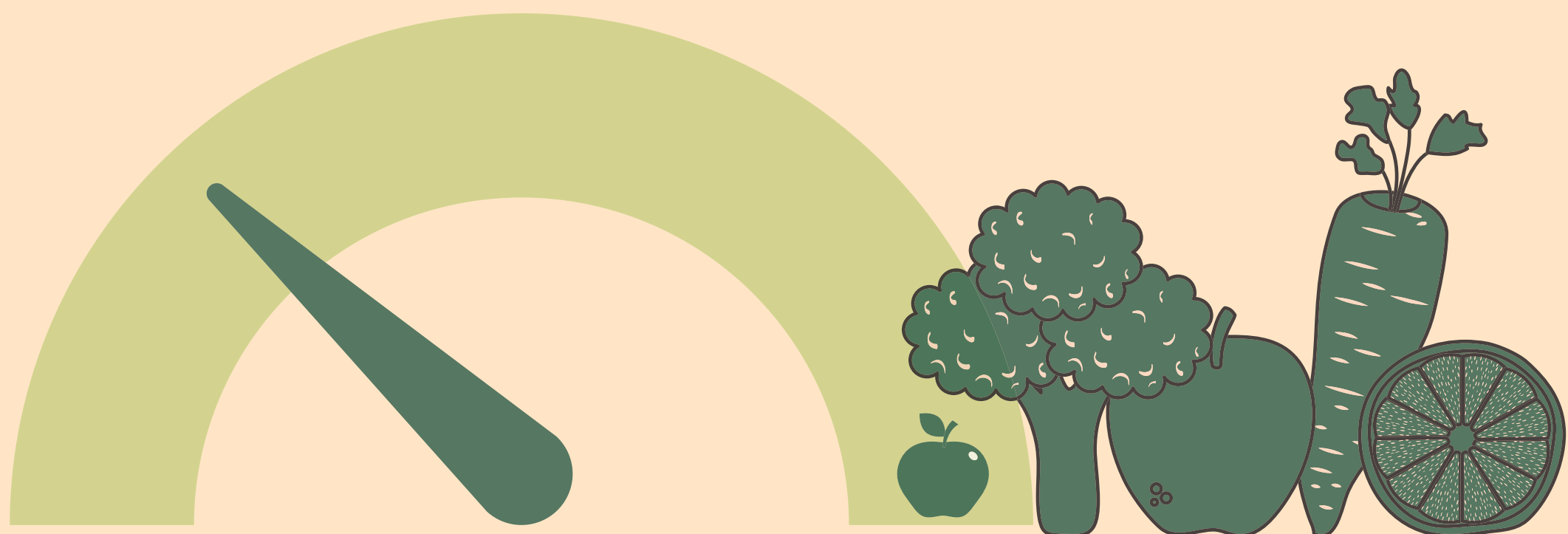
175,006

servings of fruits and vegetables



71,687 Lbs

Of fruits and vegetables sold in 2021



2019, 2020, and 2021 financial audits can be found in a separate report which is available upon request by emailing info@freshroutes.ca.

Meet Nora and Ramon - Seniors and Immigrants from Colombia

I am Nora. I am eternally grateful to all of you. When we were in the time of the pandemic, they did bring a food box here to our house every month, because my husband was sick. I am a cancer survivor and we couldn't go out due to fear to use. They, "Fresh Routes" are wonderful people. We were in a market where they were selling their products and the people treated us very well. We bought what we bought was quality. What I liked the most was the apples and oranges. I had never seen them before and the staff was very friendly. I am eternally grateful to you God bless you



I thank God for putting in our path such special people whom I call angels. I believe in that, because finding people who treat you with kindness, who help you financially without expecting payment of any kind. Something like they say, a requited love. That's us. And I say again that I thank God for having put people in the world with those qualities, quantitative and qualitative that God bless you and protects you.

I am Nora. I am eternally grateful to all of you



“I was calling many companies to ask them to come to the reserve to sell food and all of them said NO. Fresh Routes was the only one who says yes and the community really likes it. They stop by the market every week and keep telling more customers about the market. We are really grateful for the market.”

Community Nutritionist

“In Siksika, easy access to competitive large grocery stores with affordable fruit and vegetables is a luxury that we do not currently have, so the partnership with Fresh Routes largely benefits our Nation members in more ways than one. On a weekly basis, Siksika Nation members can purchase good quality foods that help our families address issues like poor eating habits or chronic illnesses. We all have a responsibility to ensure that good food options are readily available to everyone.”

Susan Solway - Councillor, Siksika Nation

These are quotes from Mobile Grocery Store shoppers

“My name is Ethan, I have been getting food from Fresh Routes for the last couple of months and it really helped out a lot. When somebody goes through medical difficult situations and things just happen. Money is very difficult to have access to health and stress for food and for that reason I’m extremely grateful that Fresh Routes is around.”

“Thank you!!!! without this service and the help of the wonderful volunteers, I would not be able to feed my children. services like this and people like these restore my faith in humanity.”

“I was very impressed for my first time using fresh routes. Excellent quality and fresh food at an affordable price, along with friendly customer service. I am on disability and sometimes cannot afford lettuce and other healthy foods I’d like as the prices in grocery stores are really high. I will continue to support Fresh Routes and am excited to be able to eat healthy on my budget. Thank you Fresh Routes.”

“Will definitely do this again as it was a lot easier than risking the health of my kids and I at the grocery store. Very affordable and I love that my kids had a healthy snack at home today!”



Facebook

Total Page Likes: 2,117
Follower Growth: 503
Growth Rate: 27%

People Reached: 37,153
Post Engagements: 518
New Page Likes: 394



Instagram

Followers 2030
New Followers: 275
Growth Rate: 16%

Accounts Reached: 7,699
Impressions: 72,940
Website Clicks: 479



Twitter

Total Followers: 1132
Follower Growth : 18%

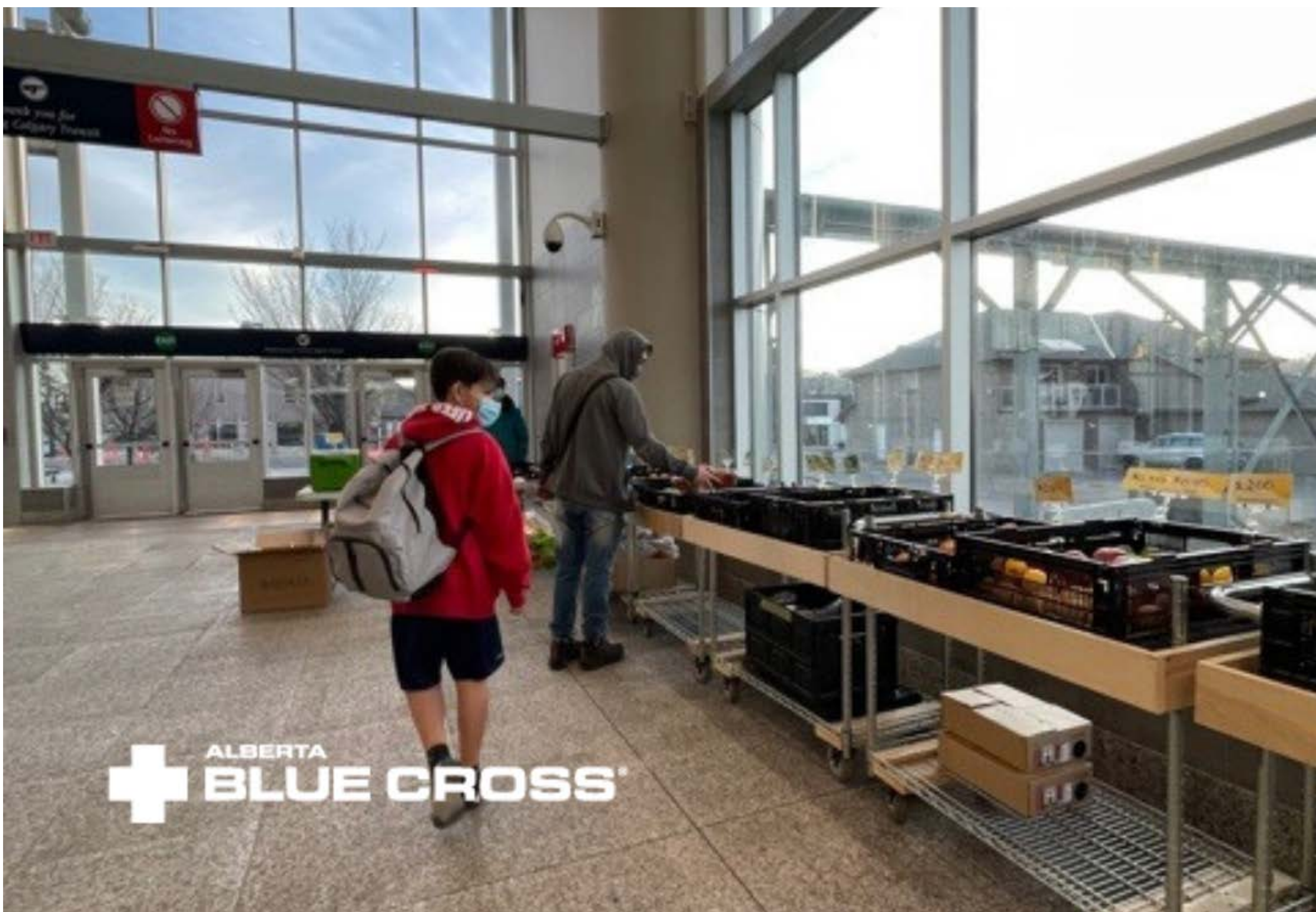




Trico: 10 Questions With Fresh Routes A ‘Getting To Know Our Calgary Social Enterprises’ Blog



CTV News: Pop-up grocery stores offer fresh food options for low-income Calgarians



Alberta Blue Cross® supports access to healthy food through sponsorship of Fresh Routes



Calgary Non-Profits Team Up To Increase Access To Healthy Foods



“Nutrien has been an enthusiastic supporter of the Mobile Grocery Store since 2018. We are pleased to continue to support innovative and dignified approaches to addressing food security through Fresh Routes into 2023.”

Trina Aburto, Nutrien

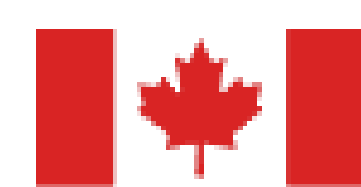
“As a key social determinant of health, access to nutritious food is critically important to both physical and mental wellbeing,” says Brian Geislinger, vice-president of Corporate Relations with Alberta Blue Cross. “But we know that food insecurity has increased sharply across Alberta over the last two years due to the broad impact of the pandemic. We’re pleased to support the great work that Fresh Routes is doing—which is particularly important to vulnerable populations where there are often food ‘deserts’, meaning access is just not available.”

Narissa Kanji, Alberta Blue Cross

Sponsors



Grants



Government
of Canada

Gouvernement
du Canada



Charitable Partners



Funding Partners



In September, we were fortunate to receive a funding and accelerator partnership through LEAP Pecaut Centre for Social Impact. Our strategic sessions set us on a path to have a clear understanding of food procurement strategy, infrastructure acquisition, a comprehensive revenue strategy, human resource guidance and targeted training and fostering a diverse partnership network and engagement of new communities who are in need of food access.

Thank you to everyone who donated in 2021 and made our Mobile Grocery Store possible

In-Kind donations



Fundraisers



Partnerships



Crowdfunding Campaign

Alex Kingcott	Carlo Galasso	George and Tina	Marie Grace	Sandie
Anita Quach	Colleen MacNaughton	George J. Reti	Melissa Cheung	Shelleyanne Hall
Anjelika Kontalis	Danielle Paul	Greg Landry	Michael Roulston	Sofia Houssaine
Annah-Aliki	Dimitra Kontalis	J.D. Lewis	Miwa A Takeuchi	Steve King
Badawe Nasser	DJ Kelly	John & Angie Kontalis	Nikita Scringer	Susan Lee
Beba Kontalis	Ellen Zhang	Justin K	Palladium Investments Ltd.	
Brenda Lieberman	Fote Zannis	Lourdes Juan	Rachel Lee	
Bruce McKenzie	George Mylonas	Lukes Drug Mart	Robert Moskovitz	

Everyone can do something to increase dignified food access

Join our monthly giving program

Your monthly gift enables us to keep prices low

Volunteer

We rely on a handful of dedicated volunteers to make it happen at each location

Shop with a friend

Sponsor

Donate



This is the last page — we hope you
keep following us on our journey.

Thank you for your support!

