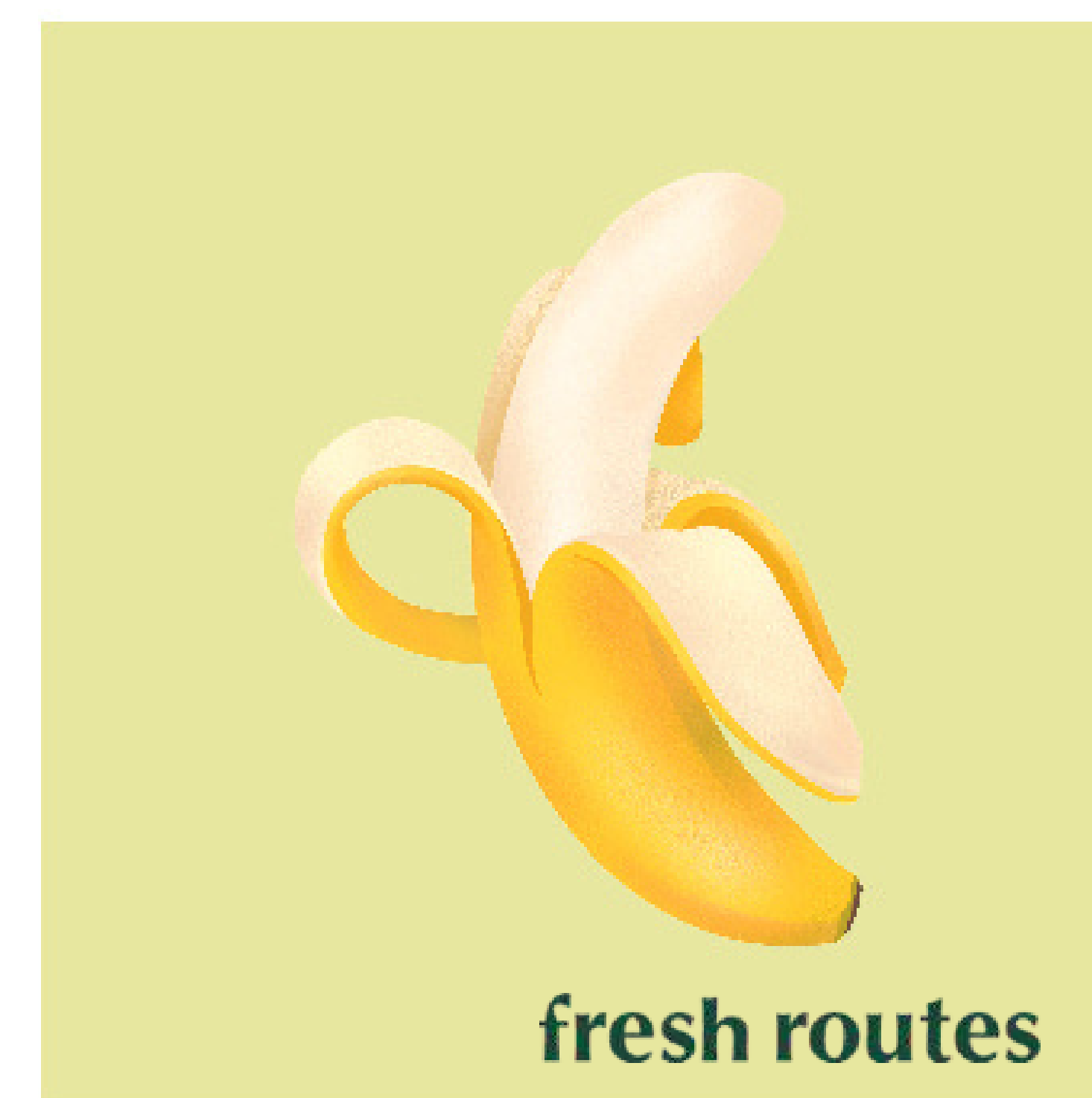
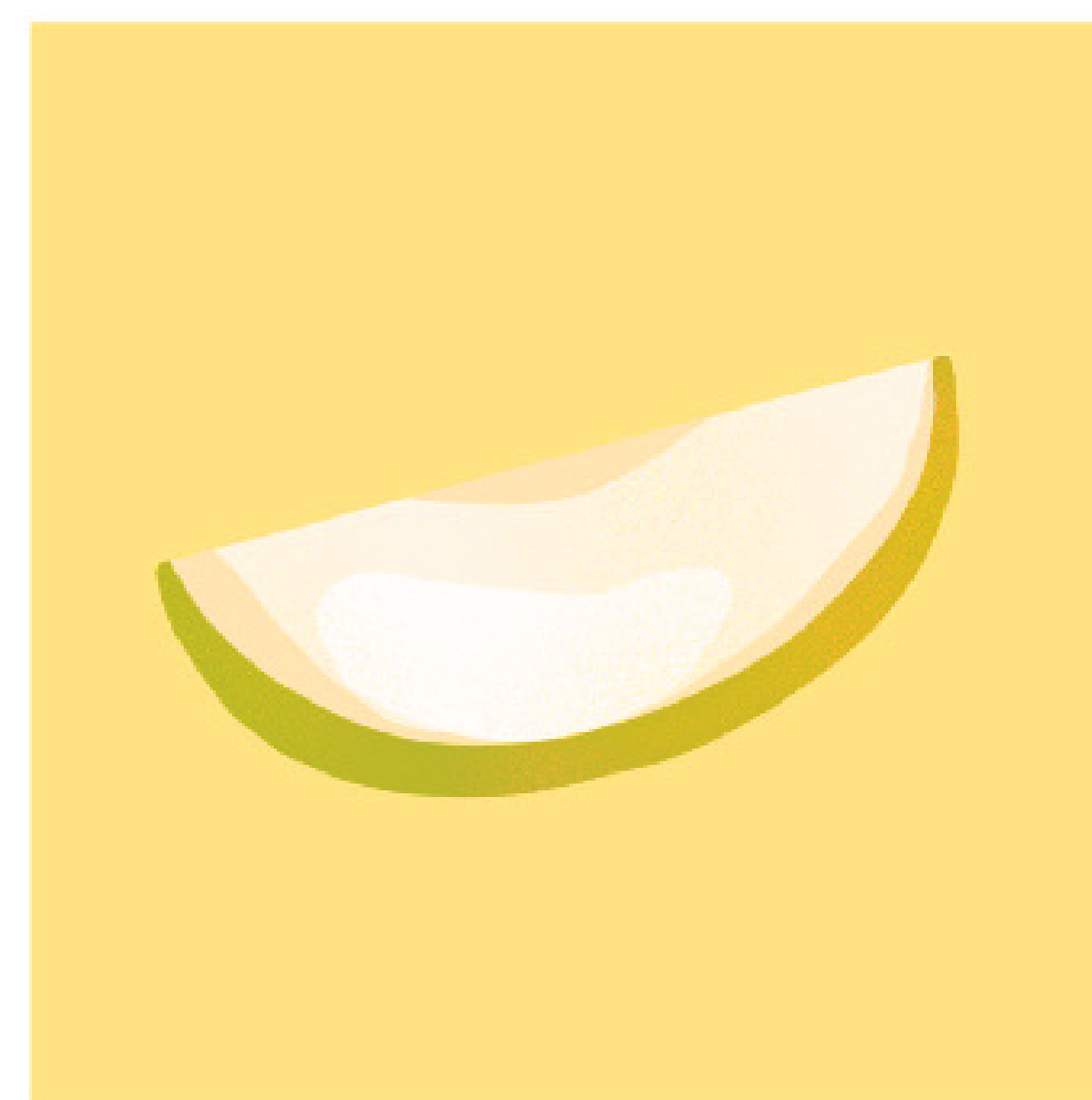
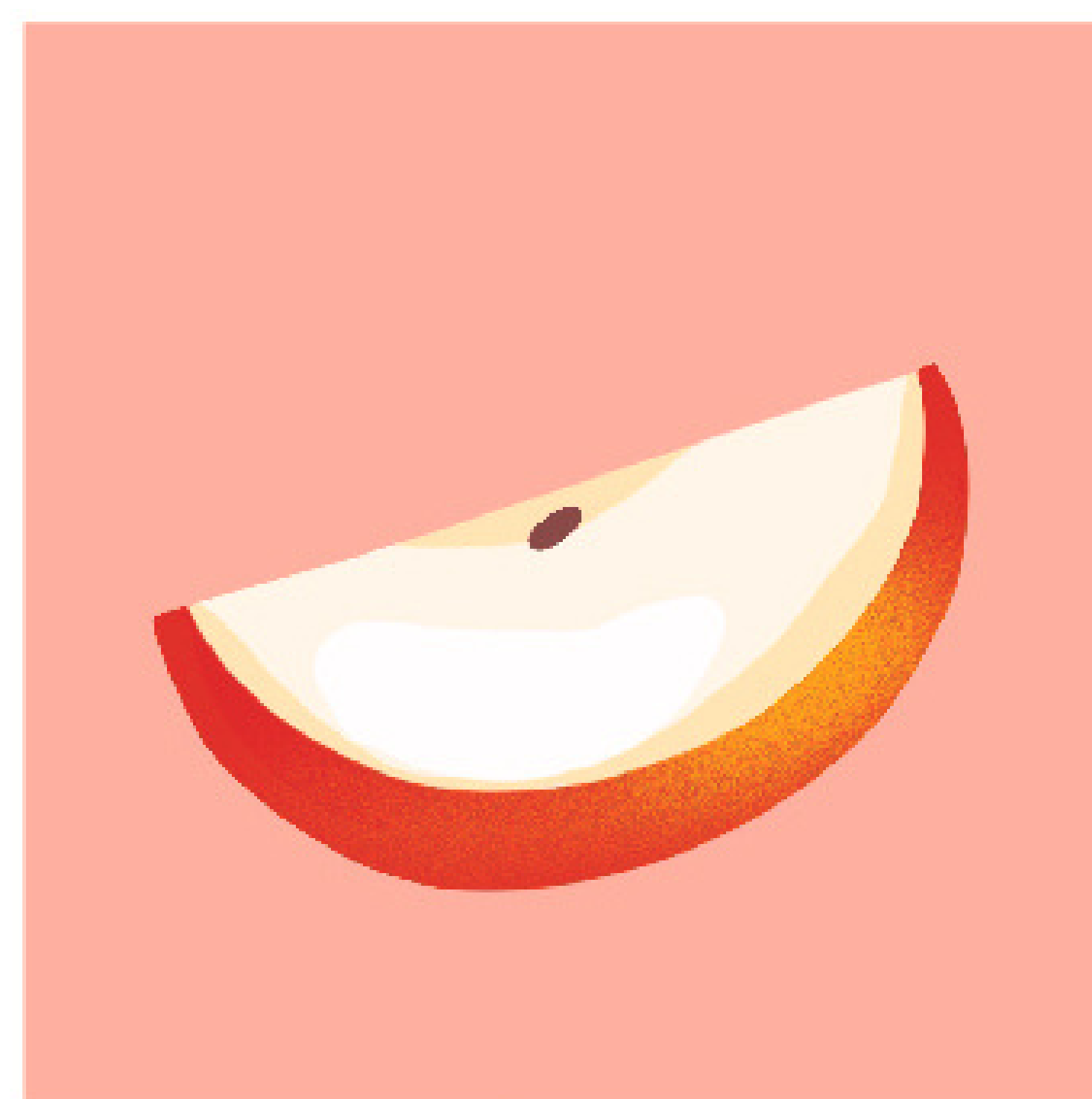




fresh routes

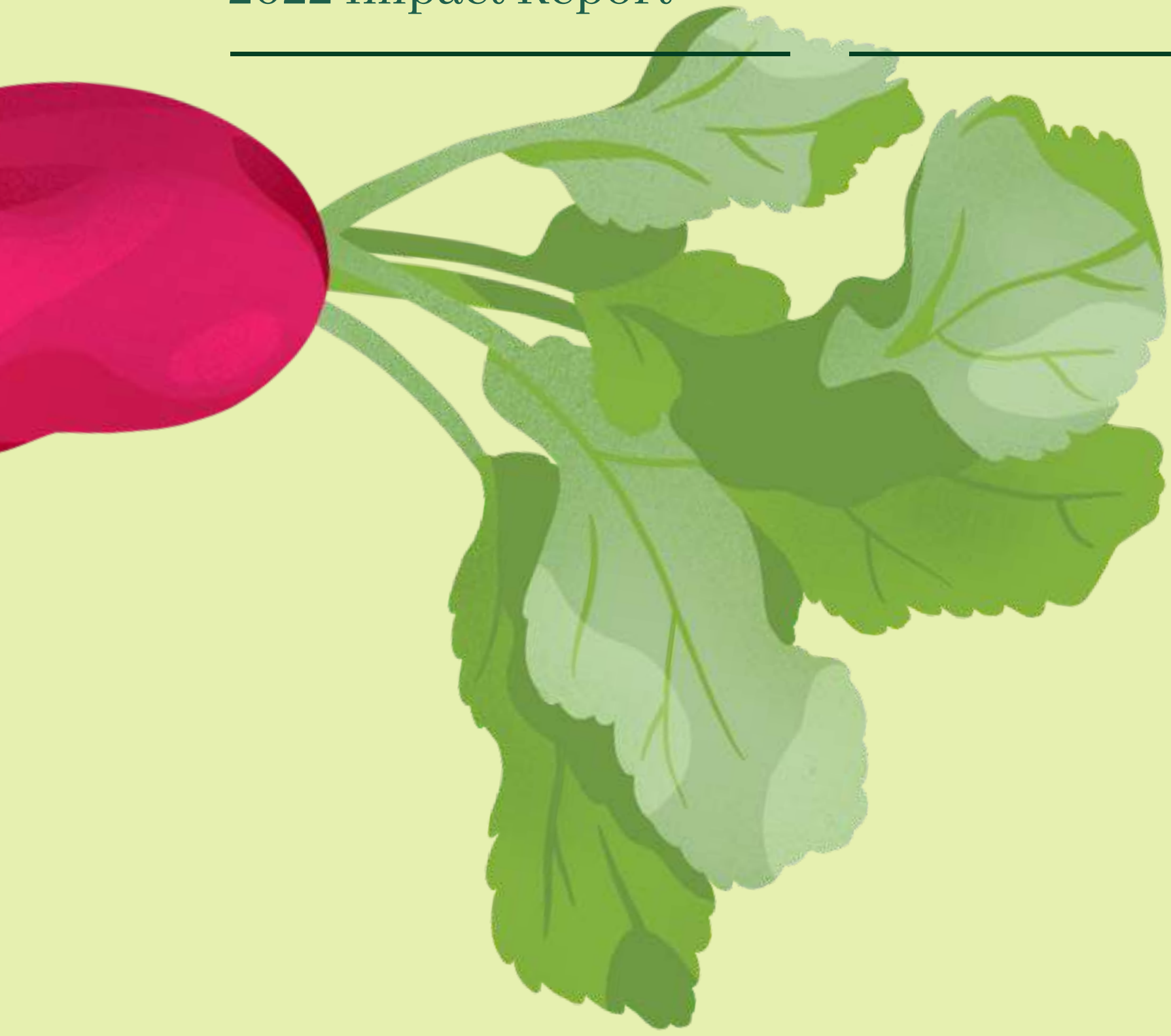
2022 Impact Report





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





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.



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.





Dear Friends of Fresh Routes,

2022 was a year to remember. After hardship in 2021, last year was a breath of fresh air. We landed some major sponsors and partnerships and government grants that propelled our food access work forward. I am grateful to our new and existing partners, board members and staff who have worked tirelessly to make this happen.



As we finished our formal partnership at LEAP Precaut Centre, we developed new friendships with the YYC Food Security Fund, Alberta Motor Association and Alberta Blue Cross. We were fortunate to have support from Place 2 Give as our fiscal sponsor and industry partners with Arusha Centre and the Leftovers Foundation. There are so many more people and organizations to thank for making 2022 a success.



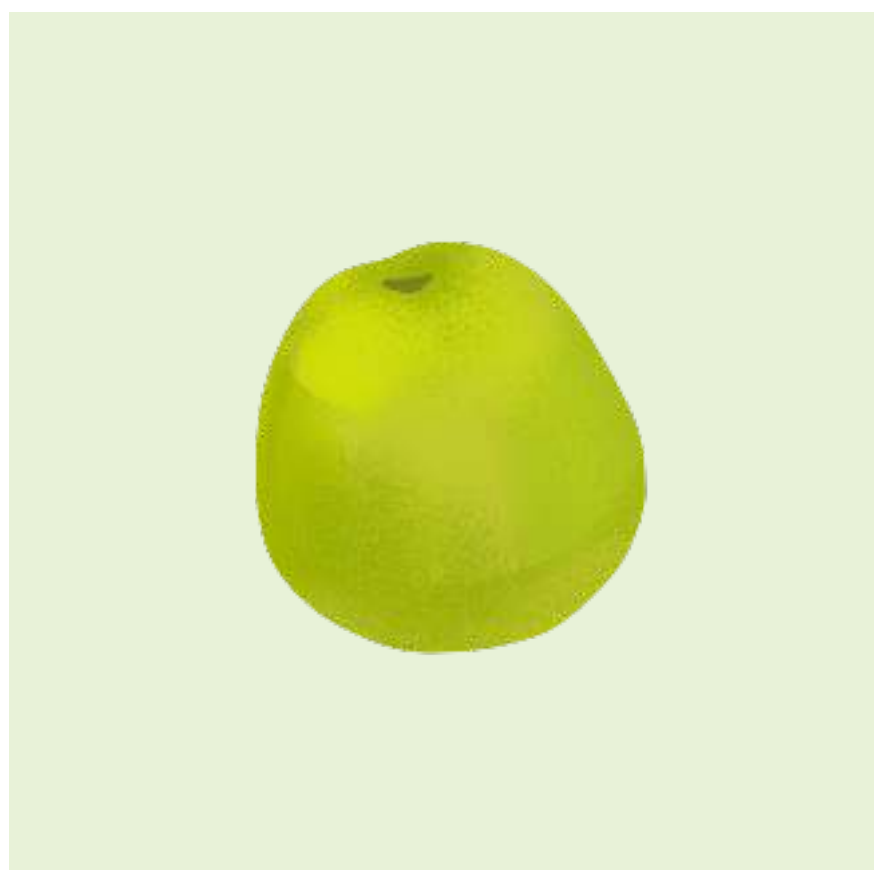
With our collective action, we were able to ensure that ~24,000 households in Alberta had access to ~196,000 lbs of fruits and vegetables. Grant and sponsorship dollars helped us bring fresh food access to communities that need it most.





We are excited for the year ahead. I'm fortunate to be in the CEO position at Fresh Routes, working with an incredible team that loves the work and puts in so much each day.

As always, our food dignified model allows culturally appropriate choice, affordability, convenience, 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
Founder & CEO





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.



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.



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.



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!



We thank our outgoing board members



Raman Chohan



Alisha Virk



Syma Habib

Special Thanks to our Comimittee Members

Stephanie Udoh

Phil Lozano

Jessica Wishart

Operating year-round, rain, snow or shine, our Mobile Grocery Stores (MGS) stop in over 70 communities throughout Calgary, serving over 6,000 Albertans each month. In 2022, we have sold ~196,000 lbs of fruits and vegetables 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

39.5%

of Canadians don't buy produce due to high prices.

70%

of Canadians are unable to access adequate fruit and vegetable servings, representing an increase of 15% in the past decade, and putting them at greater risk of health concerns.

Mobile Grocery Store Impact

~492,000

servings of fruits and vegetables



70+

Communities served



~6,000

Individuals served each month



473+

Stops in the Year



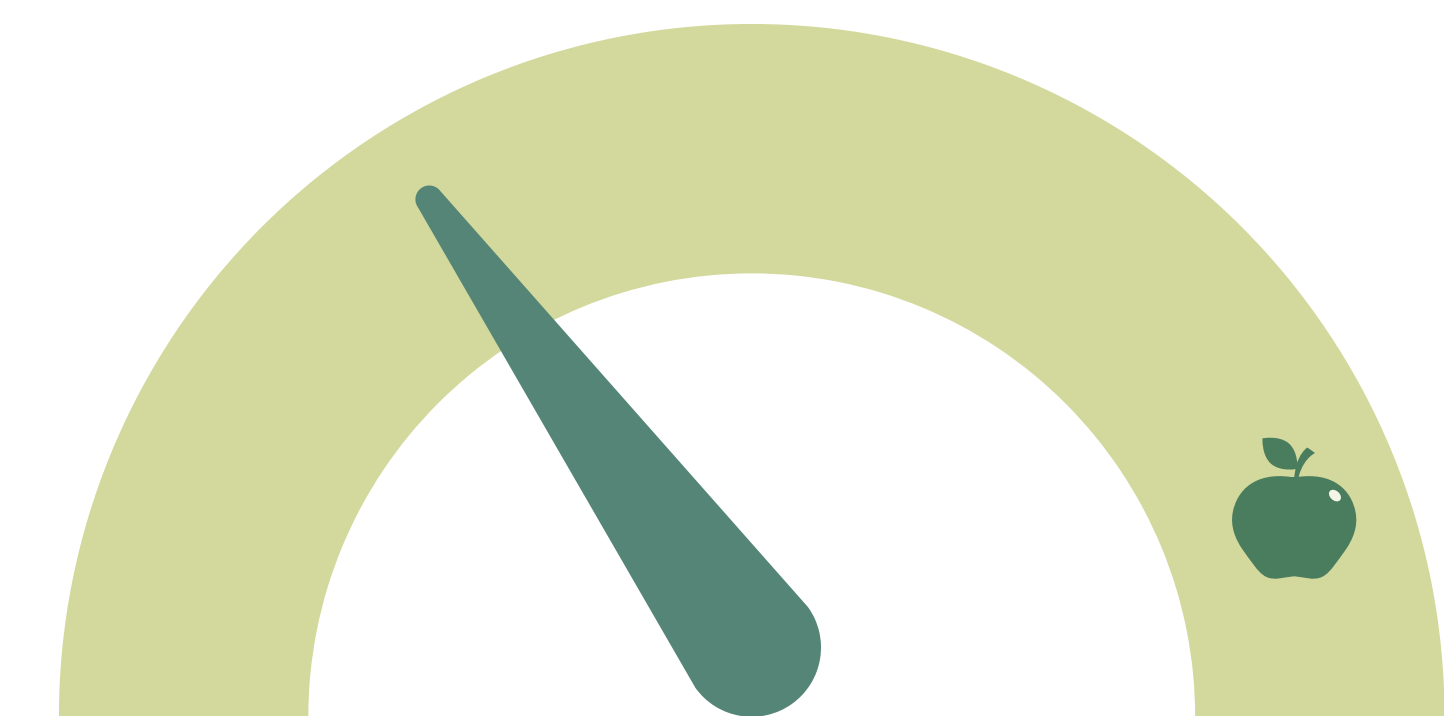
~24,000

Transactions

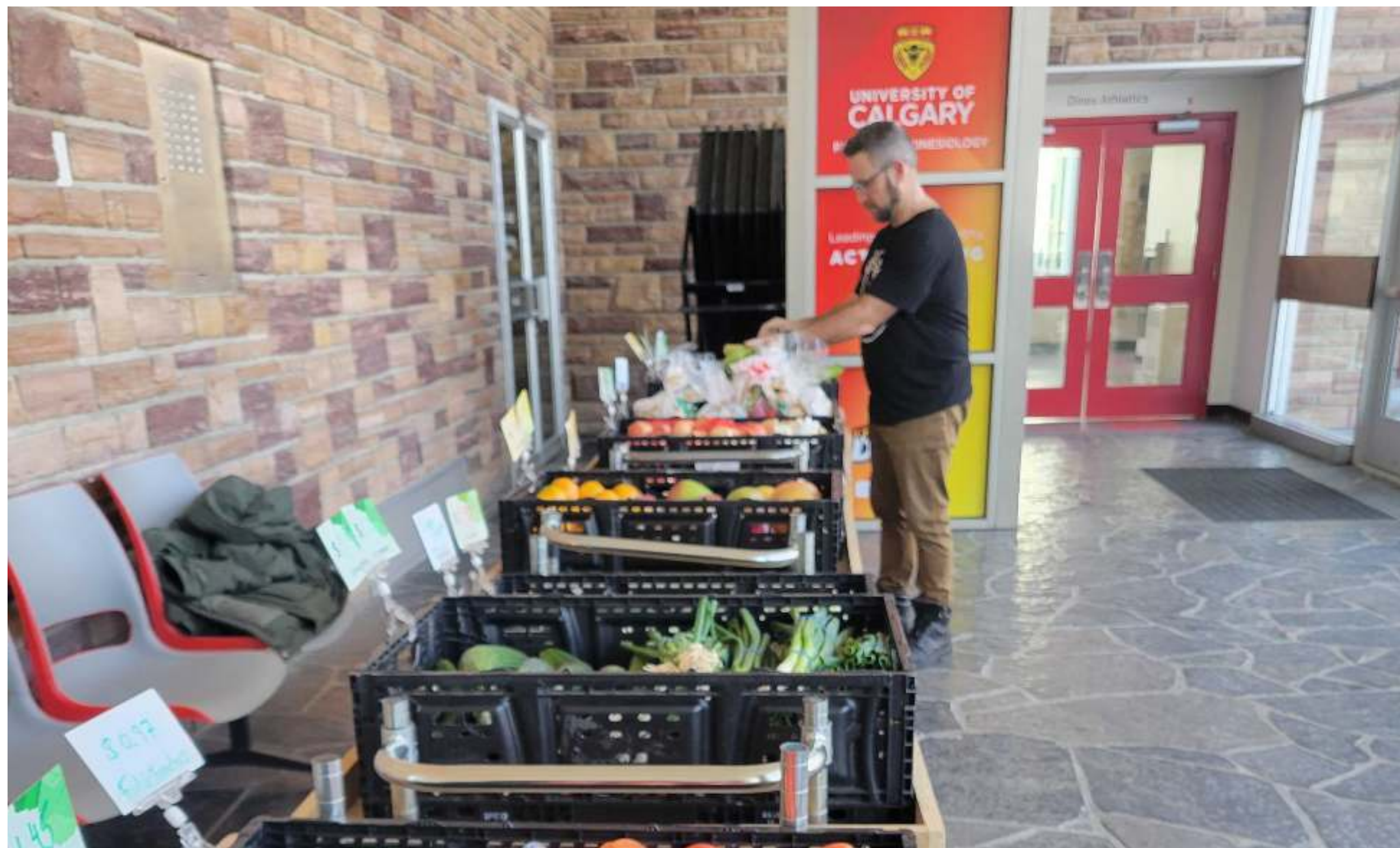


~196,000 Lbs

Of fruits and vegetables sold in 2022



2019, 2020, 2021 and 2022 financial audits can be found separate cover which is available upon request by emailing info@freshroutes.ca.



University of Calgary

The market Ran 4 weeks in 2022. 2023 will be much busier with the help of CJSW, NuTV, Student Housing, Women’s Resource Centre and the Student Wellness Services.



Bow Valley College

Situated right in front of the cafeteria and in the connector to both campuses this market is growing every week and is very busy and adored by all.



Closer to Home

Beddington Community welcomed us with open arms and the \$25 subsidy was widely utilized by larger families. We ended up building basket-style grocery bundles for families who also had mobility issues and Closer to Home staff delivered them.



Bridgeland

Meet Pat, our admirable volunteer at the Bridgeland market. We appreciate all the hard work she's put in to help us and we are so grateful for her dedication and commitment to the community during the last 4 years.

These are quotes from Mobile Grocery Store shoppers

“Dear Fresh Food Basket Team,
Thank you from the heart for all your hard work, volunteering and support to our communities. This is especially true during the COVID pandemic, where you supported so many of us in accessing fresh fruit & vegetables to stay healthy.

I am convinced it saved many of us whom were facing hardships. It is a hope that your organization can continue to flourish, grow, and share with all whom are in need of mind, soul, body nourishment. Please accept my most profound gratefulness.”



It is a hope that your organization can continue to flourish, grow, and share with all whom are in need of mind, soul, body nourishment

These are quotes from Mobile Grocery Store shoppers

“I appreciate that most of the produce is sourced from Canada, especially western Canada. I feel that I received good value for my dollar.”

**Teresa, a customer from
U of C customer**

“Everyone is friendly and the choices of produce are always excellent! We are on a limited income so a place like this helps us eat healthy on a budget. Thank you so much for having this service!”

**Angie, a customer from
Alex Community Food Centre**

“Thank you for helping the community with eating better food. I’m disabled and can’t afford a lot but thanks to Fresh Routes I can eat healthy and still afford to pay rent”

**Charlie, a customer from
Greenwood Village**

“I love and appreciate that you guys come up here. Thank you for all you do”

**Bonita, a customer from
Greenwood Village**



Fighting high prices, food insecurity:
Discount sellers say it's been a difficult,
demanding year



Facebook

Total Page Follower: 2,545

Follower Growth: 428

Growth Rate: 20%

People Reached: 24,640

Post Engagements: 2,206

New Page Likes: 176



Instagram

Followers 2189

New Followers: 159

Growth Rate: 8%

Accounts Reached: 24,274

Impressions: 67,766

Website Clicks: 292



Twitter

Total Followers: 1200

Follower Growth : 7%





“We love supporting Fresh Routes because of their dignifying while also accessible experience. We love that their customers get the dignity of buying their own food at an affordable price and are able to do it right in their own community. Fresh Routes is also intentional to make sure their products will cater well to the cultural demographics of the areas they are in. And of course their food is fresh and delicious. Thank you for supporting our communities so well!”

**Victoria Seib, Experience Church -
Outreach Director**

“Alberta Blue Cross recognizes access to healthy food as a key determinant of health. With Alberta having the highest rates of food insecurity in Canada in 2022, the work that Fresh Routes does to provide equitable access to food is vital. We are so pleased to continue our sponsorship of Fresh Routes and appreciate the role that Fresh Routes plays in promoting access to food—particularly among socioeconomically disadvantaged communities.”

**Brian Geislinger, Vice-President of Corporate Relations and Community Engagement,
Alberta Blue Cross**

"Thanks to Fresh Routes, I got to engage with the local communities in Calgary. Seeing how our work brings people together and helps families put healthy food on the table, all while keeping the whole experience enjoyable, filled with grace and dignity, it has been an eye-opening and humbling experience for me. I feel inspired to find ways to help make our food system more affordable and healthier moving forward. And most importantly, I have made some wonderful memories with Martin, Carma, and Nikita throughout my time as a Fresh Routes volunteer. Thank you Fresh Routes for having me on board."

Henry Ha, Fresh Routes Volunteer



"I have been volunteering with Fresh Routes for six months at the Sunalta pop up grocery store and I love it. I share volunteering spot with my father each week. Part of the reason why we feel very passionate about volunteering with Fresh Routes is the mission they have surround food dignity and the fact that they bring affordable produce. It resonates with me in terms of my values and what I like"

Chad, Fresh Routes Volunteer





University of Calgary Project

Students from the U of C developed a project where they identified valuable marketing and financial strategies for Fresh Routes.



Market Greens - Alex Community Food Centre

Market Greens Program launched in partnership with The Alex Community Food Center. \$8,400 in subsidized vouchers accessed, providing 40 community members with affordable access to fresh fruits and vegetables.



HSCA Market - a great year for impact and accessibility

HSCA added a weekly \$10 subsidy in September-November with the Fresh Choices campaign, and it is still going strong in 2023. The Fresh Routes market compliments nicely with the food donation and bread and pastry giveaways.



Special Donation from Chef Dean

Our friend and partner Chef Dean from Saffron Catering collaborated with H&W Produce to make 160 bowls of nourishing vegetable soup for us to hand out to customers at our markets for Giving Tuesdays.



Holiday Gifts

Over 100 Holiday Gifts of produce donated to families through two schools, Sacred Heart and Connaught School. Thanks to Principal Bruce Campbell for all his dedication.



New Team Members

This year, we were thrilled to welcome our new team members Raymond Soussa and Martin Robillard.

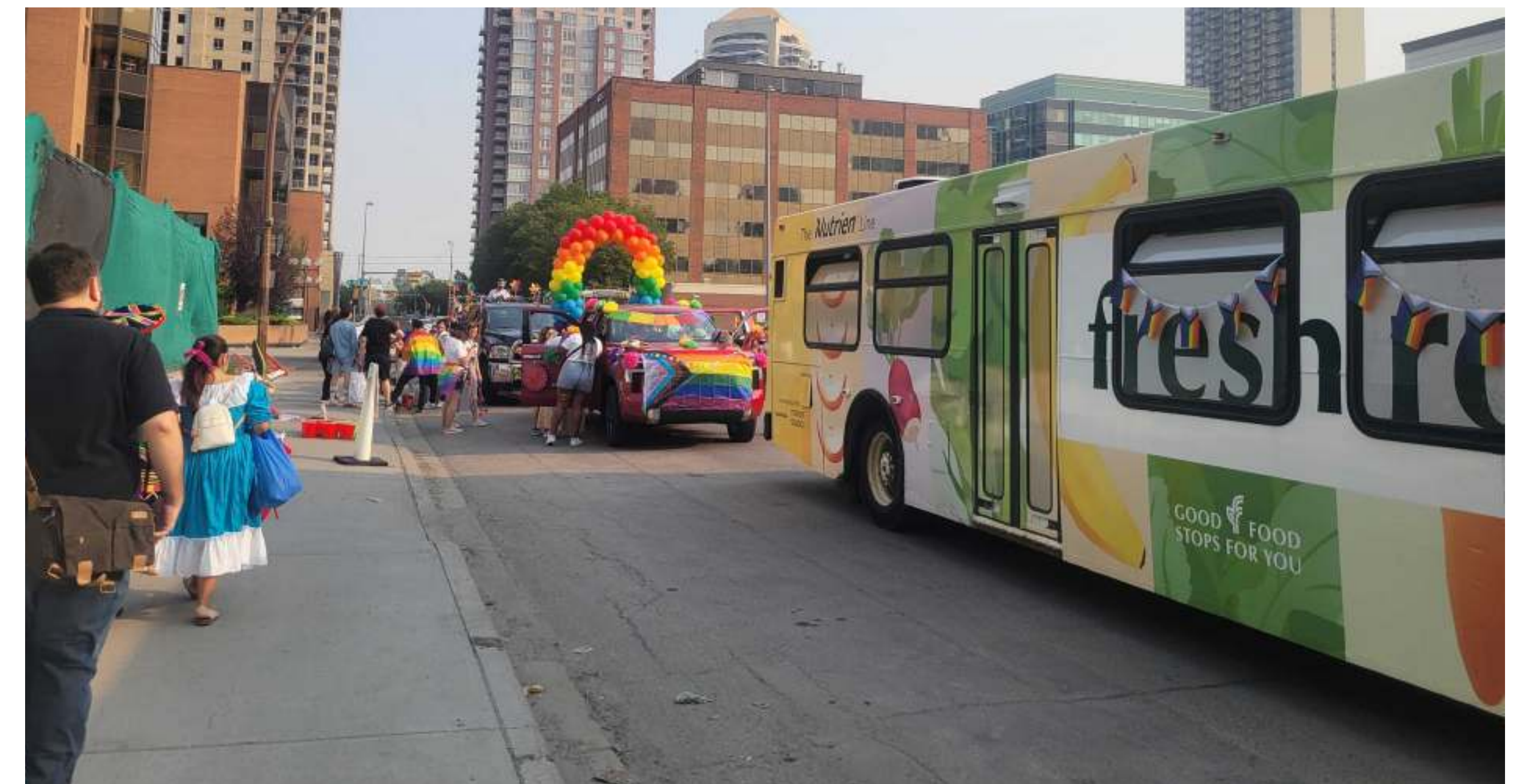


Collaboration

Collaborative Market with Good Neighbour and Parachute for Pets during the summer

2022 Calgary Pride Parade

Fresh Routes had an amazing presence at the 2022 Calgary Pride Parade. Our team and volunteers were out in full force, marching with flags and signs to show our support and solidarity with the 2SLGBTQ+ community.





Our Truck Berry

Berry has been helping us to bring healthy and affordable food to Calgary's neighbourhoods. This big guy reached 300K in 2022 and he is still full of energy for more!



Our Van Peachy

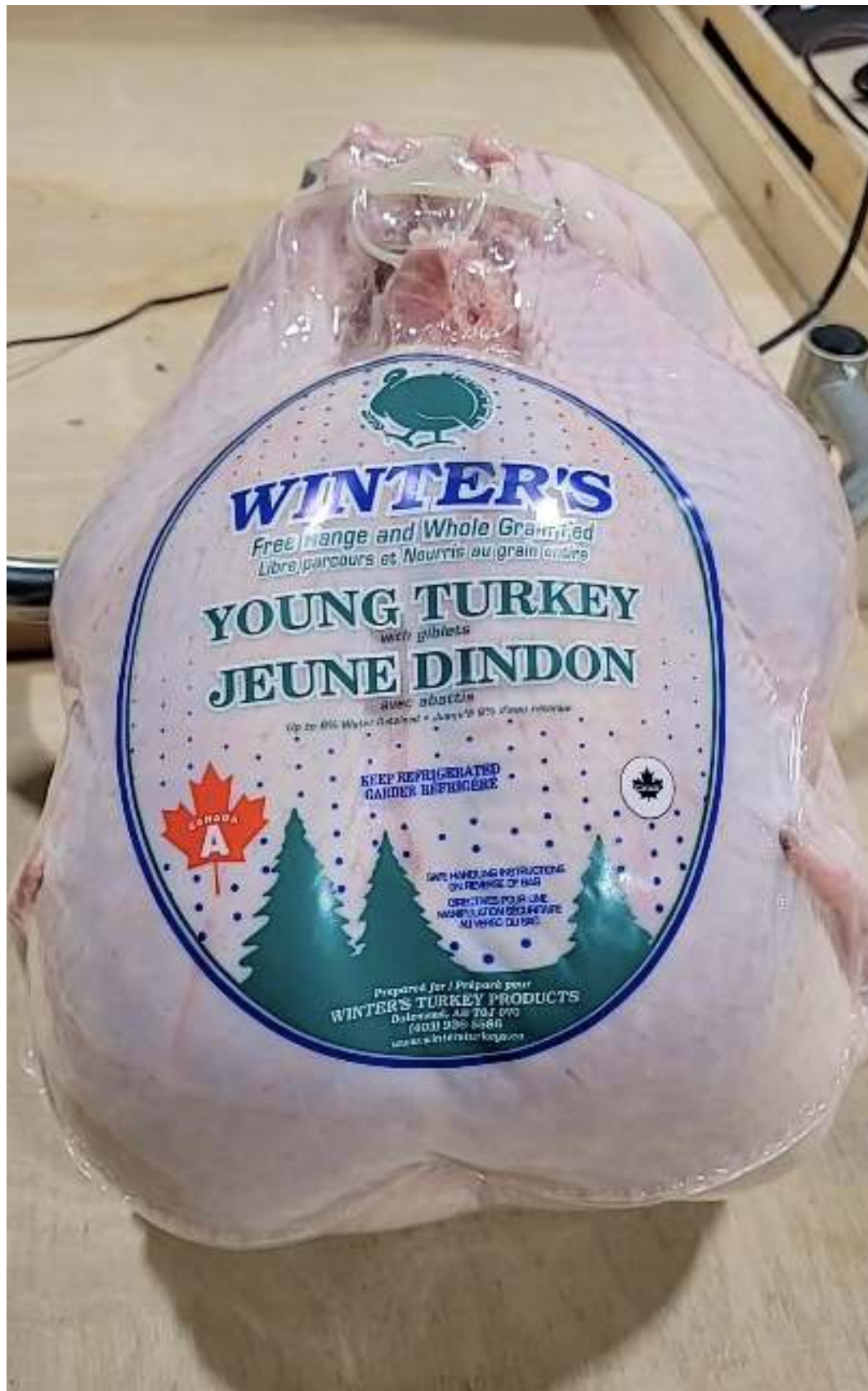
Our van Peachy was wrapped in 2022 and it looks amazing.

Thanks to all of our sponsors that made this happen!



2nd Pay What You Want Turkey

We had our second annual Pay What You Want Turkey and it was a complete success!
A big THANK YOU to Bridgeland Market for helping us coordinate.



84
Families served

\$1,250
Pay What You Want Revenue

\$6550
Savings for the community

Sponsors



Grants



Charitable Partners



Funding Partners



In-Kind donations



Fundraisers



Partnerships



Thank you to everyone who donated in 2022 and made our Mobile Grocery Store possible

Chirp Foods

Crowdfunding Campaign

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

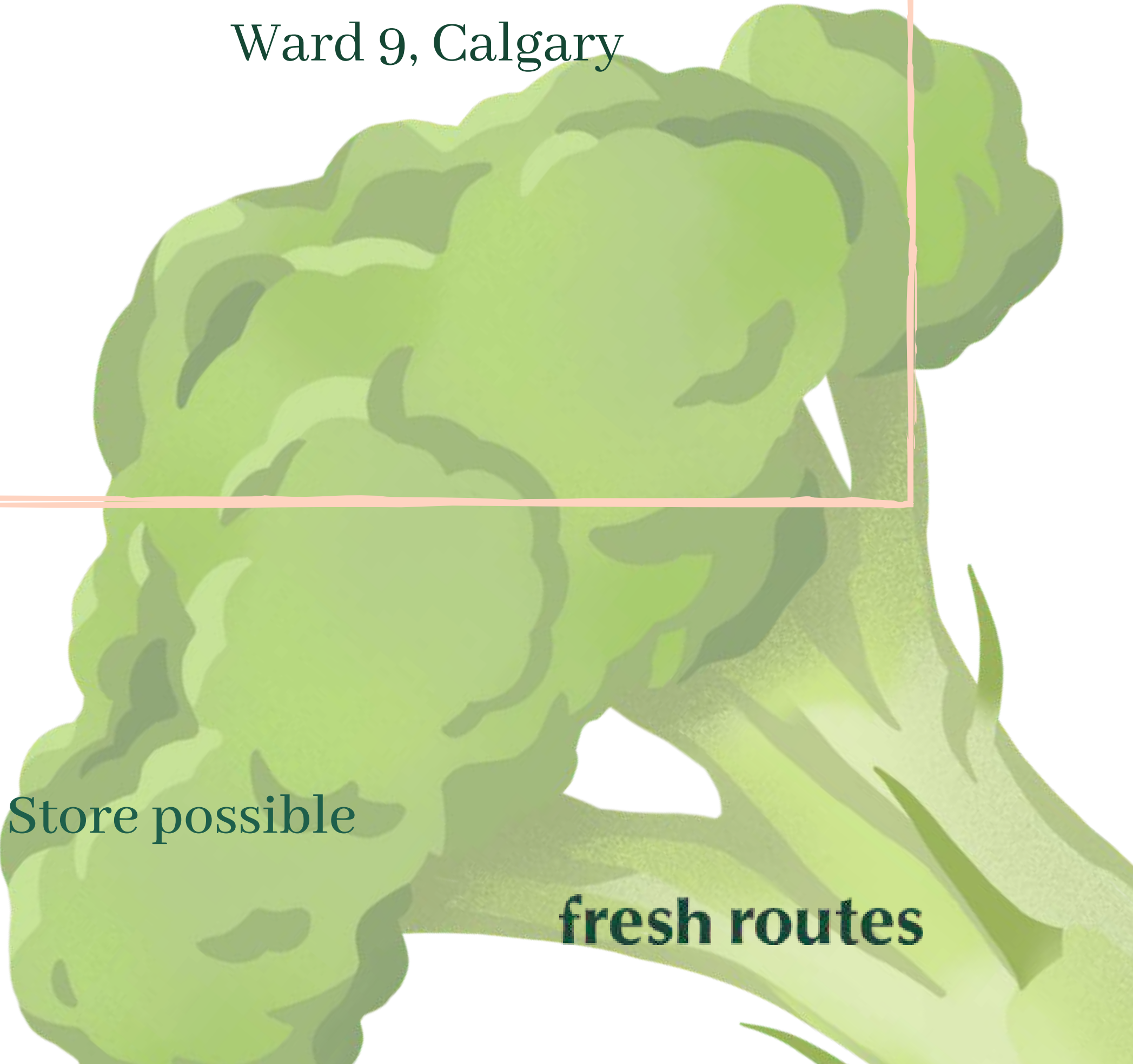
Monthly Donors

Audra Stevenson
Ellen Lee
Jill Langer
Kate Godfrey
Linda Battler
Lourdes Juan
Raman Chohan

Donors

Carlin Frimmel	Kate Godfre	Theresa Riege
Courtney McLaughlin	Kiyomi Baker	Veyra Grace Pascual
Divine Escape	Lil Empire Burger	Ward 9, Calgary
Evan Woolley	Matt Grant	
Jan Woolsey	Nikita S	
Jeremy Barretto	Philip Turnbull	
Jordan Gray	Stephanie McNeil	

Thank you to everyone who donated in 2022 and made our Mobile Grocery Store possible



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!

