





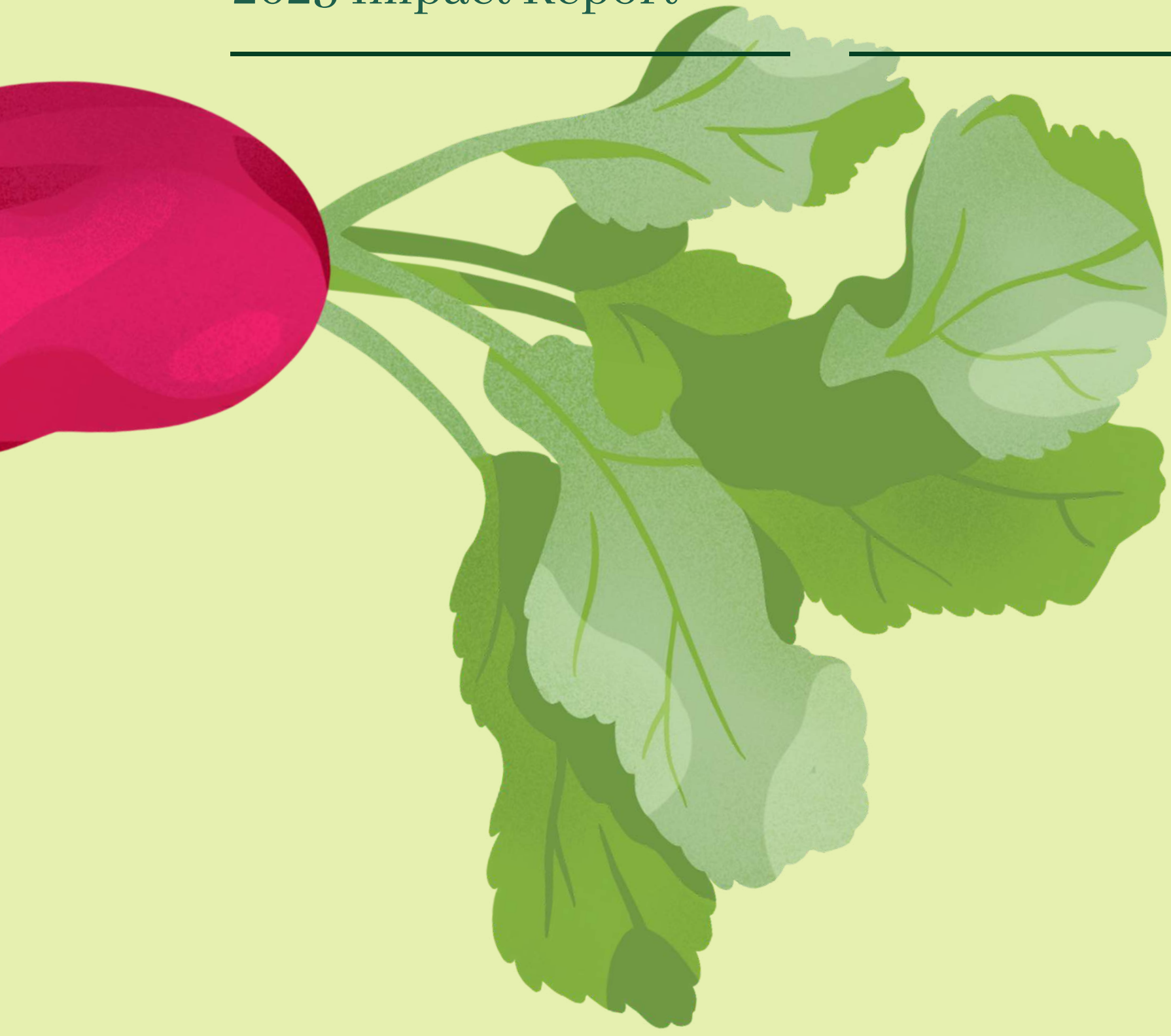
fresh routes

2023 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 the 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

To provide convenient, nutritious, fresh and affordable food to communities

Our Vision

To build sustainable, equitable, and inclusive systems that enable those with limited resources to retain choice and dignity of food access.



Our heartfelt appreciation goes out to our supporters, who have been the steadfast foundation of our program. Your unwavering support has been crucial to our success.

Funders

Our Partners

Community Partners

In-Kind Donations

	Audra Stevenson Diane Cassidy Ellen Lee Gilles Zolty Jasmine Gray	Jennifer Rice Jill Langer Julie Wons Kate Godfrey Linda Battler	Lourdes Juan Matter Studio Morgan Trotter Propel Impact Foundation Richard Drake
			
			



We thank our outgoing Co-founder Lourdes Juan for her extraordinary dedication and vision in shaping Fresh Routes. Her journey with us has been nothing short of inspiring.

As she transitions to her new role at Knead Technologies, we wish her every success. We also warmly welcome Nikita Scringer as our new CEO, who steps in with great enthusiasm and a commitment to continue our mission of community nourishment and support.

About Nikita Scringer

Recognized as one of CBC's 150 Black Women Making Canada Better, Nikita has been a pivotal part of our team since 2020, serving as the Director of Operations. With over 8 years of experience in the charitable sector, she transitioned from a corporate role in oil and gas, bringing a rich blend of culinary skills, strong community advocacy and an entrepreneurial spirit. Her dedication is instrumental in bridging the gap between traditional food systems and the challenges of food insecurity.

Beyond her significant role with Fresh Routes, Nikita also channels her entrepreneurial flair into Pooch n Perks, a unique food truck that caters to both dogs and their owners.

Outside of her professional life, she enjoys cooking, traveling, reading, and spending precious moments with her family and pets.

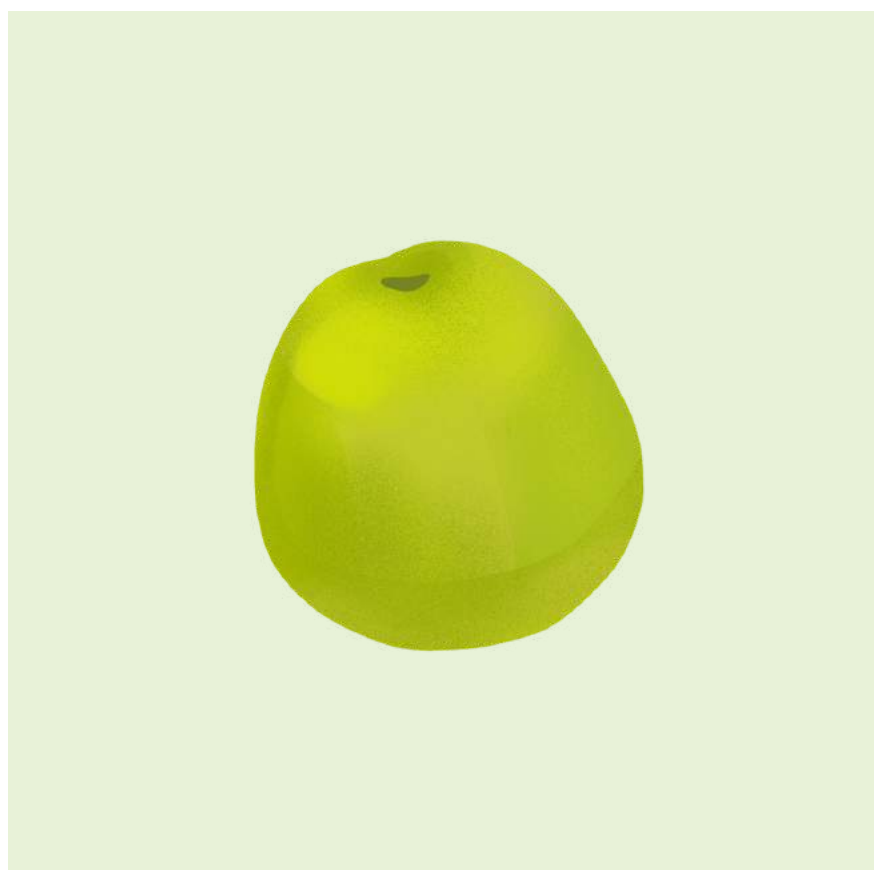
Important Announcement





Dear Fresh Routes Family,

It is with a lot of emotion that I say farewell to the incredible community we've built together through Fresh Routes. As I transition from my role as CEO, I am filled with so much gratitude and a deep sense of pride in what this community has achieved together.



When we started this journey, the vision was to create more than just a mobile grocery store service; we aimed to bring people together from all walks of life, to have food as a community connector. As we work towards this common goal, it's been a dream for me to see the dedication, kindness and generosity from our team members, volunteers and community.



I am in awe of our new CEO, Nikita Scringer, who has used her passion, smarts, and talents to create a positive impact and success every day. I can't wait to see this remarkable organization flourish under her leadership.

With heartfelt appreciation and love,

Lourdes Juan



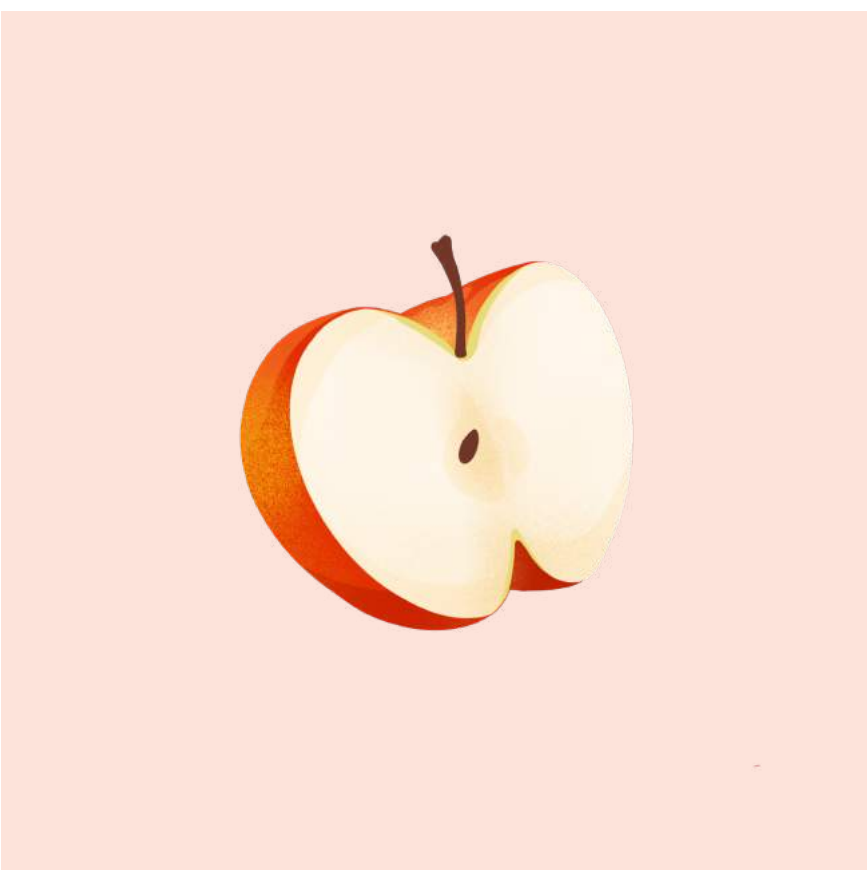


Hello Fresh Routes Friends and Supporters

Another year has passed, and I am excited to be starting 2024 as the newly appointed CEO of Fresh Routes and to continue the legacy Lourdes has built for this organization.

The past year saw Fresh Routes continuing to be a much-needed resource for Calgarians looking for alternative ways to access food. We once again increased our reach, adding new markets and communities onto our schedule, and serving over 6800 individuals each month.

Some highlights of 2023 include our collaboration with the Social Impact Lab, resulting in the launch of the Pay What You Want concept, Open Market. We inspired more and more Calgarians to lend a hand, resulting in over 2000 volunteer hours contributed to our mission. Our third annual “Routes To Joy” Program stands as a great example of the impact we can create when we join hands. Thanks to the generous support of TC Energy, we provided holiday meals for over 200 families in our city, spreading joy during the festive season.



As we navigate the challenges of 2024, characterized by rising inflation and increased grocery costs, our commitment to making a meaningful difference only gets stronger. In the upcoming year, we look forward to growing our network of supporters—individuals, partners, and organizations who share our passion for a dignified food model.

Thank you for being an integral part of our journey.

With Gratitude,

Nikita Scringer
CEO





Jason Boudewyn

With over 40 years in the retail food industry, Jason has made a significant impact on community food security. Starting in Victoria, BC, and later advancing to a VP role in Calgary, he now focuses on mentoring young entrepreneurs and enjoys outdoor activities. As a key member of Fresh Routes' Board, he actively supports our mission to enhance community food security.



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!



Jessica Wishart

Jessica is a social worker who is passionate about the role of food in bringing people together and building community. She shares Fresh Routes’ values surrounding dignified food access and supporting the rights of all people to have healthy, affordable food that allows for choice and meets cultural preferences. When she’s not bringing the community together to share a meal, you can find her in the mountains, having a snack, reading a book or chasing around her toddler.

We thank our outgoing
board member.



Kate Godfrey



Operating year-round, rain, snow or shine, our Mobile Grocery Stores (MGS) visited over 120 communities in Calgary all year, serving over 6,800 Albertans each month. In 2023, we sold about 201,300 pounds of fruits and vegetables, working towards a fair, sustainable, and welcoming food system.



1 in 6

Canadian children were estimated to live in food-insecure household in 2022

6.9M

Canadians were living in food-insecure households in 2022

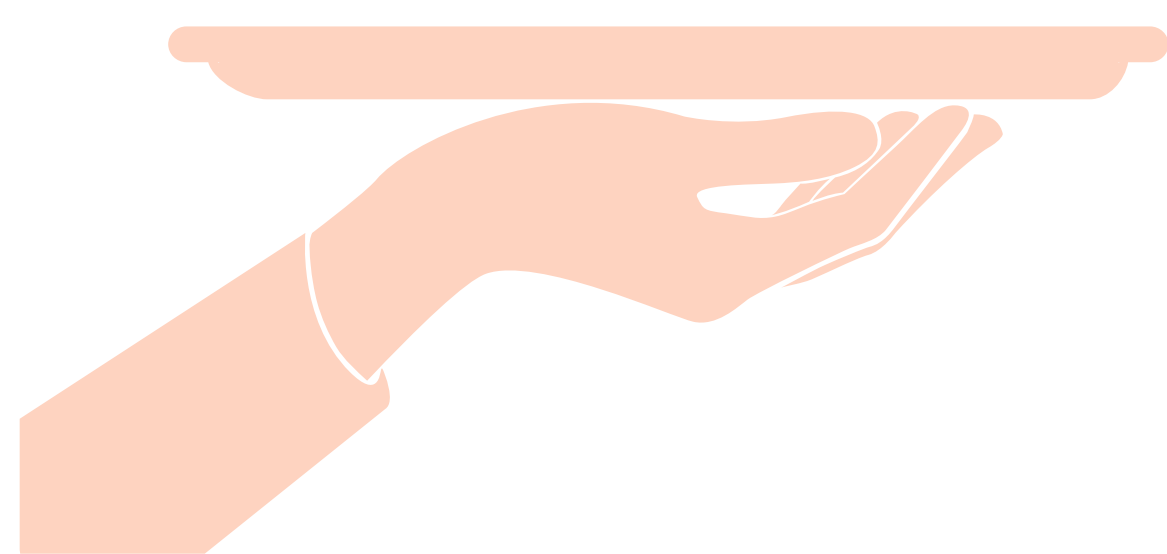
42.4%

of single-parent families headed by women were experiencing food insecurity

Mobile Grocery Store Impact

~503,300

Servings of fruits and vegetables



~201,300 Lbs

Of fruits and vegetables sold



561

Stops in the year



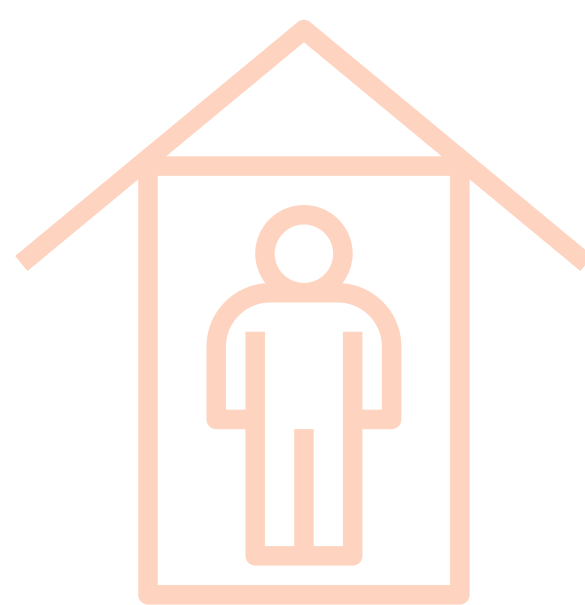
2,375

Volunteer hours



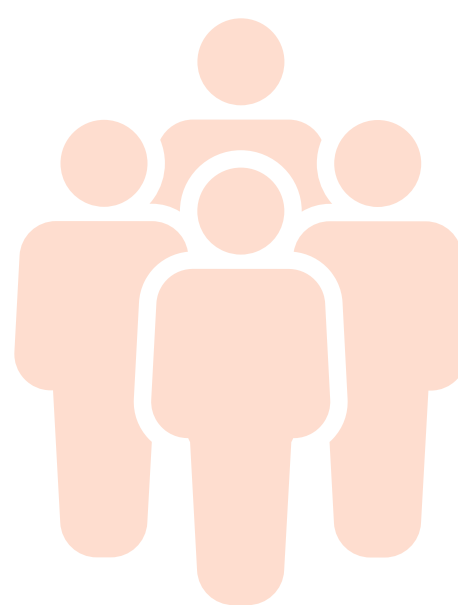
~6,800

individuals were served each month



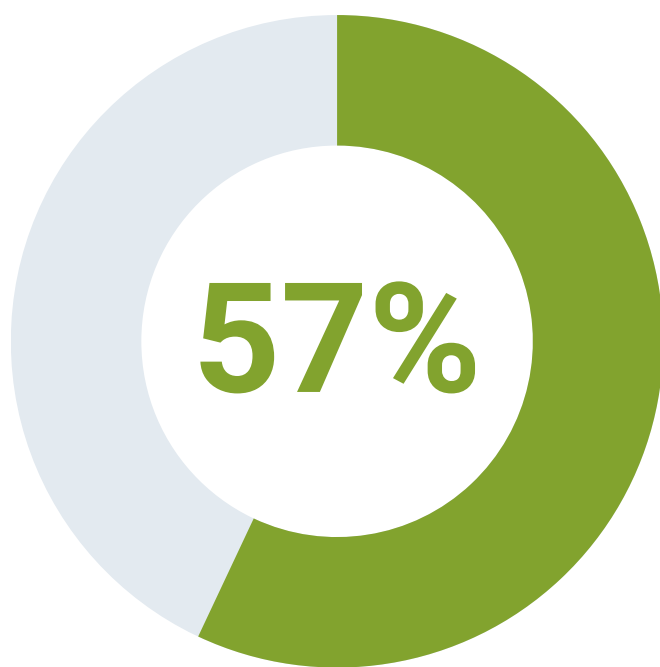
120

Communities served

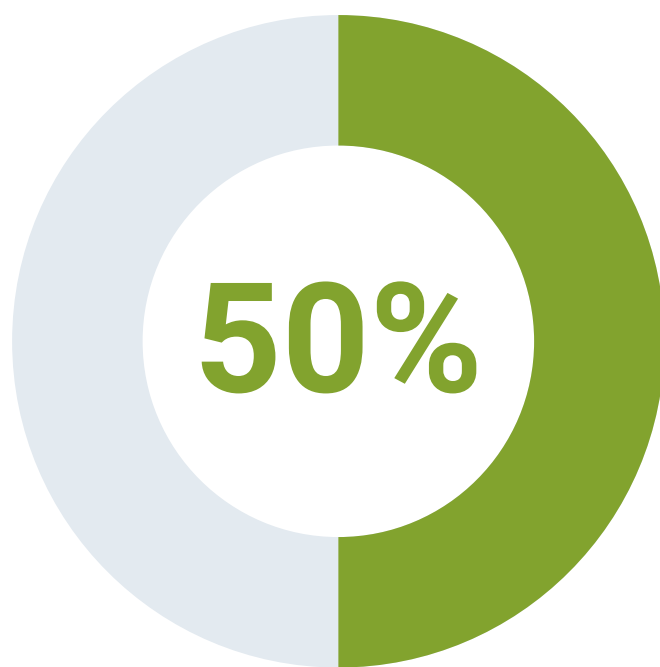


2019, 2020, 2021, 2022 and 2023 financial audits can be found in a separate cover which is available upon request by emailing info@freshroutes.ca.

What customers say about our Mobile Grocery Store (MGS):



Strongly agree or agree that the location makes it easy to buy fruits and vegetables.



Strongly agree or agree the prices make it easy to buy more fruits and vegetables

75%

Strongly agree or agree the MGS provides a dignified way to get healthy and affordable food

63%



Strongly agree or agree the MGS makes it easy to buy fruits and vegetables that meet my family/cultural needs

88%

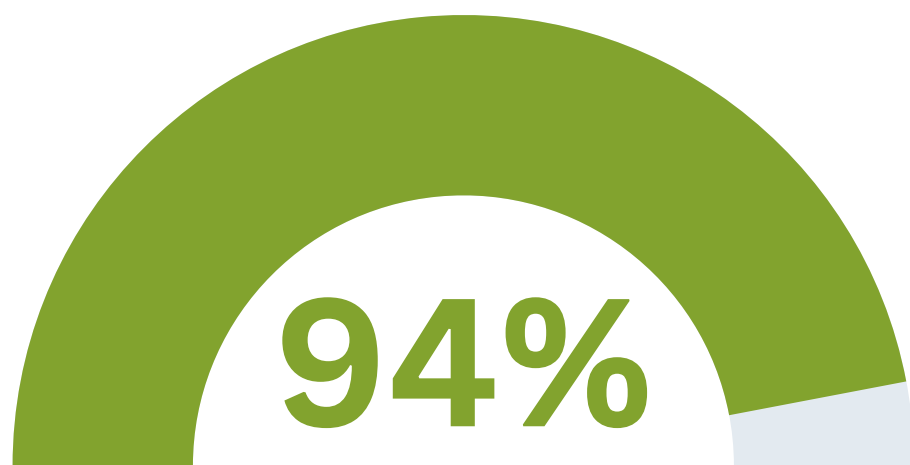
Strongly agree or agree they like the quality of fruits and vegetables and food



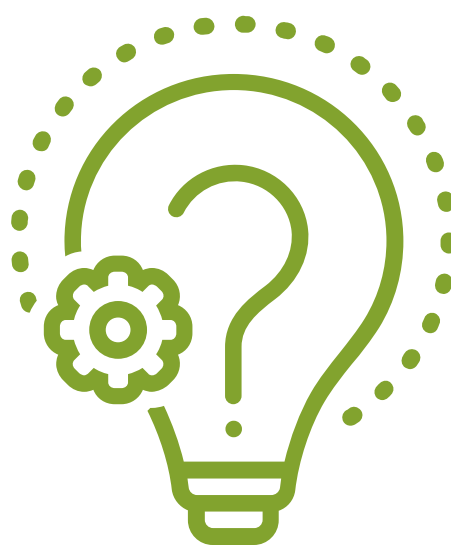
100% of respondents are very satisfied or satisfied with the Mobile Grocery Store

78%

of respondents feel more connected to their community and get to know their neighbours more



of respondents would likely recommend the Mobile Grocery Store to others



Reasons why participants shop at the MGS:

- Convenience
- Great staff
- Great produce

Routes to Joy Program

In 2023, we teamed up with TC Energy for our third annual **Routes to Joy** program, a heartwarming initiative designed to sprinkle holiday cheer across our community.

Together, we offered many families a joyful and dignified holiday meal kit. The kit featured either a succulent turkey or chicken and groceries for a complete holiday meal.

This thoughtful choice allowed families to tailor their holiday feast to their cultural preferences without worrying about financial constraints.



160

Calgarian families shared the joy of a warm and dignified holiday meal



100 Turkeys
60 Chickens
134 Vegetable Kits

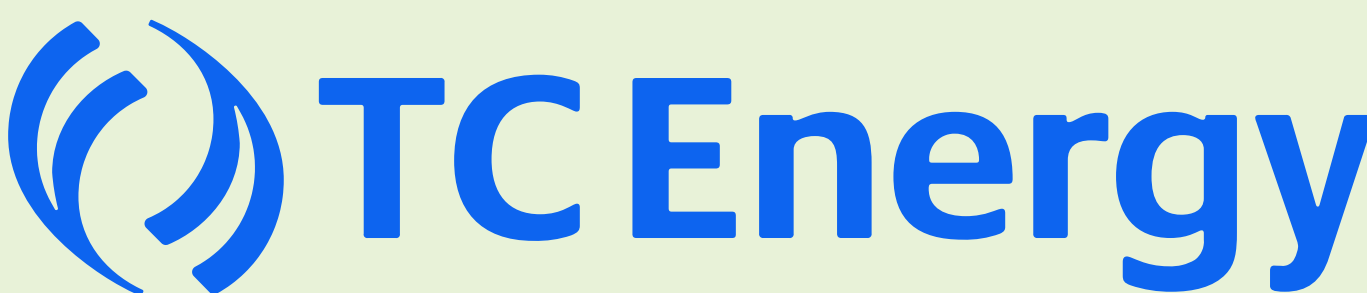
Were distributed in our community



Customer Quotes

“Thank you for doing this program! I was surprised by the amount of food I got. Thanks because this season food is something I don’t have to worry about.”

Thank You!



Open Market - A Pay What You Want food market.



In collaboration with The Social Impact Lab and United Way Calgary and Area, we launched Open Market Calgary, the city's unique Pay What You Want food market.

Open Market aims to combat food insecurity with dignity, accessibility, and choice. It's not just about shopping for food; it's about building community and supporting each other in a meaningful way.

Participants can choose to pay the suggested price, less, nothing, or even pay more to support the community.

OPEN MARKET

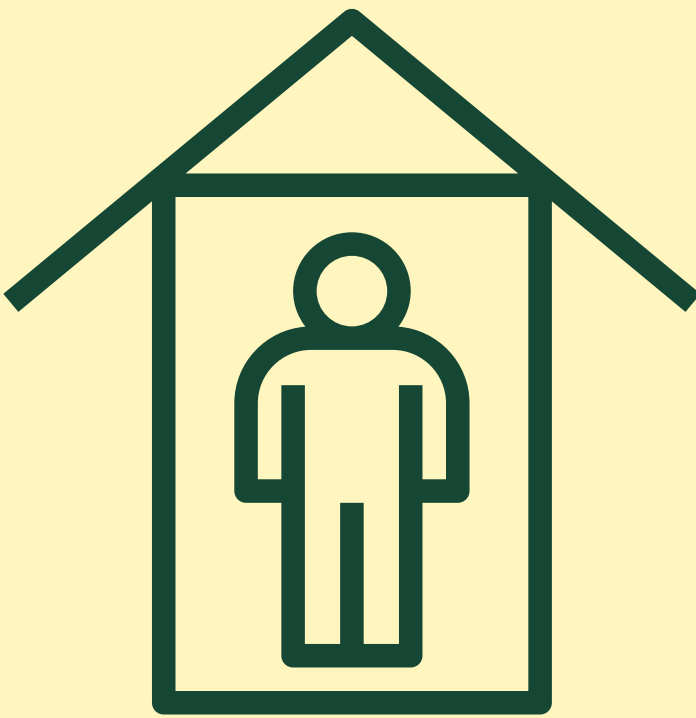
35

Successfully hosted markets



~220

Individuals were served each month



Funded By:



THE SOCIAL IMPACT LAB

Operated By:

fresh routes
Mobile Grocery Store

Special Thanks:





Pay What You Want Turkey

Thanks to our partner YYC Food Security Fund's generous support, we brought a Pay What You Want Turkey Program to Open Market during the holiday season.

This collaboration allowed many families to receive a turkey or chicken, complemented by a diverse selection of fresh produce, accessible through the PWYW model.

This initiative empowered our Calgarian families with choice and facilitated dignified access to a joyful holiday meal.



50

Calgarian families shared the joy of a warm and dignified holiday meal



25 Turkeys
25 Chickens

Were distributed in our community



“

Customer Quotes

“I'm deeply grateful that today we could bring home a turkey. In my country, it's a tradition to celebrate with family, sharing food with friends and neighbors, feeling the warmth of love around us. This season is truly about being together.”

Thank You!



New Urban Markets



Mount Royal University

In collaboration with Samru Students Association, we are back at Mount Royal University and are very excited to serve students on campus.



Foothills Science Centre

Situated in the science centre campus, our market has been serving the University of Calgary health students and professionals.



Shaganappi Village

We came back to serve the Shaganappi community in 2023.



Murdoch Manor

With this marker, we were serving our communities in the south of the city.

New Seasonal Markets



Acadia

With this marker, we were serving our communities in the south of the city.



Historic Firehall

This seasonal market located at the heart of Calgary brought fresh Fruits and vegetables to our downtown are during the summer.

“We have a regular customer coming to the Bridgeland market. One day, she had a very tiny budget for her food for the week due to an extreme increase in her rent. One of our customers who signed up for a turkey and vegetable kit didn’t want the food so we were able to give it to that lady instead. She was so happy she was in tears.

The best part of my job is having the opportunity to help people, be it the smallest thing to an entire bag of groceries. Having the freedom to use my work credit to assist people”

Carma, Our Route Operator



“This Monday, a gentleman came to us at a senior home, looking for community support. What happened next is a beautiful example of kindness and compassion. Touched by his story, the seniors at the home came together, pooling funds to help him buy his groceries.

Our volunteer, helped him pick out what he needed, making sure he got everything on his list. The bill was \$39.90. Our Route Operator used her \$20 employee credit, and they split the rest. The seniors even found him a spare pack of bus tickets.

He left with three bags of groceries and tears in his eyes. It was a moment of true warmth and generosity. Stories like this remind us why we love our markets. It's where community and compassion come together.”

Carma, Fresh Routes' Route Operator

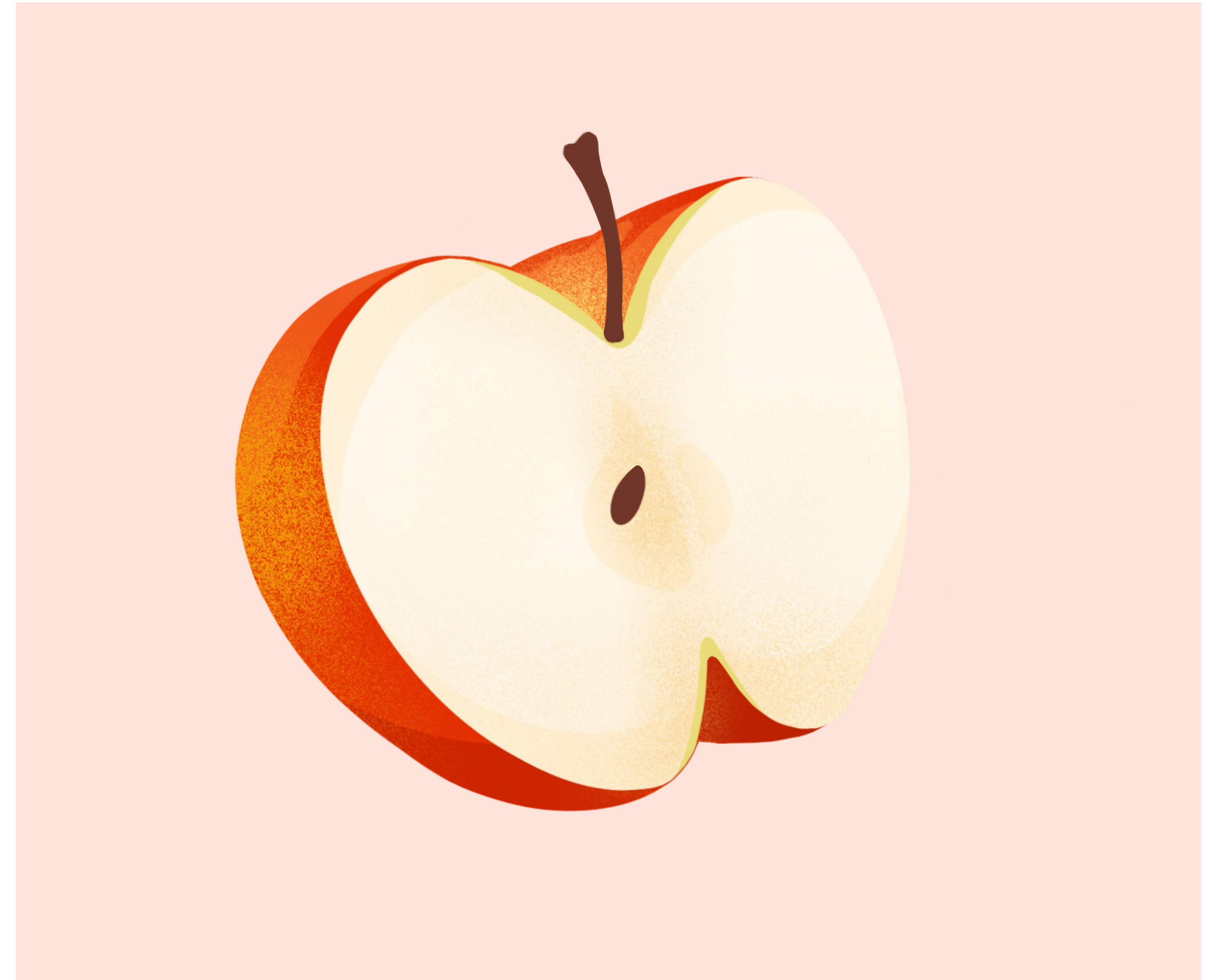
“Love what you do and who you do it for!”

Cheryl, a customer from Foothills

"What an important endeavour! This was my first visit and I was pleasantly surprised to see the variety of fruits and vegetables available. Your prices are great. We, seniors on a fixed income really need your type of company to help us through the month!

You will see me again (and again, and again)! Thank you for caring, Lynda"

**Lynda, a customer from
Bridgeland**



ATB is pleased to support an Indigenous stop with Fresh Routes as it has a significant impact on the well-being of the people of the Calgary region by offering fresh, healthy and culturally appropriate food. We are impressed how they interact with all partners to ensure they meet the needs of the people they serve in the community.

We've enjoyed connecting with the staff and learning more about their work and what they do to enhance the quality of life in the Calgary region.

Quentin Sinclair
Director Community Impact - ATB

“Hello, my name is Sarah and I’ve been a volunteer at the Hillhurst Sunnyside market for 1 and a half years. During that time, I’ve experienced, firsthand the impact that Fresh Routes has on the communities it provides for. Fresh Routes provides high-quality produce and eggs at affordable prices, which in itself is a huge win with today’s economic climate. But more than that, the Fresh Routes team have become like family members to the communities they engage with.

Everyone, from all walks of life are treated with dignity and respect. When I asked, Martin with Fresh Routes to join me to discuss food security with our local area MLA, Martin and Cindy attended and helped provide support and solutions to some of the challenges our community has been facing over the last few years.



Last year Fresh Routes provided turkeys (by donation) to families at Christmastime, but this year, Fresh Routes was able to provide a turkey or chicken and dinner sides at no cost to customers because they were able to secure enough funds. This makes such an impact on the lives of the customers in the communities because Christmas can be stressful just buying gifts and then you add on having to buy everything for a dinner. This service has provided some much-needed relief to so many customers. I can’t tell you how many people expressed their immense gratitude.

I feel very blessed that I have been given the opportunity to work alongside this organization and its team members every week. **The feeling that you get when you see the difference Fresh Routes makes in people’s lives is immeasurable.** I’m excited to continue working alongside Fresh Routes in the new year.

Sarah - Hillhurst Sunnyside Community Association

“I volunteer with Fresh Routes to address food insecurity issues. Fresh Routes' Volunteer Program offers a significant benefit of 25% off on fresh fruits and vegetables, which is a great help to everyone here.

My motivation to volunteer stems from a desire to give back to the community that has consistently supported me. It's not just about the help I receive; **it's about contributing to the well-being of everyone in our community.**”

Fresh Routes Volunteer



“I volunteer with Fresh Routes because it's a wonderful organization. Many people these days struggle to afford food, and Fresh Routes provides **a vital opportunity for them to access fresh produce, which they might not normally be able to buy.**

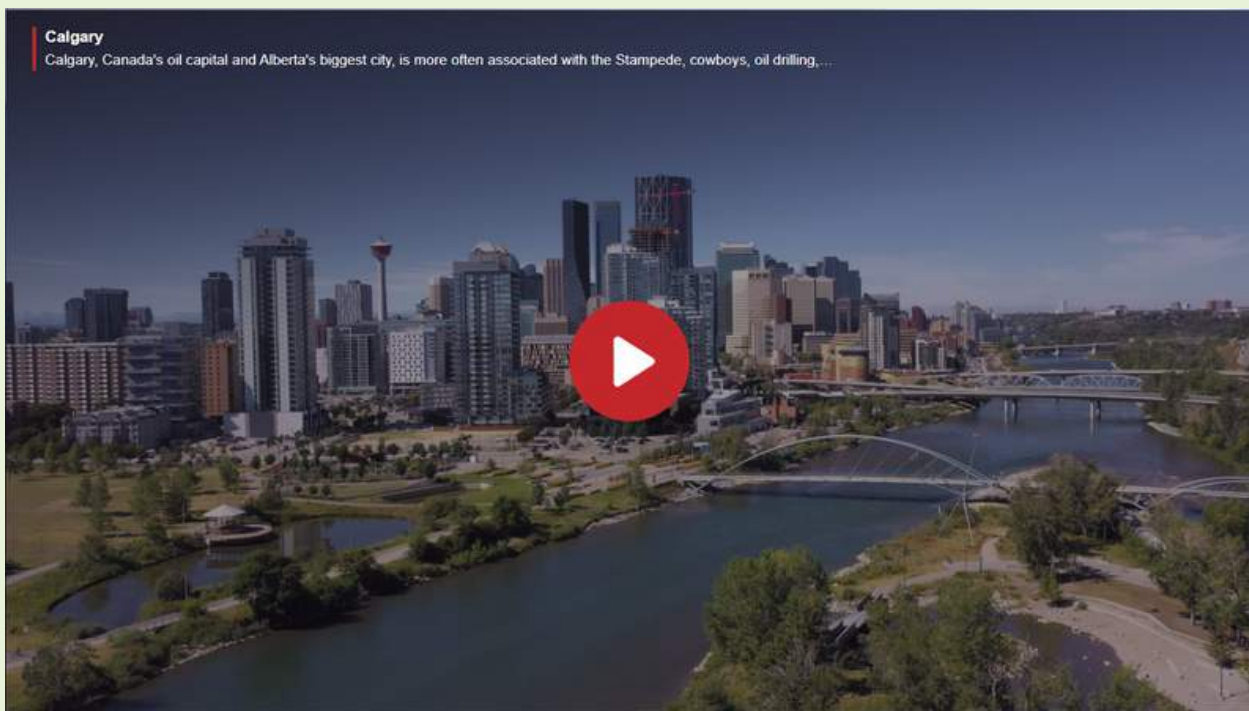
This not only allows for healthier eating habits but also is a win for everybody by relieving the health system. Seeing so many happy faces at the store is truly amazing.”

Betty, Fresh Routes Volunteer





'If you don't have money, it's OK': Pay-what-you-want market helps food-insecure families in Calgary



TVO Today



Telus Business – #StandWithOwners



This is AMA | Lourdes Juan



Farm Stand program addressing surge of Calgarians seeking local food



Podcast - Responsible Disruption



Calgary Eyeopener



City News



This pay-what-you-want open market is making fresh food more accessible



A pay-what-you-can fresh food market just opened in Calgary & here's where



New Calgary fresh food market allows you to pay what you want



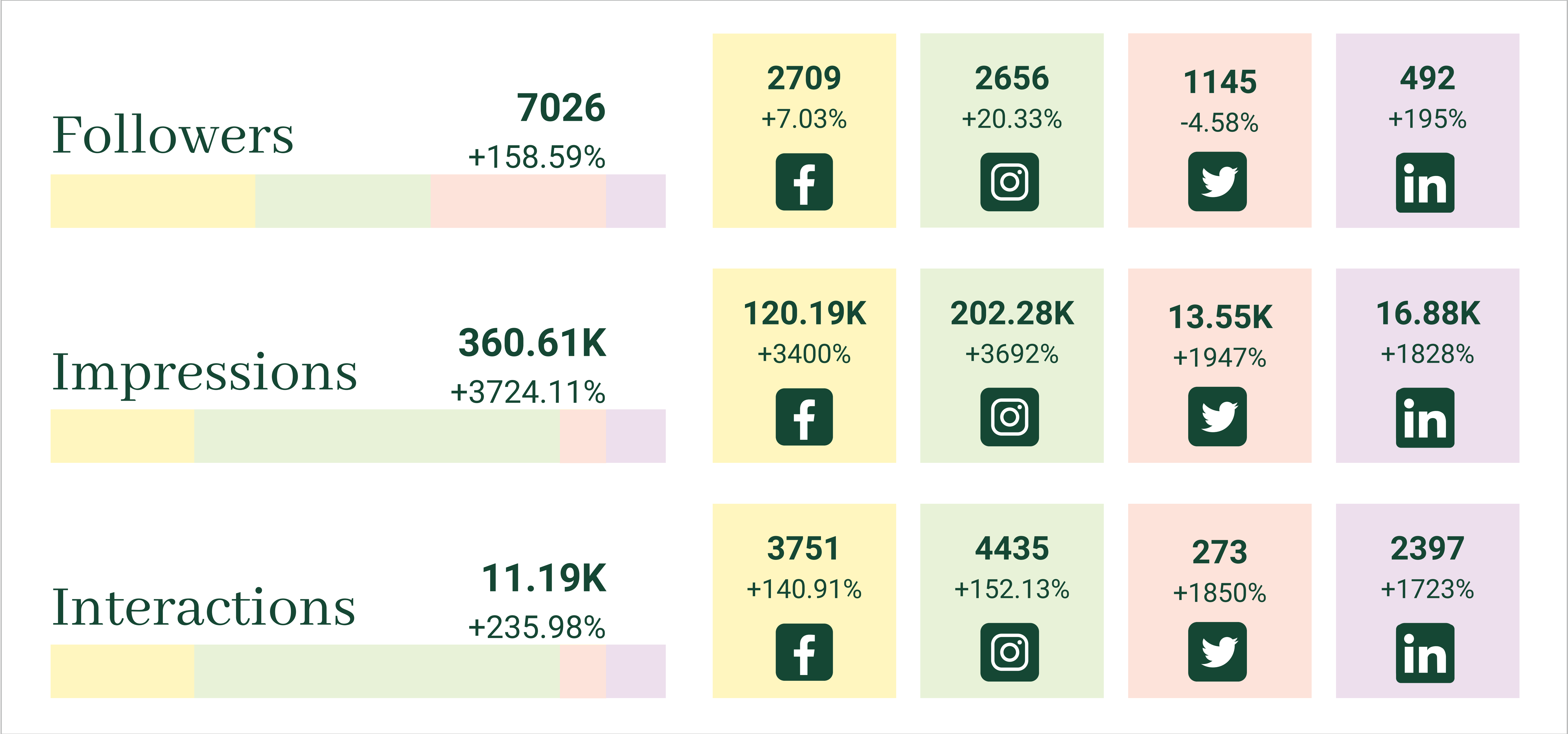
Calgary's Child



Fresh Routes, Calgary Dollars helping to end food insecurity at Manchester Affordable Housing



Facing rising food and housing costs, Calgary students support each other





Resource Parent Night

We joined Sacred Heart School's Resource Parent Night to share important information about student's nutrition.



Food Bags For Schools

In collaboration with MEG Energy, we provided 100 free food hampers to two elementary schools in Calgary



Food Justice Now

We teamed up with Food Justice Now, a student-led group at the University of Calgary, to tackle food insecurity on campus.



Institute of Innovation

We mentored Mount Royal University students in the Innovation Sprint to create solutions for food access in Alberta's Indigenous communities.



Food Security Forum

We participated in the first Local Security Forum in Red Deer, hosted by Green Iglu.



Neighbourhood Food Week

Our CEO Nikita Scinger participated in a discussion panel about food security in our communities.



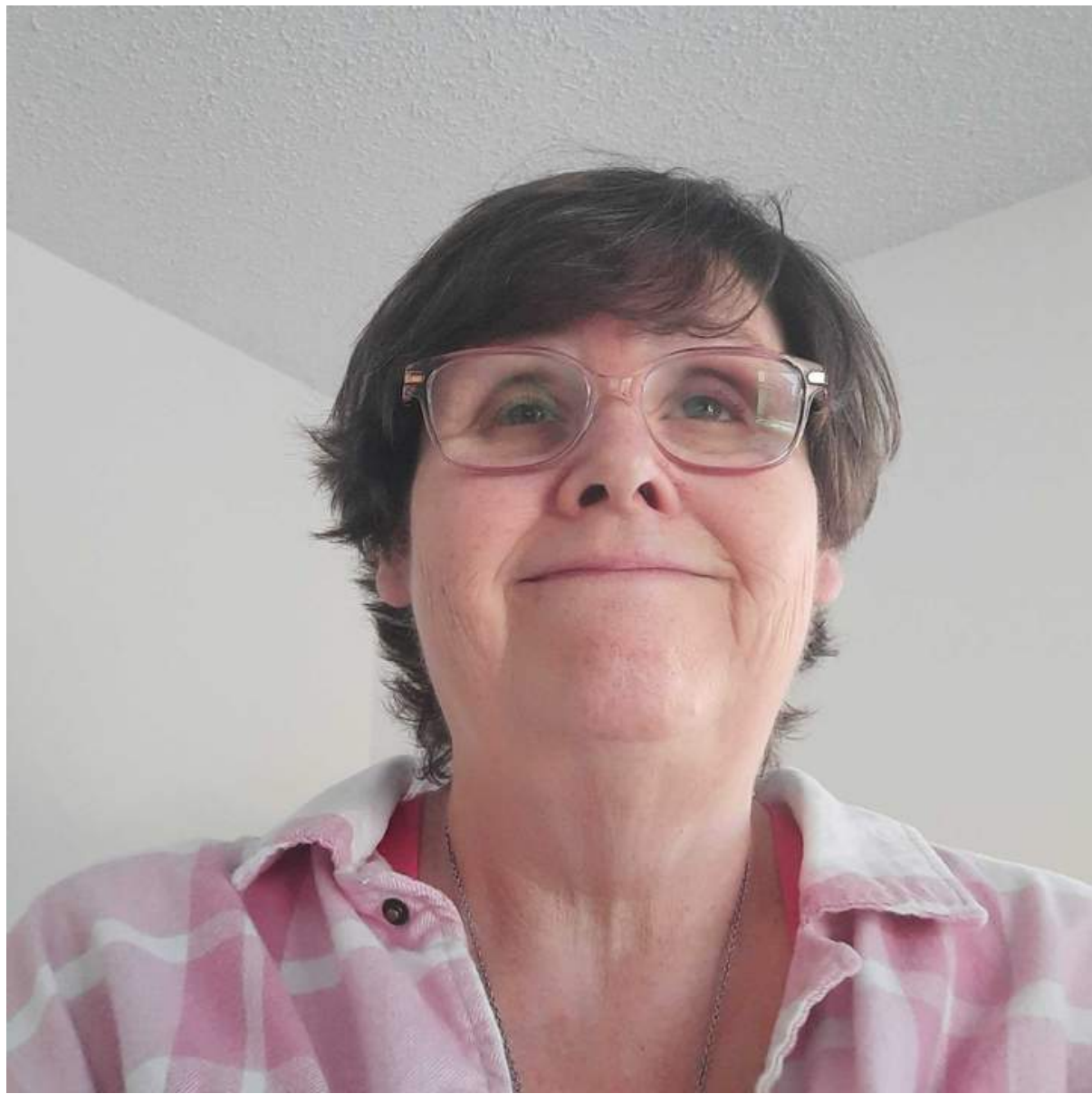
Fresh Routes Sponsored Ventures For Canada’s SUMMIT 2023 - Kingston, ON

We were invited to raise awareness about food insecurity and the work we do to lower food access barriers



Collaboration

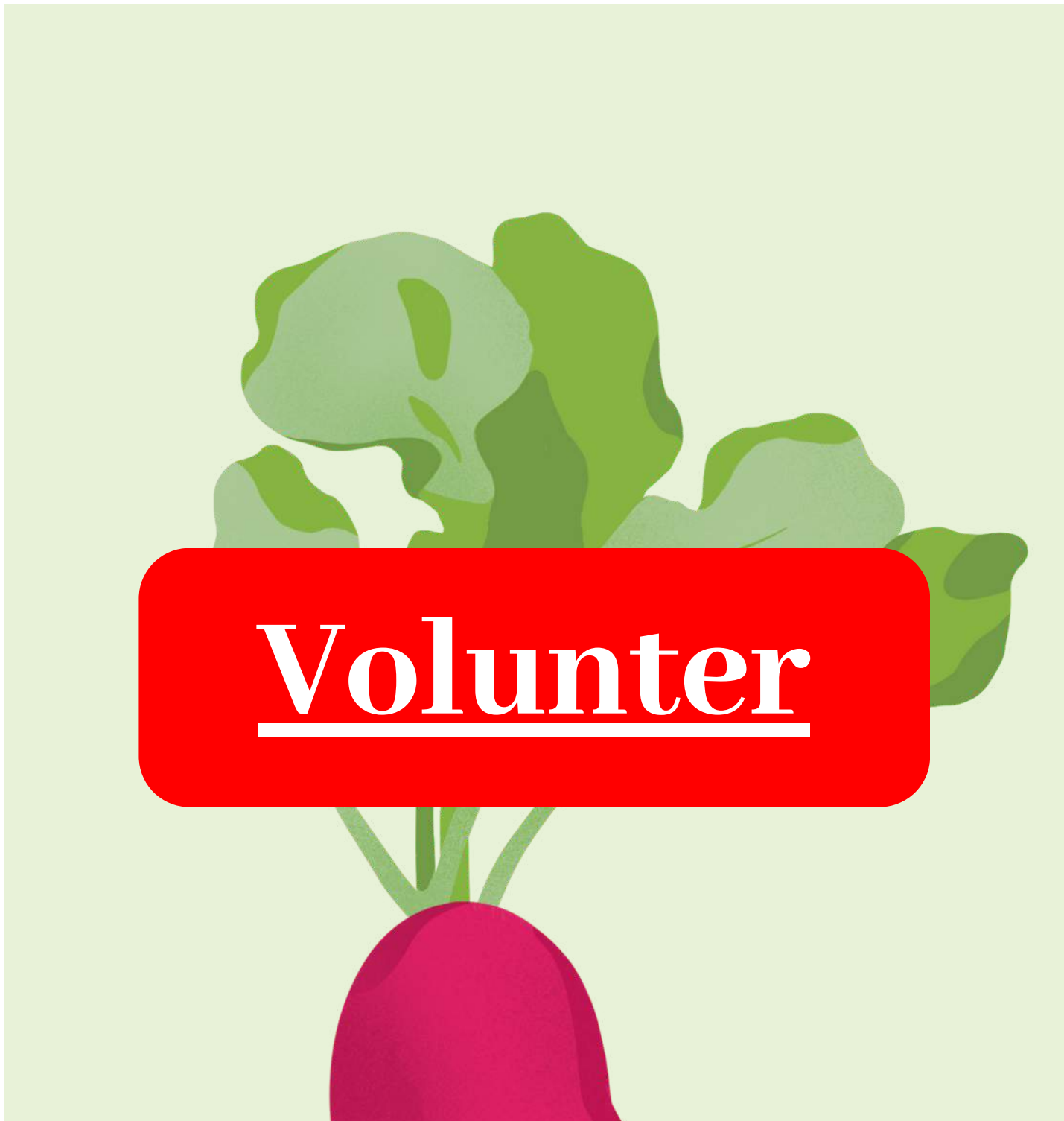
Collaborative Market with Good Neighbour and Parachute for Pets during the summer



New Team Members

This year, we were thrilled to welcome our new team members Samuel Marroquin, Alison Pulvermacher, Suad Omar and Richard Onyango

Everyone has the power to help others
access nutritious food.



Volunteer

Click to
sign up



Donate

Join our monthly
giving program or
donate



Sponsor

Help us expand
our reach



Shop

Shop at our markets
and tell your friends





Thanks to you, in 2023 we were able to serve hundreds of families in our community. Your support is the backbone of Fresh Routes, and we are deeply grateful for that.

Thank you!