

# IMPACT REPORT 2024-2025



**BARRIE**  
**FOOD BANK**

# OUR VISION

Working towards  
a community  
*where no one*  
is hungry



# OUR MISSION

Barrie Food Bank provides food relief at no cost to individuals and families in our community who are in need, and supports them on their journey towards well-being.

# OUR PRINCIPLES



We recognize that those who come to us for food assistance may also have other needs including physical, emotional, social, and spiritual.



We encourage individuals and families to be hopeful, assisting with steps that they may take to meet their expressed needs.



We comfort, encourage, and challenge individuals and families to do all they can to help themselves.



We collaborate with community organizations to provide relevant resources to our clients.



We show compassion and respect for the dignity of those who come to us for assistance.

# FOOD INSECURITY IN BARRIE

Household food insecurity is worsening. One-in-three households (30.7%) in Simcoe Muskoka experienced some level of household food insecurity in 2023. This is a sharp rise from 19% in 2022 and higher than the provincial average of 24.2%.

Growing levels of food insecurity have been linked to many factors, including:

- the rising costs of food and rent driven by skyrocketing inflation and shortage of affordable housing
- stagnant provincial social assistance rates and the resulting struggle faced by seniors and people with disabilities who rely on Ontario Disability Support Program (ODSP) while coping with the rising cost of living.

# A MESSAGE FROM OUR EXECUTIVE DIRECTOR



**KAREN SHUH**  
Executive Director

*This year, we've faced mounting challenges: rising food costs, housing instability, and economic uncertainty – yet we've also witnessed extraordinary generosity. At Barrie Food Bank, we see the strength of our community every single day. Each food donation, each hour volunteered, and every dollar given means a neighbour doesn't have to face hunger alone.*

*Through your support, our staff and volunteers have distributed more fresh, healthy food than ever before, expanded food recovery efforts to rescue surplus food from going to waste, and continued to meet the unprecedented demand to serve with dignity, kindness and compassion.*

*As we reflect on what we've accomplished together, I am filled with gratitude for your commitment and optimism for the work ahead.*

*Thank you for believing in our mission and helping us make a tangible difference in the lives of those we serve.* – Karen

# A MESSAGE FROM OUR BOARD CHAIR



**AB FALCONI**  
Chair of the Board

*As we embark on our new three-year strategic plan, our focus is clear: to strengthen Barrie Food Bank's ability to meet growing needs today while preparing for the challenges of tomorrow.*

*Guided by our four strategic pillars, we are laying the foundation for sustainable, transformative change.*

*Our ability to move forward with confidence depends on the strong partnerships we share with retail and wholesale industry partners, local farmers, community organizations, and donors.*

*On behalf of the board of directors, I extend my heartfelt thanks to our dedicated staff, volunteers,*

*individual and corporate donors, and partners who invest in this vital work.*

*Together, we are creating a stronger, more compassionate community.*

– Ab

# STRATEGIC PILLARS

1

Elevate  
People-Centred  
Care  
and Safety

2

Build  
Organizational  
Resilience  
and Resource  
Stability

3

Strengthen  
Talent and  
Culture for  
Long-Term  
Impact

4

Leverage  
Data,  
Technology  
and  
Innovation

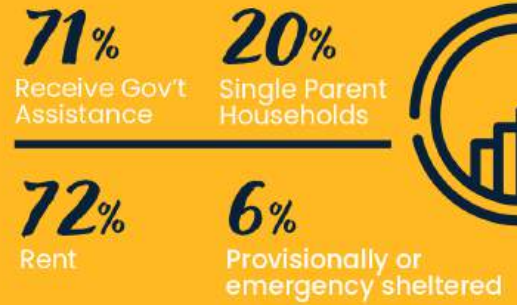
# MEETING THE NEED



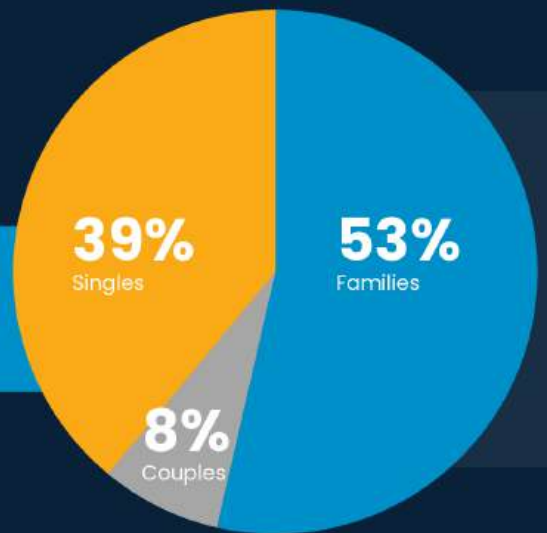
**82,373**  
Food Bank Visits in  
Fiscal Year 24/25



## DEMOGRAPHICS



**FOOD BANK VISITS HAVE MORE THAN TRIPLED IN THE PAST 5 YEARS**



## Fiscal Year 24/25 Statistics:

**4,696**

First-time visitors



**38%**

Children under 18



**1,509**

Hampers delivered

**128**

Student Emergency Bags

**7,923**

Emergency Food Support Visits



**5%**

Seniors



# CLIENT TESTIMONIAL



*“There were days I didn’t know how I was going to feed my kids. When my partner lost his job, everything changed. Our savings disappeared fast, and suddenly I was choosing between paying rent or buying formula for my baby. I remember standing in the store with a cart full of food and realizing I couldn’t afford any of it. That’s when I found Barrie Food Bank.*

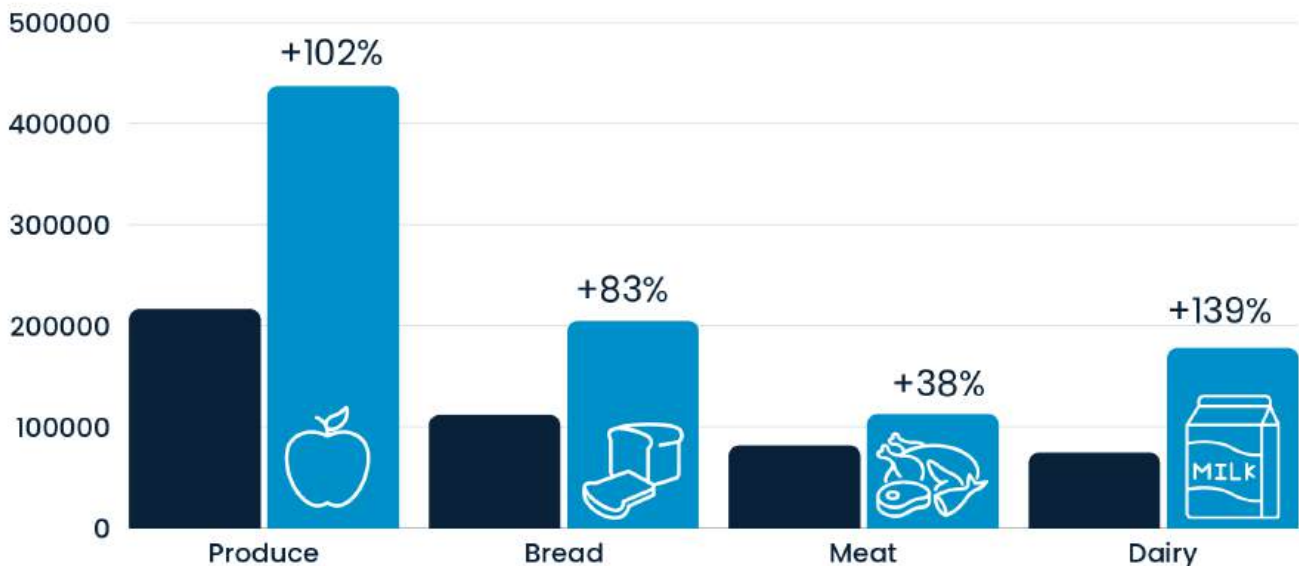
*They didn’t just give me groceries, they gave me relief. I was able to get food for my family, baby formula, and even diapers for my son. Every visit made me feel seen, respected, and not alone.*

*They had a larger selection of fresh food than I expected, so my kids could eat healthy meals even in the toughest times.*

*Today, we’re doing better. But I’ll never forget how the Food Bank was there for us when we needed it most. One day, I hope I can give back the way they gave to me.”*

## Clients accessing more FRESH!

Source: perishables recovery & purchases FY25 vs FY24 by weight



The weight of perishable food distributed increased by 36% in FY24/25

# OUR PROGRAMS & IMPACT

## Marketplace



Our in-person monthly shopping experience providing dignity of choice.

Our clients select from a variety of donated and purchased pantry and fresh items including meat, dairy, fruits and vegetables.

Providing choice allows clients to meet their family's dietary, cultural, religious food needs and helps ensure food is not wasted.

**PRIMARY GOAL:** PROVIDE DIGNITY OF CHOICE

6,864  
Average #  
of individuals  
assisted each  
month

## School Fuel



Our healthy snack program serves children in 26 Barrie schools, in collaboration with Student Nutrition Ontario Central East, our primary sponsor, The Pavlik Foundation, and our contributing sponsors: RBC Foundation, Rotary Club of Barrie and Kempenfelt Rotary Club.

**PRIMARY GOAL:** FOCUS. NUTRITION. SUCCESS.

7,144  
children  
accessing

# OUR PROGRAMS & IMPACT



## The Corner Store

Our emergency pantry service program was created for those experiencing homelessness or are vulnerably housed. Our clients can choose 8 items per visit and visit up to 3 times per week.

**660**  
Avg # of  
emergency  
pantry visits  
per month

**PRIMARY GOAL:**  
ACCESS. INCLUSION.  
NOURISHMENT.



## Food Recovery

Our partnership with local grocery stores and farms across Barrie diverts food from going to waste.

**PRIMARY GOAL:**  
RECOVER. DIVERT. SHARE.

**688,000**  
pounds  
recovered



## Little Pantries

We support 9 pantry locations across Barrie for 24/7 access under the motto of "Take what you need. Give what you can."

**PRIMARY GOAL:**  
DONATE. SUPPORT. SHARE.

# OUR IMPACT

## Marketplace

**PRIMARY GOAL:** DIGNITY OF CHOICE



**Marketplace** is our in-person monthly shopping program providing dignity of choice. Our clients select from a variety of donated and purchased pantry and fresh items including meat, dairy, fruits and vegetables.

However, rising food costs have forced us to make tough choices including reducing household entitlements in some expensive to purchase categories (meat, coffee, peanut butter) and no longer purchasing in other categories (cookies, personal care items).

Thanks to generous grants from Food Banks Canada and Feed Ontario, we were able to purchase culturally relevant items, like halal meats, lentils, legumes and cooking oil, as well as the #1 non-food request: feminine hygiene products. These grants also allowed us to improve warehouse capacity with the purchase of an electric pallet jack, 30% more warehouse racking and funding for improved client access.



**73,971**

Total visits



**701,919**

Pounds of food purchased



**\$255K**

Grant funding received for warehouse operations



**30%**

More warehouse racking installed

# OUR IMPACT



## The Corner Store

**PRIMARY GOAL:** ACCESS. INCLUSION. NOURISHMENT.



**7,923**  
Emergency Bags distributed (+44%)



**128**  
Unique individuals supported



**58%**  
of clients surveyed told us food provided lasts more than 1 day



**96%**  
of clients surveyed rated support provided as 'Good to Excellent'

**The Corner Store** is our emergency pantry service program for those experiencing homelessness or without ID. Our clients can choose 8 items per visit and visit up to 3 times per week, else an emergency bag is provided.

Client numbers fluctuated throughout the year, with a low of 410 client visits in February to a peak of 859 clients visits in August.

This year, we began offering fresh items with the addition of a new fridge and freezer, moving beyond donation-only operations to enhance nutrition. A \$10,000 grant provided by the County of Simcoe enabled us to begin purchasing milk in December.

Our annual Corner Store client survey conducted in November 2024 revealed that only 40% of our Corner Store clients have access to cooking facilities.

In support of our volunteers, we hosted a Homelessness Training webinar in September focused on compassionate approaches to fostering understanding and connection.

# OUR IMPACT

## School Fuel

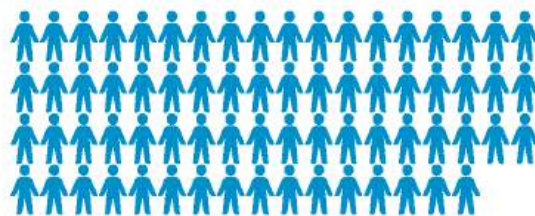
PRIMARY GOAL: FOCUS. NUTRITION. SUCCESS



Studies show that when children go to school hungry, it has a profound impact on their energy levels, concentration, creativity, and behaviour.

**School Fuel** is our healthy snack program serving children in 26 Barrie schools, in collaboration with Student Nutrition Ontario Central East and our primary sponsor, The Pavlik Foundation, along with contributions from RBC Foundation, Rotary Club of Barrie and Kempenfelt Rotary Club. These sponsorships allow us to discount the cost of food to schools by 25% below our cost. This means schools can stretch their Ministry of Education funding even further. Schools can choose from a curated selection of 35 healthy snack options via our website. Those items are delivered to schools every 2 weeks by a team of dedicated volunteers.

**26**  
Barrie  
Schools



**7,144**  
Students have access to healthy snacks



**\$29K**  
in sponsorships



**25%**  
Discount off  
cost of food



**35**  
healthy snack  
items to choose  
from



**20**  
deliveries per  
school year

Primary Sponsor



Contributing Sponsors



# OUR IMPACT

## Food Recovery

PRIMARY GOAL: RECOVER. DIVERT. SHARE.



**688,023**

pounds of fresh food recovered from 13 grocery stores



**\$2.5M**

value of recovered food



**347,690**

kilograms of greenhouse gas emissions saved

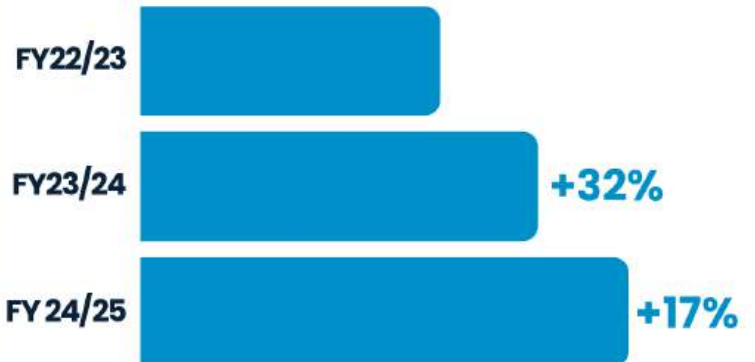


**6**

days per week collecting food

Our **Food Recovery Program** rescues quality surplus food from local grocery stores, farms, and distributors — reducing waste and feeding those in need. Fresh produce, meat, dairy, and bakery items are safely collected and distributed to our Marketplace and Corner Store clients. This program helps stretch our limited financial resources, support sustainability and nourish the community.

● Pounds of Food Donated & Recovered



# Supporting a growing need because *of you!*

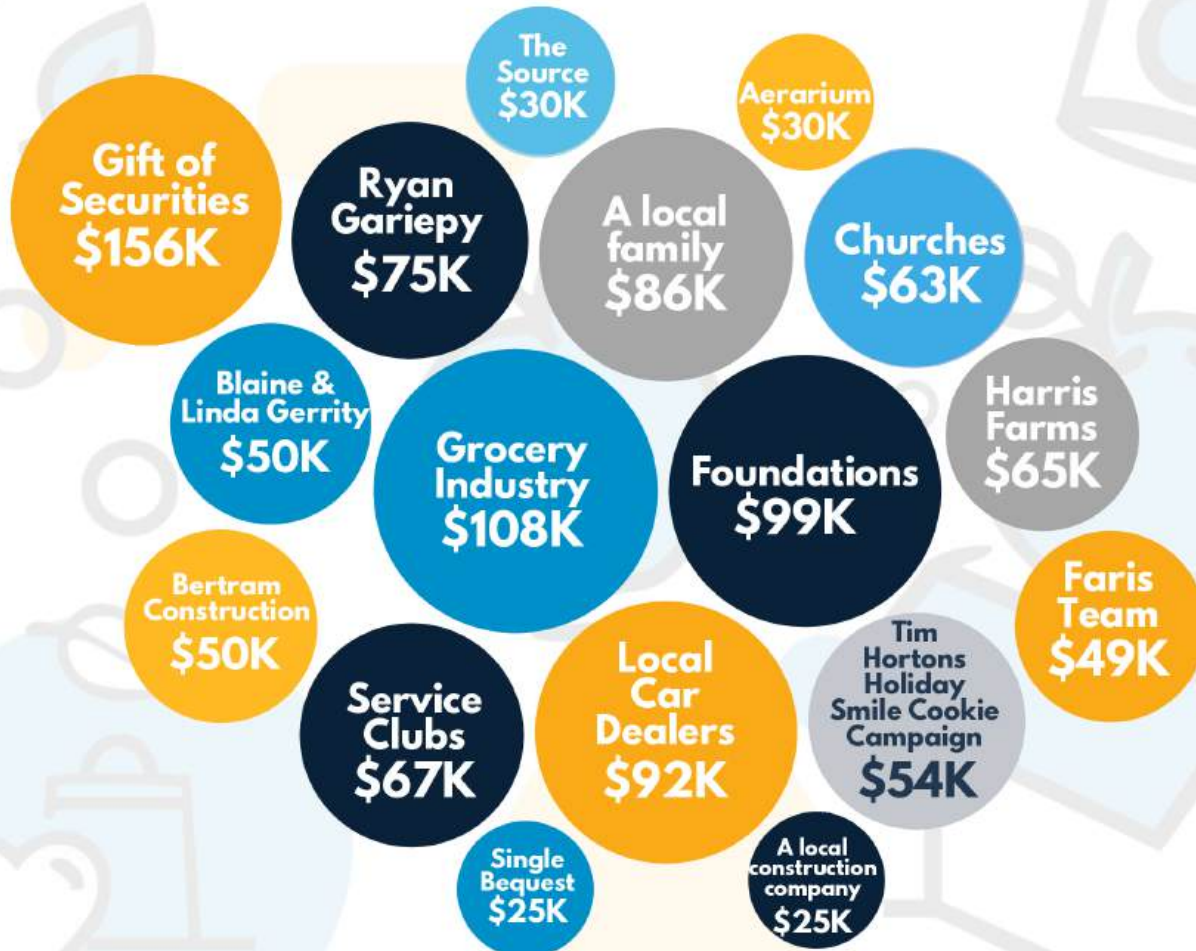
## Thank you to our partners & donors

We are deeply grateful to every individual, business, and organization that stands behind our mission. Barrie Food Bank does not receive provincial or federal government funding. Our work is only possible because of your generosity. Whether you've given time, food, funds, or encouragement, you are helping to provide food, dignity, and hope for those in need. Thank you for ensuring no one in our community faces hunger alone.

## OUR PARTNERS



## MAJOR DONORS



# HOW WE SHARE RESOURCES

Beyond the distribution of food, Barrie Food Bank shares its resources in other ways, including:

- as a designated Feed Ontario Hub, we play a key role in distributing network food to seven food banks across Simcoe Muskoka, as well as additional regional food banks.
  - working closely with 16+ Barrie social agencies and organizations to share any excess.
  - providing spoiled or unusable food to local farmers for animal feed or composting.
- Together, we support our community to ensure that help reaches those who need it most.



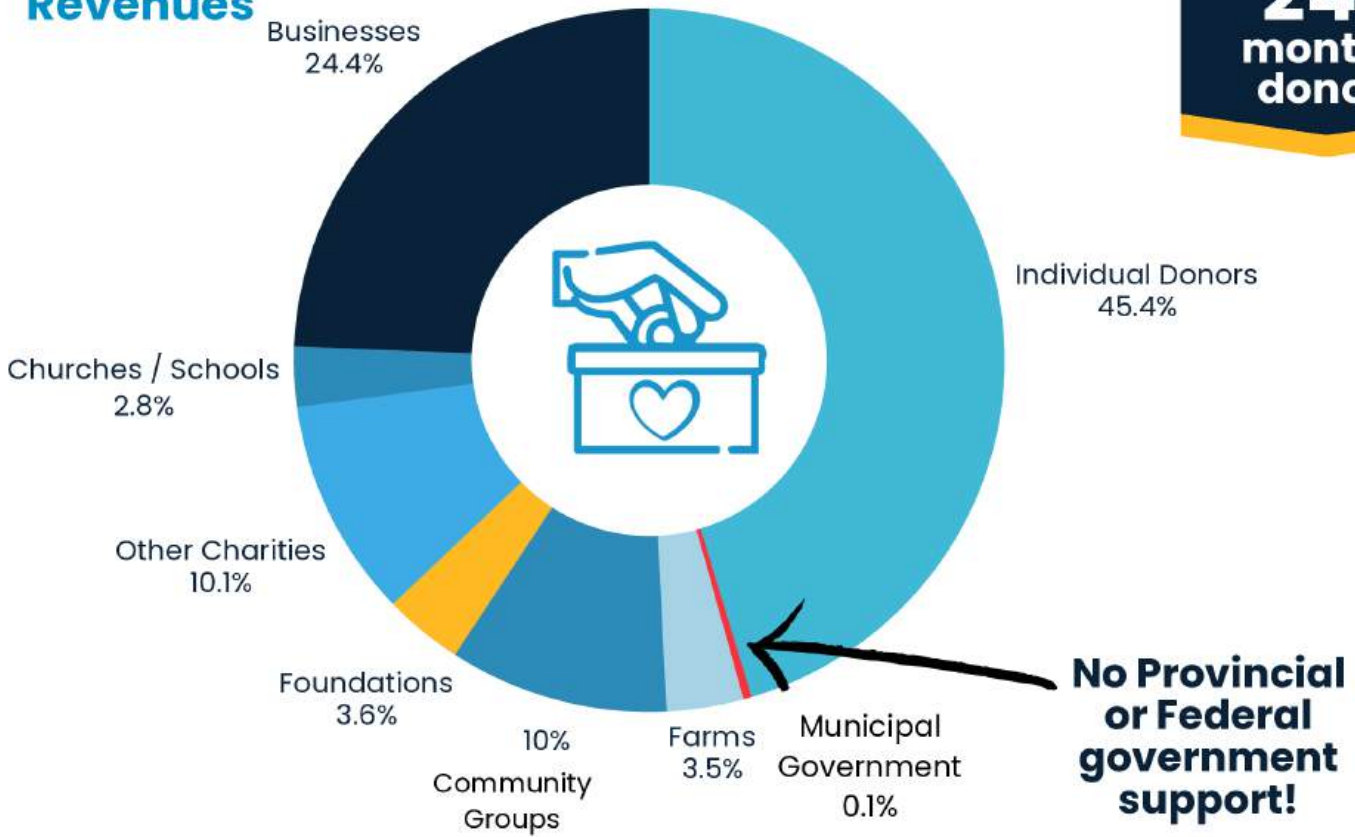
# FINANCIAL SUMMARY

For the fiscal year ended March 31, 2025

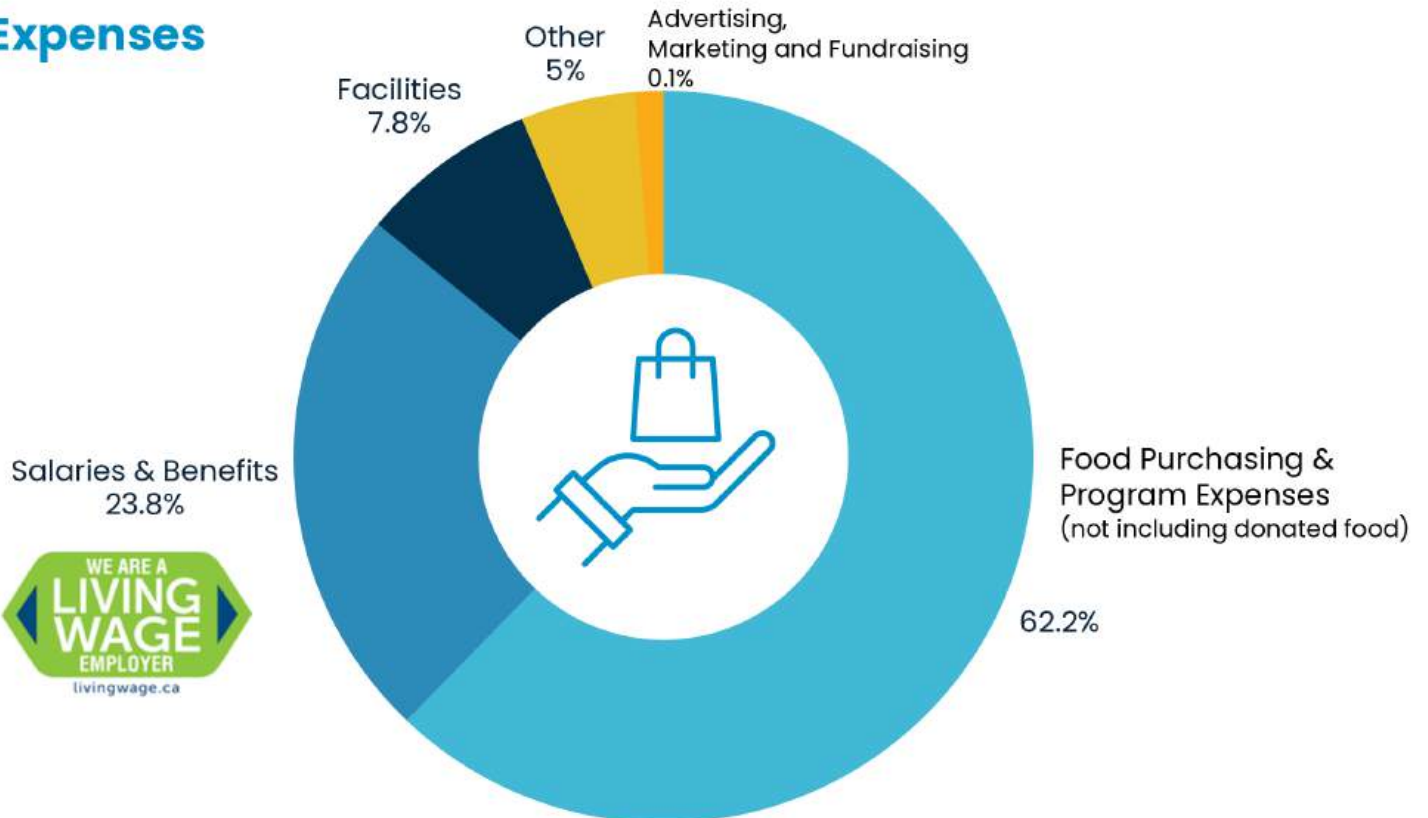
Average individual donation is \$182!

243 monthly donors

## Revenues



## Expenses





## GET *involved!*

**175+**  
Volunteers

**34,376**  
Hours Donated

The equivalent of 17  
full-time staff

**165**  
volunteer hours  
per day



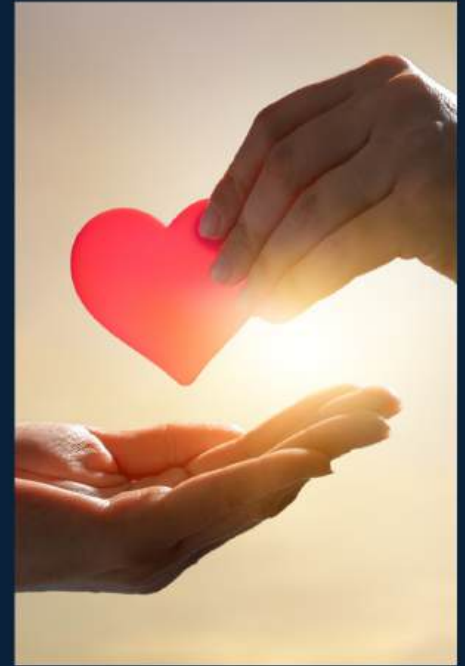
**5**

Student  
Placements



Volunteers are a critical part of our organization. They keep our warehouse organized, support special events, and ensure our shelves are stocked and ready. With more than 175 volunteers giving their time and energy, their compassion and commitment make everything we do possible.

# TOGETHER, WE CAN MAKE A DIFFERENCE



Behind every number is a story of a child going to school with a full lunchbox, of a parent who no longer has to skip meals, and of a senior who finds comfort in knowing they're not alone.

Your support allows us to keep our shelves stocked, our programs running, and hope alive.

## How You Can Help!



### DONATE FOOD

Non-perishable items can be dropped off at our location or in community collection bins located at all Barrie grocery stores. Or organize a food drive at your work, school, church or with your team.



### MAKE A DONATION

Your monetary donations help us purchase fresh food and fill in the gaps in our pantry selections. Our purchasing power can stretch your donations further.



### VOLUNTEER

Your time and skills are powerful than you know. Help us sort, stock, deliver, and serve our clients.



## CONTACT US

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P.O. Box 145  
Barrie, ON L4M 4S9
-  (705) 725-1818
-  [info@barriefoodbank.org](mailto:info@barriefoodbank.org)

## CONNECT WITH US

-  [barriefoodbank.org](http://barriefoodbank.org)
-  [BarrieFoodBank](https://www.facebook.com/BarrieFoodBank)
-  [foodbankbarrie](https://www.instagram.com/foodbankbarrie)