

2022

# Annual Snapshot

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# Greetings

In late 2016, the Maple Leaf Centre for Food Security (the “Centre”) was launched by Maple Leaf Foods to focus on advancing structural solutions to the plight of food insecurity in Canada.

We’ve accomplished a lot since then, largely because of the critical relationships we have built in the food security community. Despite our collective efforts, the number of people struggling with food insecurity has soared to 6.9 million<sup>1</sup>. We are failing in our national ambition to ensure all Canadians can access the food that they need to live healthy lives.

And without enough good food, health suffers. Self-worth suffers. Job security suffers. Academic performance suffers. All good things we want for ourselves rest on the basics of decent food and housing. It’s been estimated that poverty costs Canada between \$72 to \$86 billion a year in increased social costs and lost productivity<sup>2</sup>. Food insecurity is largely due to poverty and is worsened by racial, geographic, social, health and knowledge barriers.

We can do better. Surely in a country as affluent as Canada, people shouldn’t have to depend on charity for food.

Our 2022 annual public insight survey indicated that 88% of Canadians feel that people going hungry goes against our national values, and 75% support some form of basic minimum income floor that would provide an adequate social safety net. Only 43% of Canadians believe Canada is making steady progress toward being a fairer country.

The Centre is intent on working collaboratively to achieve a 50% reduction in food insecurity by 2030. We elevate awareness through research and advocacy. We support innovative approaches to meeting immediate needs, committing over \$10.5 million to partnerships across Canada. And we bring together the public and private sectors and civil society to share knowledge and increase impact.

We have a remarkable Board of Directors, with past and present directors who have generously contributed their insights and talents. We learn constantly from our partners, who have striven for decades to serve and catalyze social policy reform. And we are tenacious in our resolve to work alongside them to effect change.



**Lynda Kuhn**  
Chair, Maple Leaf Centre  
for Food Security

**Sarah Stern**  
Executive Director,  
Maple Leaf Centre  
for Food Security

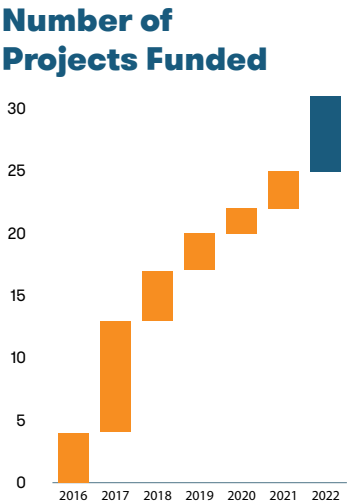
<sup>1</sup> Research to identify policy options to reduce food insecurity (PROOF). (2 May 2023). New data on household food insecurity in 2022. Proof.utoronto.ca

<sup>2</sup> Millar J, Rothman L. (2013). Poverty costs Canada billions of dollars every year. Evidencenetwork.ca

# Our 2022 Financials

## Statement of Operations

Years ended December 31,	2022	2021
<b>Revenue</b>		
Donations	\$2,558,104	\$ 2,624,930
Fundraising events	303,148	277,321
Interest income	960	794
Dividend income	109,877	87,656
Realized (loss) gain on sale of investments	(66,296)	215,167
Unrealized (loss) gain on investments	(700,553)	211,090
	\$2,205,240	\$3,416,958
<b>Expenditures</b>		
Grants	\$1,626,275	\$924,903
Program	338,185	196,581
Fundraising	81,865	58,528
Administration	120,432	116,813
	\$2,166,757	\$1,296,825
<b>Excess of revenue over expenditures for the year</b>	<b>\$38,483</b>	<b>\$2,120,133</b>



# Zooming In on Three Projects

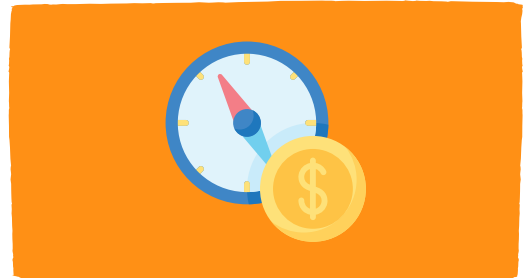
## Community Food Centres Canada

Research shows that people who are food insecure are far more likely to experience poor health than those who are food secure. We are supporting Community Food Centres Canada to scale the [Market Greens program](#) which increases access to fresh fruits and vegetables. Low-income participants receive food prescriptions to spend at affordable local markets, with the goal of delivering improved health outcomes and reduced food insecurity.



## Prosper Canada

While government benefits can be a significant source of income for food insecure households, accessing benefits through the tax system is complicated. We are supporting Prosper Canada to expand services that improve access to government benefits, including scaling the digital [Benefits wayfinder tool](#). This project will provide support for community organizations to expand their reach and boost the incomes of low-income clients.



## MakeWay

Over [50% of households in Nunavut](#) experience food insecurity<sup>3</sup>. Hunters/harvesters help facilitate the acquisition, processing and sharing of traditional foods and instil knowledge in the next generation. We are supporting MakeWay and several northern Indigenous organizations to evaluate the contribution of full-time hunters/harvesters to northern food security with a goal of shifting government investment in the area.



<sup>3</sup> Tarasuk V, Mitchell A. (2020) Household food insecurity in Canada, 2017-18. Toronto: Research to identify policy options to reduce food insecurity (PROOF). Proof.utoronto.ca

## Advocating for #CDBby23

People with disabilities are disproportionately impacted by food insecurity: 50% of people (15+) living in food insecure households have a disability<sup>4</sup>. In 2022, we joined others in advocating for the introduction of a federal Canada Disability Benefit (CDB), which could enable people with disabilities to meet their basic needs, preserve their independence and increase their contribution to society. Through social and print media, we encouraged Canadians to support the Disability Without Poverty campaign and write to their members of Parliament to fast-track the implementation of the CDB. Over 2.6 million people liked, commented or shared the campaign on social media.



**5.8 million Canadians  
can't access the food they need.**

And 50% of them have a disability.  
That's why we support the creation of the Canada Disability Benefit,  
which would provide the income needed to put food on the table.  
Join us and show your support at [feedopportunity.com](https://feedopportunity.com)



## Setting a Target to Reduce Food Insecurity

Given the economic, health, racial and social dimensions of food insecurity, lasting change will only be possible with a whole-of-government approach and a clear mandate to address the structural barriers to food security. In partnership with Food Banks Canada and Community Food Centres Canada, we advocate that a 50% reduction in food insecurity by 2030 be included as an outcome of the federal government's Poverty Reduction Strategy, including the eradication of severe food insecurity and alleviating the disproportionate impact on Black and Indigenous peoples.

<sup>4</sup> Statistics Canada, Centre for Income and Socioeconomic Well-being Statistics, 2019 Canadian Income Survey. Custom table C1010445.

# Our Research

## Scholarships

We provide annual scholarships to support Master or PhD students who advance a better understanding of food insecurity in Canada. The scholarships are made possible through a restricted donation to recognize past Chairs of Maple Leaf Foods' Board of Directors. Three scholarships were distributed for the 2022/23 academic year:

- Aida Bahramian, PhD candidate at the University of Ottawa
- Allison MacNeil, PhD candidate at McGill University
- Atlanta-Marinna Grant, MSc candidate at the University of British Columbia

## Public Insight on Social Issues

In 2022, for the third consecutive year, we conducted a national survey to poll Canadians on their opinion of food insecurity and ways to address it. This research found that:

- 65% of Canadians felt that it was time for the government to seriously address social issues like poverty, racism and inequality
- 88% of Canadians agreed that people going hungry in Canada goes against our Canadian values and believe governments should ensure no child in Canada goes hungry
- 75% of Canadians think that people with disabilities should receive more support from government

**A big thank you to all our supporters for helping make this work possible:**



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Donated \$25,000 or more in 2022.



## Our 2022 Partners

We are proud to be partnering with organizations across Canada that are supporting people experiencing food insecurity to overcome barriers. Through our Feed Opportunity Fund, our partners receive financial support to conduct research, test ideas and scale projects to address barriers to food security for people and communities.

**\$10.5 million**  
**committed since our  
launch in 2016**



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