



GBF

**WE
FEED
HOPE**

**GBF COMMUNITY SERVICES
2020 ANNUAL REPORT**



WE FEED HOPE



On Saturday, May 2, 2021 the Grimsby Firefighters Association, the Town of Grimsby, and GBF Community Services teamed up to organize the "FEED HOPE" campaign: part porch pick-up, part food donations, and part online monetary support.

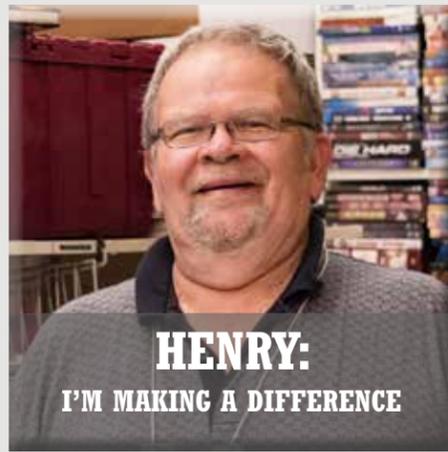
This was the largest food drive in GBF's history that benefitted local families. Over 700 new donors came forth to support our efforts. This was a community coming together for the betterment of its neighbours experiencing difficult times.



WHY I VOLUNTEER AT GBF



MARY LOUISE:
IT GIVES ME PURPOSE



HENRY:
I'M MAKING A DIFFERENCE



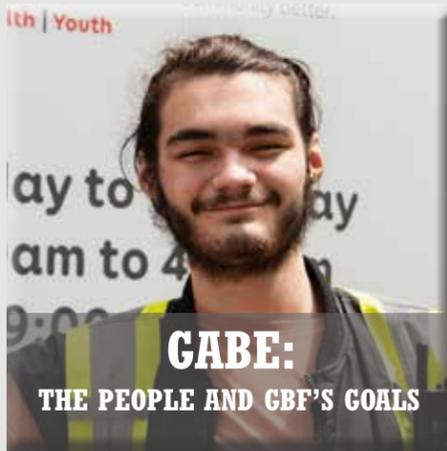
MADELAINE:
I'M MAKING A DIFFERENCE



RICHARD:
I'M BRINGING POSITIVITY



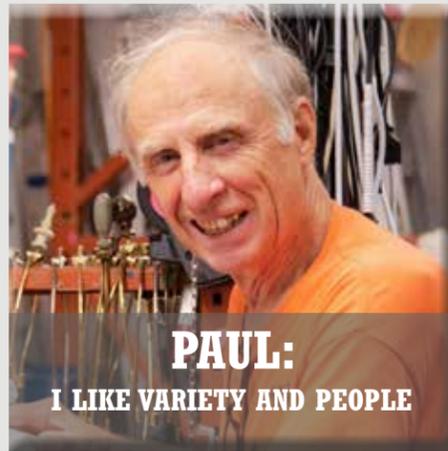
JAN:
I HELP PEOPLE WHO NEED FOOD



GABE:
THE PEOPLE AND GBF'S GOALS



TINA:
I'M SERVING GOD



PAUL:
I LIKE VARIETY AND PEOPLE

Due to COVID-19 challenges and greater demands on GBF's operations and programs...

WE NEED YOUR HELP

Come join our GBF Volunteer Team. Hours are flexible – even one hour helps.

There are lots of opportunities for you to contribute:

Operations Support

- Food Bank
- Retail Store
- Sorting Department
- Receiving
- Online Shopping

Program Support

- Retail Projects
- Healthy Eating
- Mental Health
- Youth Engagement
- Social Connections

Visit our website for more information at www.gbfgirmsby.com

To find out how to apply, call Misty Duggan at (905) 309-5664 x28 or email her at accounting@gbfgirmsby.com



WHY I VOLUNTEER

JASON BARRON
GRANDSON OF GBF'S LATE FOUNDER,
MIKE BARRETTO

I've volunteered for a number of organizations and community projects, and each provided me with a different perspective on the value of donating my time. Volunteering provides the opportunity to improve society by focusing time and energy on the needs of others. I encourage Canadians from coast to coast to donate a small chunk of time and help make their country a better place to live.

As a grandson of Mike Barretto, volunteering at the GBF is a family affair. My grandfather believed actions spoke louder than words, and the results of his volunteer work are still providing benefits to the Grimsby community. I value the chance to volunteer at the GBF because it's proof that difficult social problems can be tackled with ingenuity and teamwork.

An afternoon volunteering at the GBF is an opportunity to share some interesting conversations while improving the quality of your community. The GBF accommodates its volunteers and will match your skill set with an appropriate job. For anyone looking for an enjoyable and meaningful way to spend a few hours, please drop by the Grimsby Benevolent Fund store anytime!

A SAMPLING OF GBF CLIENT TESTIMONIALS



It's amazing how GBF put me on a budget and even helped with rent support. My family is very blessed for this service and for the donors who support them. Thanks!
CLIENT 337261



This year has been extremely difficult.... I had to flee a toxic situation. Thanks to your kind donations my two children and I are able to live safely and more comfortably not having to go without. I will forever be grateful for this. Thank you.
CLIENT 2732060



I am in my late 20's and the past 3 years have been very hard. Coming out as LGBTQ+ was met with negativity from some family members and I was forced to leave home. Since then financial hardship as well as food and housing insecurity have followed. To know GBF is advocating for me and making me feel safe means the world to me!
CLIENT 2753247



To avoid being mistreated and tortured in my home country, my family applied to come to Canada as refugees. Arriving in Grimsby, when I first came to GBF, it was an unforgettable experience: imagine how happy we were to be offered food unconditionally and unquestionably?!

Thank you for what you did for me, my husband, and my daughter. One day, I hope we're able to pay it forward. – CLIENT 2726791



I am incredibly thankful for the kindness and generosity of the GBF.... I have been struggling for years on my own trying to get my son back home with me. Because of the outpouring of non-judgmental people helping with groceries, you made me believe it was possible to achieve it. Because of you, I was able to furnish a whole home with appliances, beds, and a sofa to make my son comfortable. – CLIENT 1416696



While I get my life on track, GBF is my "GO TO" for food, rent, health care, and hygiene. The staff and volunteers here are beyond humane. They have made (and continue to make) my life much more livable and with peace of mind. They are truly Niagara's angels. Thank you GBF!!!
CLIENT 1280808



THANKS TO HARLEY'S GENEROSITY, NOW EVERYDAY IS VALENTINE'S DAY AT THE WELLNESS HUB

GBF is a community leader that sets the example for our team at The Woolverton and we are humbled and proud to be able to support the GBF as it grows and provides its programs and services –that help all of us thrive and connect as a community that cares and gives back.

The Woolverton, located at 13 Mountain and 19 Elm, is named to honour Charles and Theodore Woolverton who were among the founding families of the Town. The Woolverton family laid the foundation and inspiration for building legacy initiatives in Grimsby and The Woolverton is committed to nourishing a legacy of housing, presence

and community engagement. Today, The Woolverton team is looking to build a complete community that respects history, embraces cultures and has a strong connection to the community nestled in downtown Grimsby.

Harley Valentine, partner Castlepoint Numa, is a Grimsby native. As a young man he attended GSS and developed his artistic and athletic interests through art and sports. Harley was one of a group of youth who worked to bring Grimsby its skateboard park and that experience has shaped his dedication and commitment to community. Harley went on

to become a professional artist for more than 10 years before joining the family business which brought him home to The Woolverton in 2018. From the day of acquiring the two locations, Harley and The Woolverton team have focussed on building strong community connections.

As one GBF representative remarked, Harley is a unique and inspired visionary unlike any other whose energy and dedication to our community is unmatched.

CASTLEPOINT
NUMA

A PHENOMENAL RESPONSE

SERVICES CONTINUED DURING COVID-19 PANDEMIC

Overcoming Challenges

The Covid-19 pandemic has challenged all of us at GBF Community Services to adapt rapidly and efficiently to meet the needs for food and services in the town of Grimsby during this unprecedented crisis.

Through the spirit of commitment, care and collaboration, we have come together to meet our goals delivering uninterrupted service regardless of circumstances.

Safety First

It was and always is our intent to keep all staff safe while delivering services. PPE was purchased immediately to ensure safety for the team and clients. To this day we continue to provide these safety measures.

We immediately shifted our food bank and retail operations to adhere to safety and social distance guidelines.

Our food bank remained open during the toughest times of the pandemic. All staff were moved into frontline. The food and restaurant industry supported us immensely with truckloads of perishable products weekly. These items feed local individuals, seniors and many children.

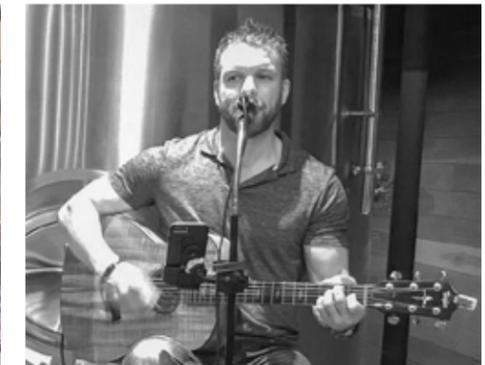
We collectively worked with the Grimsby Fire Fighters Association and the Town of Grimsby Council and staff to host the largest food drive in our history named "Feed Hope" campaign.

We are inspired by and deeply grateful to everyone who

stepped up during this time of uncertainty. These collective efforts by all have made our Town of Grimsby stronger.

Our staff remained in the frontline and provided dignified care, food supports, housing supports to so many households experiencing difficulties and the unknown.

We will continue to work closely with our partners, individuals and hopefully new partners to improve access to our many services. This will ensure that GBF builds on its strengths, while we pursue continual improvements, take care of our resources, prepare for adversity, pursue opportunities, and plan for the future needs that are continually changing.





A NEW VISION OF PHILANTHROPY

MADELINE SMITH

As 2020 was my first year working at the GBF, it was full of many new experiences. Between that and working through the COVID-19 pandemic, it was certainly a year to remember. Some of the things I loved about working at the GBF this year included:

- Hearing about people's great store finds while doing the COVID screening at the door;
- Having nice chats with customers while working at the specialty counter;
- Getting to know all of the amazing volunteers and working side by side with them;
- Learning the names and faces of the regular customers;

- Working in all different parts of the organization including retail, food bank and receiving;
- Hearing a constant stream of heartwarming stories about the organization and how it's helping the community;
- Dressing up with all the staff and volunteers for Halloween;
- Going through hundreds of boxes of the cosmetic and hair care products that were donated to the store; and
- Volunteering for the Christmas Hamper program

New Glasses

One of my most memorable experiences in 2020 happened while I was working at the specialty counter. A customer

and I started chatting as they were browsing and they identified themselves as a food bank client. The individual told me how they had just gotten their groceries and that they had received new eyeglasses after many years of having a dated prescription. They were overjoyed at the new pair and were so thankful to the GBF for helping them with their vision care as they otherwise would have struggled with the cost of new glasses.

Working at the GBF, I get to hear uplifting stories like this all the time and it goes to show that the GBF is doing great work in our community.



WHY I LOVE GBF

GABBY ARNOLD, YOUTH ASSISTANT

This past year, I was awarded the opportunity to work for, in my opinion, the most important organization in town. The Grimsby Benevolent Fund has truly changed my outlook on life and I have learned so much.

One thing I love about this job is that I am doing something new everyday; no two days are ever the same. This means I get the opportunity to grow and learn daily. Some skills that I have learned are time-management, leadership, communication, compassion, teamwork, professionalism, public relations, and customer service.

The biggest thing that I learned this year is the importance of helping others. Through these tough times we all need help even if we don't want to ask for it. No gesture is too small when it comes to helping. I also learned the impact of simple displays of kindness.

Something as simple as complimenting someone goes a long way to brighten their day. Spending five minutes to support someone in their role or to provide guidance can have a lasting impact.

Most of my days consist of working on the retail floor at our store and interacting with our volunteers, staff members, and customers. I was lucky enough to experience working front-line in the food bank and seeing first-hand what impact the hard-work of the staff and volunteers can have on an individual or family. I've learned that it is important to take a step back and look at the bigger picture. A job in the service sector can be rewarding on so many levels because it can change lives.

The GBF is its own family and supports community change. I am so grateful to play a small part in its success.



GOING TOGETHER

MISTY DUGGAN, FINANCE/
ADMINISTRATION COORDINATOR

I joined the GBF Community Services team in September 2020. What attracted me to GBF was the team's passion and care for helping our community members in need. In my years overseas, I have seen many people in very challenging circumstances. What I didn't expect to see is some of those same challenges right here locally – my own neighbours, my own friends.

To be a part of the solution and give others in need a 'leg-up' in hard times is such an honour.

Another thing that encouraged me deeply, was the support of GBF and the people we serve from our local community. From local corporations, small business owners, seniors and young children – all doing what they could to help a neighbour in need. From monetary *(cont'd)*

donations, food to stock our food bank, lovingly picked out Christmas gifts, to volunteering their time, people cared. I was touched by the many donations we received that were made in lieu of meeting together as a family over the holidays. People wanted to ensure that everyone had a good meal on their table at Thanksgiving and Christmas.

Generosity

Because of this community's generosity, we were able to see that happen for all of our GBF families, including many new ones. We didn't have to turn anyone away and we were able to bless everyone generously. If this pandemic has taught us anything this year, it's how much we rely on each other and how much stronger we are together.

It's inspiring to be part of something so much bigger than myself. There's an African proverb that means a lot to me, 'If you want to go fast, go alone. If you want to go far, go together.' I can't wait to see how far we can go in helping each vulnerable community member in Grimsby succeed and have a bright, happy future!

Thank you to all the donors who made contributions in 2020 that enabled us to invest in the Grimsby community.

GBF Community Services Direct Investment in Community	2020 Actual	2019 Actual	2018 Actual
Rent Supplement and Direct Housing Assistance	\$246,247	\$291,046	\$257,454
Other Client Assistance: winter warmth, utilities, beds, transportation, medical, dental etc.	49,482	104,124	117,224
Food Bank	90,428	196,039	170,815
Wellness / Mental Health / Hub	14,683	42,000	80,000
Community Partner Donations	89,321	86,900	69,565
Clothing and Furniture	103,387	99,635	116,292
Youth Initiatives: bursaries, back-to-school meal programs, kids zone, hunger awareness, etc.	24,014	48,668	51,014
Volunteer Recognition and Program Promotion	25,040	45,282	34,874
Seasonal Hamper Programs	77,991	87,443	83,252
Retail value of 167,630 kg of perishable food and non-perishable products*	820,972	n/a	n/a
Totals	\$1,541,565	\$1,001,137	\$980,490

* Based on calculation where by 1 kilogram of food is valued at \$2.60. This value has been determined using data from Nielsen Company of Canada for 52 weeks ending December 31, 2020. First time tracking for GBF: 2020.

Reputation for Performance Excellence

Diligent stewardship of our assets matters because strong financial performance means greater impact in the community. Our strong performance allows us to make deeper investments in the work we do together, to ensure that anyone that needs our assistance receives the assistance they deserve in our community.



2020 ANNUAL REPORT MESSAGE FROM STACY ELIA, CHIEF EXECUTIVE OFFICER

In March of 2020, we were facing a global pandemic and our ability to deliver our services and operate our Retail Social Enterprise and Diversion Site had dramatically changed.

The challenge was daunting but the team at GBF was very determined to serve in the front-line.

The experience, leadership and resources that we have developed over the years in providing services proved invaluable when addressing the rapidly evolving pandemic.

Our priority was to sustain our services, limited by required closures, while protecting our clients, volunteers and staff, especially those working even harder on the frontline as we temporarily loss the involvement of our volunteers due to Government requirements.

We created pre-packaged food hampers to minimize physical traffic, we secured off site freezer storage, we made deliveries to porches for those who had to quarantine and/or had health concerns.

We financially supported taxi services to medical appointments for many local residents as volunteer driving services had temporarily stopped.

We implemented strict safety measures like wearing PPE at all times, hand washing, limiting cross contact amongst staff and enhanced cleaning measures as well as developed Covid-19 Emergency Response plan.

I am very proud of the staff team as they were outstanding – adapting to new protocols continuously with no hesitation.

We communicated the importance of donors supporting families in need given that we were less able to help people while our retail operation was closed for months. The community's support enabled us to meet people's needs while we faced unprecedented challenges.

Emergency housing and utility support requirements increased locally. The lack of affordable housing played a significant impact on the stresses that our clients felt throughout the year. It was determined that this is an area of support that will require having more community financial involvement to meet the increasing needs into the future.

We had an amazing opportunity of partnership with Harley Valentine, Castlepoint Numa as we were offered the use of 19 Elm Street to enhance our services and provide a Wellness Hub in the down town core. The Christmas Hamper

program was the first program administered at this location with a drive thru of food, gifts and Christmas treats. We will be forever grateful for Harley's belief in our work.

This past year taught all of us so much at GBF Community Services. The team continues to work passionately for the betterment of others in Grimsby.

Our focus has and will always be focused on our client's needs, and a commitment to maximizing the funding we receive from our generous donors.

The GBF team will continue our critical role as a Community Social Service and Wellness provider.

We want to be an employer of choice at GBF and a non-profit organization that attracts very skilled and passionate volunteers.

While we review this year's many accomplishments, we're also looking forward. In the year ahead, the Board of Directors and leadership team will work closely to provide focus and framework to ensure we continue to build vital relationships with donors, and effectively deliver the dignified services in the months ahead.

I challenge and encourage everyone in our community to visit our sites, learn more about the significant work being shared and become a volunteer and or Financial partner. Your commitment, talents and energy are needed more than ever now. Thank you!

With the greatest appreciation, and respect.



PUTTING PEOPLE'S TALENTS TO WORK

MELANIE GREEN, RETAIL MANAGER

GBF Community Services' retail store is a social enterprise which is our main revenue source. More than anything, it enables us to meet the social goals of our community. 2020 was a challenging year at the GBF store. Our store was closed approximately 4 months this year due to Covid protocol. That represented a loss of over \$300,000.

Since re-opening, we continue to see an incredible amount of support from our community. Of course, this leads to an increased need for volunteers to process all incoming donations. In 2020, 27,666 adult volunteer hours and 1,741 student volunteer hours were shared.

Many volunteers found creative ways to help from home. Several people made and donated to us much needed masks for GBF staff and fellow volunteers. Others refinished furniture, tested electronics, and made beautiful pillows to be sold in our store. Perhaps you have an idea or talent that could better sell some items in the store or repurpose others to increase value? Please contact us with your ideas! Not yet a volunteer? No problem! Just contact the retail store to find out how to sign up and discuss how you can help make a difference in our community at the GBF.

We invite you to visit, shop, and help make a positive impact in our community.



**Your neighbours are facing eviction.
People living down the street risk losing their home.**

Because of COVID and because of the sudden surge in housing and rental costs, people are drowning in despair. Help **GBF Community Services** be their lifeline!



COME TO THE RESCUE!!!

The housing market is out of control: Home prices are soaring into the stratosphere! Rental charges are through the roof! That's not news; everyone knows that.

But what people don't know is that many local seniors, families, and couples who were living within their means as recently as a year ago have run out of options: for them, every road is now a 'Dead End.' Unable to make ends meet, many people have been forced to move. And those who were evicted from their apartments are now at risk of becoming homeless.

We believe short-term setbacks shouldn't have life-long consequences.

While we continue to advocate for affordable housing in Grimsby, because of the pressing need, our immediate focus is to keep people with a roof – *their roof* – over their head!

Friends, loved ones, and the neighbours down the street need help. Small things make a big difference: a month's mortgage payment here, a rental top-up there. Clearing Hydro and utility payments that fell into arrears because the kids were hungry and their needs came first. It's helping with expenses like these that keep people in their homes so they can get back on their feet faster.

Those who are affected are the very same people who contribute mightily to our otherwise healthy, diverse, and prosperous neighbourhoods: seniors; young couples; children; people with disabilities; and the low-income workers we depend on each and every day.

**Because they are turning to us, GBF is turning to you.
Join us in the rescue effort!**

Make a significant one-time gift or become a monthly donor. Every dollar you donate represents a crucial investment in the well-being of the community we love to call home.

Providing your neighbours with safe and secure housing will help to make Grimsby a more inclusive, more diverse, and more resilient community. More than that, it will demonstrate that as a community, we really DO care!



Stacy Elia, CEO
GBF Community Services
stacy@GBFgrimsby.com
(905) 309-5664 x33



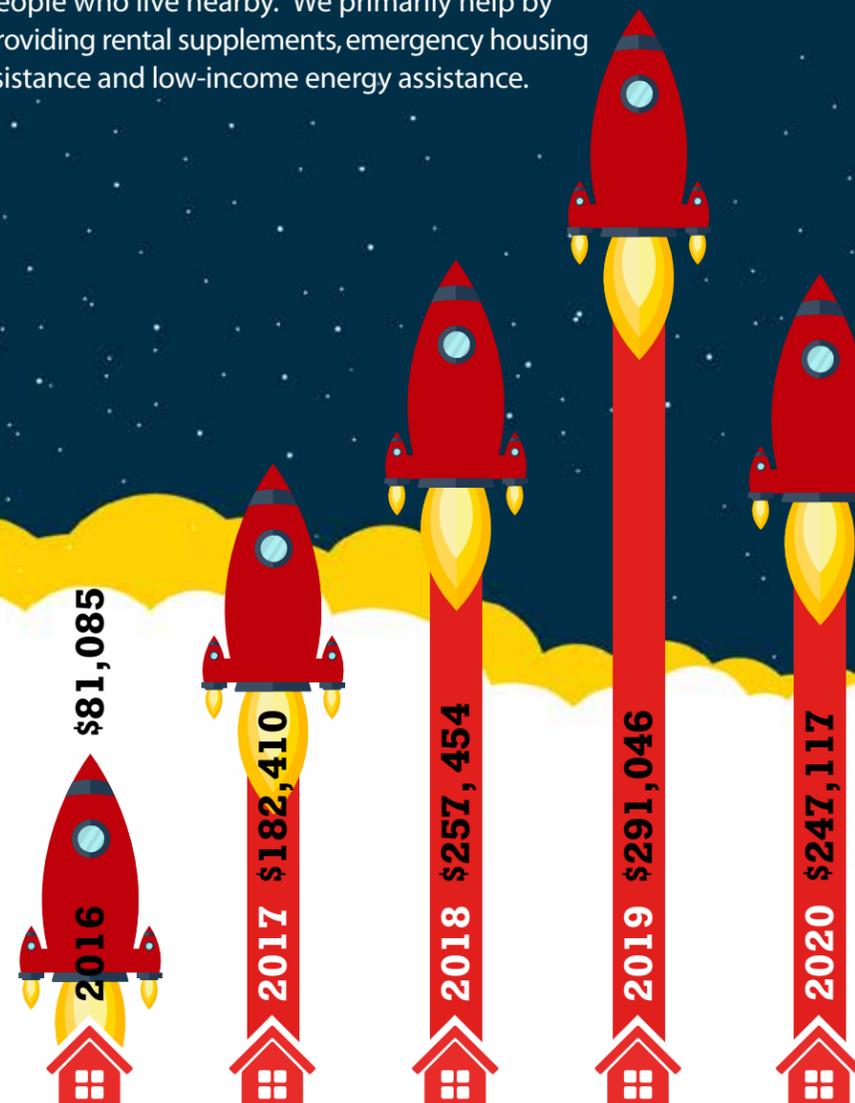
THE COST TO OFFSET SKYROCKETING HOUSING COSTS

SINCE 2016, GBF HAS INVESTED OVER \$1 MILLION IN HOUSING SUPPORTS IN GRIMSBY

Helping local Grimsby residents keep a roof over their heads is a costly undertaking. But rather than be overwhelmed by the overwhelming challenge of precarious housing, we are committed to helping one person, one family, one household at a time.

For each of us, our home provides a foundation for our well-being. It's the place where we spend the majority of our time, where we take refuge and where we should feel safe. Homes are anchors in our local community; they're the basis for safe and secure neighbourhoods that benefit us all.

Thanks to the generosity of our donors and partners, we're able to bring dignity to deserving people who live nearby. We primarily help by providing rental supplements, emergency housing assistance and low-income energy assistance.



That our housing support dropped significantly in 2020 wasn't because things got better; they got worse.

The pandemic impacted our bottom line which, in turn, meant that we couldn't help as many families.

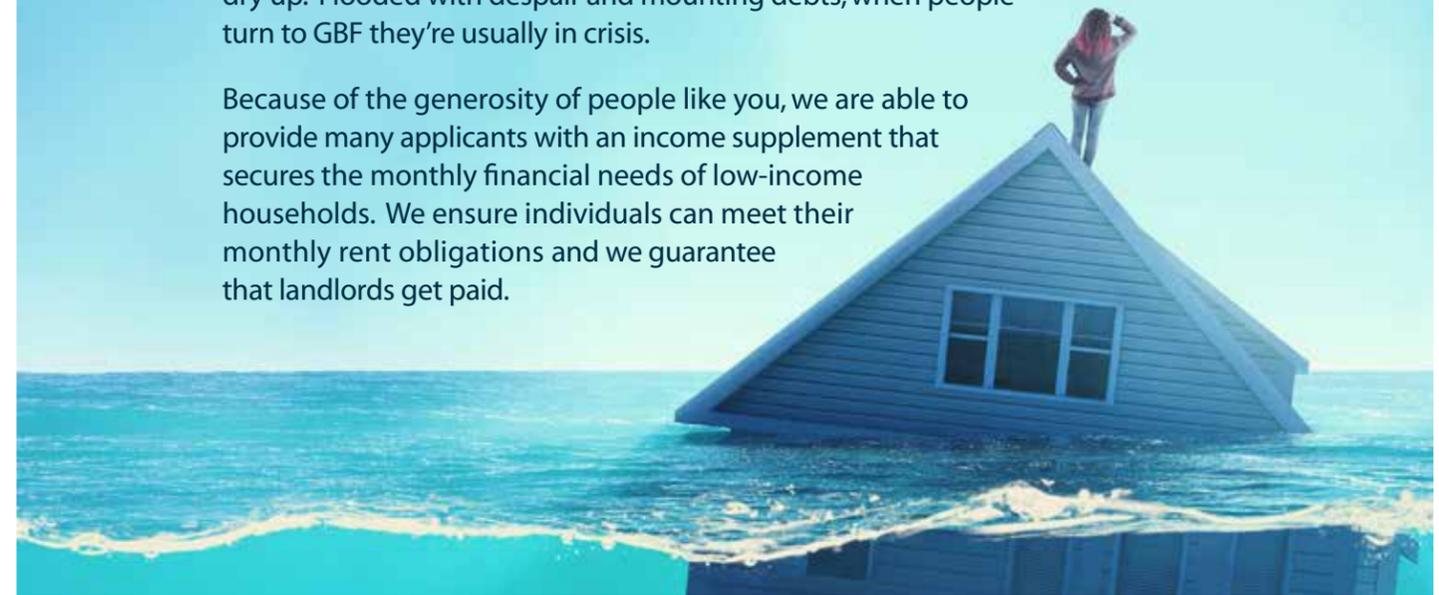
Saying 'no' to someone in desperate need is heartbreaking.



RENTAL SUPPLEMENTS

For more and more renters in Grimsby, there's an increasing number of days in the month that remain when their finances dry up. Flooded with despair and mounting debts, when people turn to GBF they're usually in crisis.

Because of the generosity of people like you, we are able to provide many applicants with an income supplement that secures the monthly financial needs of low-income households. We ensure individuals can meet their monthly rent obligations and we guarantee that landlords get paid.



EMERGENCY HOUSING SUPPORT

Temporary job loss... a costly repair... a large, unexpected expense. When you're living month-to-month, an unwelcome surprise often brings about catastrophic consequences. GBF provides Emergency Housing support to people who need help now, but who are not likely to need it in the future. This one-time payment towards a client's rental costs often represents the difference between calamity and confidence.



LOW-INCOME ENERGY ASSISTANCE

Hydro, gas, and utility bills add up quickly when food and rental charges come first. GBF is one of the lead agencies in facilitating the Low-Income Energy Assistance Program (LEAP).





HOUSING IS KEY

THERE'S MORE TO THE ISSUE OF AFFORDABLE HOUSING THAN JUST HOUSING

The right to housing is a human right that's critical to a person's health, dignity, safety, inclusion, and contribution to their community. This isn't just our view, that's written in the United Nations' Human Rights Code. Like the UN, we see housing as a crucial way individuals connect to their community. In fact, we see housing as being 'key' to many of the multi-faceted issues we face as a community.

Housing is a Human Rights Issue

The benchmark for affordable housing is that it not account for more than 30% of a family's household income, but our clients pay far more than that. Because incomes have dropped as housing costs have risen, many GBF clients have more than 70% of their income go to keeping a roof over their heads. Not only is this unsustainable, it's indecent, especially in a community that's considered 'rich.'

Housing is an Economic Issue

High housing costs leave many families with little left over for other important expenses. This leads to difficult budget trade-offs like having to decide between paying rent or buying groceries. The more affordable housing is,

the more families can add to the local economy. More purchasing power bolsters businesses, leads to more and better paying jobs, and leaves people with more money in their pockets at month's end.

Housing is an Education Issue

Housing instability seriously jeopardizes children's performance and success in school. This contributes to long-lasting achievement gaps which could cost our community for generations to come.

Housing is a Health Issue

Housing instability and homelessness have serious negative impacts on child and adult health. Affordable housing can improve health by providing stability, freeing up resources for food and health care, and increasing

access to amenities. GBF is at the forefront of mental health issues in our community. It never ceases to amaze us how closely housing instability correlates with declines in people's mental health... especially vulnerable youth.

Housing is a Seniors' Issue

How we care for our seniors is how we care for ourselves. The number of seniors whose housing is unstable or who now find themselves homeless is alarming... and it's projected to get worse. Advancing years and declining incomes contribute to declines in seniors' health, safety, and security.

It's clear that what's at stake is more than just the problem of affordable housing. By keeping housing first, help us to tackle multiple community issues.



HOUSING DOESN'T HAVE TO BE A TRAP

HERE'S HOW YOU CAN COME TO THE RESCUE

1

Become a Monthly Donor

The housing crisis isn't going away; it will continue to displace more and more of our neighbours. Monthly giving is one of the easiest and most effective ways for you to make a positive impact in your community. Help us to address the issue of affordable housing by calling GBF's CEO, Stacy Elia: (905) 309-5664 x33.

2

Become an Ally

After making a 3-year pledge, encourage your friends and family to do the same! Let people know about all the good GBF Community Services is doing in our community. Advocate for us... volunteer with us... become part of the solution! With your help, we can assist more Grimsby residents.

3

Become a Partner

For businesses, groups, and clubs, partnering with GBF becomes a win-win-win-win situation. Giving people a hand-up when they're down raises everyone's quality of life. Your staff and members benefit because – together – they can be part of something great! Your reputation as a caring organization will increase and with it your sales or membership will surely grow. As for GBF, we win when everyone wins! Contact GBF's CEO, Stacy Elia: stacy@gbfgrimsby.com



JOIN GBF'S WINNING TEAM

Lynn Fee, *Monthly Donor*

Buying and selling homes is my life's work, my career, and it has become something I often take for granted – finding ways to help so many people make their housing dreams come true.

Today, as prices skyrocket and the economy becomes so unstable, I also see the huge crisis ahead of us... affordable housing is not attainable for many people and it should be a basic right for everyone in our community! I am excited to become a partner with GBF to assist them with their Housing Campaign to find ways to bring affordable housing to Grimsby, allowing everyone to have an equitable opportunity to thrive.

My heart has always aligned with the initiatives of GBF, an incredible community service providing not only food, clothing, but also helping those in need with rent supplements, utility payments and so much more than most people – including me at one time – are aware of.

All of this support will, in the end, lead to positive outcomes for our families, our children and the overall mental wellbeing of our community in general, and our collective future.

For me, this is a win-win initiative, and it's something I feel compelled to be part of and am honoured to have been asked to support.

Lynn Fee



CONCEPT & DESIGN: WISHART.NET



IT'S NOT TOO LATE TO COME TO A NEIGHBOUR'S RESCUE!!!

To make a gift visit us online: gbfgrimsby.com/donate-now • Call us: (905) 309-5664 x33
GBF Community Services 40 Elm Street, P.O. Box 231, Grimsby, ON L3M 4G3

Charitable Registration #82122 7147 RR0001



2020 HOUSING SUPPORT PROGRAMS

ADDRESSING THE NEED FOR AFFORDABLE HOUSING SUPPORTS IN NIAGARA –
ONE CLIENT AT A TIME.

GBF Community Services has taken a leadership role in the affordable housing sector.

Every day the team is committed to assisting people to remain in their homes by providing rent supplements and emergency housing supports for those who qualify. This is the most critical step to a better quality of life.

We continue to work closely with other groups, including Shelters and sector partners to advocate for funding to help end homelessness.

GBF continues to operate providing quality housing supports giving households at risk housing stability.

This past year was a year of assessment and advocacy. We continue to financially support in the housing needs of so many in Grimsby. Our efforts are increasingly becoming future focused.

It is critical that GBF find new ways to bring the need for more affordable housing options to those we service. We need to continue to work together to reach the goal of ensuring everyone has a place to call home.

As older adults age, they face declining incomes, increased medical costs and housing that may not meet their current needs. Housing is the largest expenditure in the typical

budget of an age 65+ household.

Affordable housing may promote better mental and physical health, improved quality of life and keep their independence for low-income seniors.

GBF has been providing rent supplements for qualified households to help retain their home in Grimsby. 100+ households have benefitted from this type of support. This is an average monthly investment of \$21,000+.

Please consider becoming a Monthly Housing Donor. Reliable funding helps provide a steady source of income for Housing Services.

BECAUSE OF YOUR GENEROSITY, WE SERVED PEOPLE IN 288 NEIGHBOURING HOUSEHOLDS

OF THE HOUSEHOLDS WE SERVED...

ONE IN FIVE CLIENTS WERE NEW CLIENTS

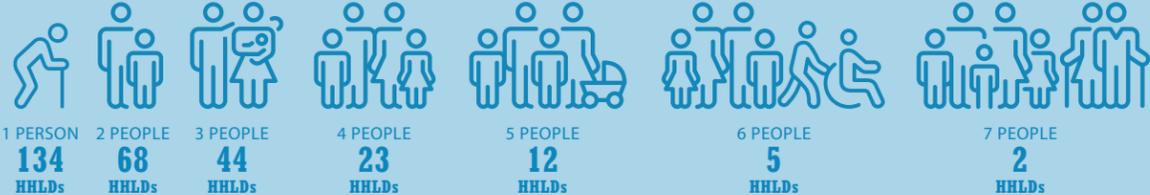
62 NEW VS.
226 EXISTING

MOST WERE REFERRED BY FAMILY & FRIENDS

- 205 • Clients, friends & family
- 7 • YWCA, West Niagara Affordable Housing
- 4 • Gillian's Place
- 11 • Social Assistance (OW)
- 61 • Other

SOURCES: 211, Community Living, Employment Help Centre, Grimsby Library, Hospital, School, Church, Community Organization, Business

TWO-THIRDS ARE LIVING ALONE OR WITH JUST ONE OTHER PERSON (USUALLY A DEPENDENT)



70% RENT THEIR HOME

- 27 • Own home
- 201 • Private rental
- 29 • Social housing
- 27 • Residing with family/friends
- 4 • On the street

THREE-QUARTERS OF OUR CLIENTS ARE SINGLES OR SINGLE-PARENT FAMILIES

- 86 • Single-parent family households
- 21 • Two-parent family households
- 23 • Couples without children
- 134 • People who are single
- 24 • Other

100% RECEIVE GOVERNMENT SUPPORT AS THEIR PRIMARY SOURCE OF INCOME

- 59 • Employment Income (EI)
- 8 • Employment Insurance Income
- 42 • Social Assistance (OW)
- 67 • Disability-Related Benefits (incl. CPP Disability; ODSP; WSIB)
- 41 • Old Age Pension
- 1 • Student Loan / OSAP
- 23 • No Income
- 47 • Other (incl. CERB; Child Tax Benefit; Child/Spousal Support; Ontario Trillium Benefit; and GST)



BECAUSE OF YOUR GENEROSITY, GBF WAS ABLE TO PROVIDE AN UMBRELLA OF MUCH-NEEDED PROTECTION AND A RAINBOW OF SERVICES TO 597 OF YOUR NEIGHBOURS. WE HELPED...



197 CHILDREN
0-18 YEARS



59 YOUNG ADULTS
19-24 YEARS



260 ADULTS
25-59 YEARS



81 SENIORS
60+ YEARS

FOOD AND HOUSEHOLD ITEMS SERVED



9,872L MILK
2,468 4-Litre Bags



364L LACTOSE-FREE MILK
182 2-Litre Cartons



1,824 MARGARINE TUBS



2,440 DOZEN EGGS



1,216 LAUNDRY SOAP



1,293 DISH SOAP BOTTLES



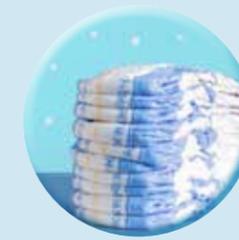
2,993 CLEANING PRODUCTS



678 ENSURE+ BOOST



89 BABY FORMULA



524 INFANT DIAPERS +ADULT DEPENDS

PEOPLE SERVED BY OUR GBF PROGRAMS



Monthly Meal Program

365
\$5,063



Monthly Kids' Snack Program

296
\$3,527



Easter Hamper Program

112
\$9,076



Thanksgiving Hamper Program

92
\$9,187



Back-to-School Program

108
\$3,424

In late 2020, the people of Grimsby proved themselves to be a:

**GREAT
BIG
FRIEND**



\$59,728

RAISED DURING OUR ANNUAL CHRISTMAS HAMPER CAMPAIGN

200 Households Serviced

320 Adults Served

195 Children Served



GBF PROGRAM FUNDS

Rent Supplement Program, \$203,994
One-Time Emergency Rent Assistance, \$43,123

Mortgage Assistance, N/A
Hydro Assistance (GBF Funding), \$2,793
Hydro Assistance (LEAP Funding), \$4,819
Natural Gas Assistance (GBF and LEAP Funding), \$4,704
Water Assistance, \$575
Medical Care Assistance, \$601
Dental Care Assistance, \$3,561
Vision Care Assistance, \$391
Bed Set Program, \$3,513
Winter Warmth Program, \$593
Back-to-School Program, \$3,424
Taxi Service Program, \$5,309 (224 people)
Children's Recreational Programs, \$761

COMMUNITY PARTNER SPOTLIGHT

"Ever Hopeful Fund"

In our field of work there are days that touch your heart and we had one of these special days. GBF was surprised to receive a very special financial donation from the "Ever Hopeful Fund". The youth of our community are our next generation that so often in these difficult times get lost. We at GBF are committed to ensuring our youth in the community are taken care of in many ways. These being things such as food, housing support, medical, dental support, mental health support and back to school support to name a few.





KEEN TO HELP, GRIMSBY KIA IS KEEN ON GBF

My name is Karen Mackinnon. I have been lucky in many ways to have worked with my husband for almost twenty years. We have two children that share the love of the automotive industry, Ashley who works with us and Elyse who is currently enrolled in Automotive Business School. (I also have the sweetest granddaughter whom I adore!).

In 2015, when we joined Grimsby Kia, we were immediately in love with the Town of Grimsby and the fantastic people who live here. I was already partnered with a school in Stoney Creek from another business, where we were able to provide many needed items to children in need especially those families brand new to Canada.

I was surprised when I discovered GBF and how many people it served in so many different ways. I had always considered Grimsby an affluent area, and was never aware of the amount of need for help that there was and in so many areas.

We started out with our Grimsby Kia Backpacks. We had already been doing that with the school, so it was a fun addition when GBF was added into the mix! After much calling and shopping, I was able to partner with

Staples and the fantastic Staff up on Rymal Road. They were quick to help out with pulling boxes of backpacks at the end of season, saving lunch boxes for us and loading the car with deals!

We then found out about the Food Hamper Program for Thanksgiving, we quickly jumped on board trying to provide full Thanksgiving Dinners for a minimum of 15 families. The thought that an entire family could celebrate together with a full beautiful meal was something that spoke to my heart. Family dinners have always been a big part of our family tradition and it felt great to ensure other families could do the same. We also collect donations during the season for the Food Bank.

One of our favorite ways to help has always been the Christmas Gift Shopping List. GBF provides us with a large list of gifts that were specifically asked for. To be able to check off the list and provide exactly what a child or family member hoped for is the most wonderful feeling!

The staff at Grimsby Kia – pre Covid, was also volunteering on “Grimsby Kia” day. This was one day a month where our staff would donate their time to leave work for a couple of hours in shifts to work in the Food Bank or Thrift

Store. There was always a waiting list to jump on board to volunteer as most of the staff at Grimsby Kia wanted to be involved. The feeling of us all helping as a united team, provided us with a great way to share our time and talents, outside of our work environment. It also gave staff that generally didn’t work in the same department to work together at GBF. Grimsby Kia is excited to start up again, as soon as Covid Protocols allow.

Easter is another way that we have been able to share with our neighbors. We join with the Food Hamper program to provide at least 15 families with full Easter Dinners to enjoy together. Eating a meal together and preparing as a family is such a fantastic way to stay connected with the ones we love. Not being able to afford a meal would be such a stress for parents especially on special occasions. It feels great to be able to share in a small way something that for a few people could make a big impact.

Without the staff at Grimsby Kia, sharing a percentage of EVERY sale, we would not be able to help in all of the ways that we do. We are blessed to have the best team of giving and caring people and we feel thankful daily to be able to work with such a great group.



CHANGE LIVES FOR THE BETTER: LEAVE A LEGACY

Legacy gifts are donations arranged in the present and given at a future date. Your gifts are a way to show your generosity and commitment to GBF Community Services efforts.

By including GBF in your legacy planning, you will:

- Help to ensure that GBF Community Services is there for years to come, providing services and food for your neighbours

that need it most.

- Amplify your local impact. You may be able to make a more significant gift that could afford today.
- Enjoy tax benefits!

What you need to know

Information that may be helpful as you prepare your legacy gift includes:

Legal Name: Benevolent Society of Grimsby And District

Charitable Registration Number: 821227147RR0001

Mailing Address: 40 Elm Street, P.O. Box 231, Grimsby, ON L3M 4G3

If you have already arranged a legacy gift to GBF Community Services, you are under no obligation to tell us about it. However, we would love to thank you personally. Contact Stacy Elia at (905) 309-5664 ext. 33 or by email: stacy@gbfgrimsby.com



TREASURER'S REPORT

Robert Paul

GBF is a charity. It is also a social enterprise – meaning it has two primary goals:

- 1) To pursue and achieve social, cultural, community and environmental outcomes; and
- 2) To earn revenue to support its program goals.

The significant impact of COVID-related requirements in 2020 made it very difficult for GBF to balance and achieve its social enterprise goals.

The major financial and operational challenges found by GBF in 2020 included:

- Our primary source of revenue – *the retail store* – was physically shut down for over 12 weeks (25% of 2020) and the number of permitted shoppers in the store in the second half of 2020 was significantly reduced to comply with COVID safety requirements. Our 2020 retail and related revenue (\$819,000) were 40% less compared to 2019 revenue (\$1,345,000).

- Many of GBF programs, including foodbank and client assistance, are substantially volunteer driven. Again, COVID protocols caused our relatively small staff to become front-line workers, who continuously delivered GBF's

essential services to our community's most vulnerable members throughout all of 2020.

- Without our traditional volunteer core and navigating required safety and operational protocols, the GBF staff adapted and reinvented the delivery of our programs in an often changing environment.

BUT with the tremendous support and generosity of GBF's partners and particularly our community, both private individuals and corporate sponsors, GBF was able to meet both its financial and program goals! GBF produced a very modest breakeven financial result while successfully delivering our programs in the Grimsby community.

The revenue gap was closed by public donations both private and corporate, which approximated \$400,000 in 2020 compared to \$266,000 in 2019. Also, GBF applied for and received \$141,000 under the Federal Government's wage subsidy program in 2020.

The cost of food purchased by GBF in 2020 to meet the food insecurity needs of our clients was measurably reduced by the generous support from multiple food drives, both big and small. Also, our government partner, FEED Ontario provided many

boxes of food products which further reduced GBF's normal expenditures to keep the food bank adequately stocked.

Another highlight of 2020 was the launch of GBF's pilot project, the Wellness Hub, located at the former Woolverton church at 19 Elm Street. This opportunity will permit GBF to further explore and expand our mission to promote wellness in the Grimsby community. This site was generously retrofitted and provided rent-free to GBF for a 3-year period by Castlepoint, a new corporate sponsor to GBF.

We are very grateful to the Grimsby community for your support during a challenging 2020. We will be in continuing need of your support as we already know that 2021 will be even a more formidable and difficult year from an operational and financial perspective. However, GBF intends to stay the course and continuously deliver the essential programs to meet the needs of the residents of Grimsby.

Thank you,

Robert Paul

Financial Highlights

2020 Revenue

Sales and Recycling	\$819,210
Federal Subsidies	141,334
Contributions	400,664
Provincial / Regional Grants	60,393
Interest Revenue	30,900
Other	41,986

TOTAL REVENUE \$1,494,487

2020 Administration

Occupancy	\$56,309
Office and Computer Maintenance	28,235
Telephone	15,387
Service Fees, Supplies and Other	63,443
Board and Strategic Planning	11,382
Professional Fees	20,486
Insurance	20,118
Salaries and Benefits	72,942
Amortization	47,646

TOTAL ADMINISTRATION \$335,948

2020 Programs

Food Bank	\$90,428
Client Assistance/Housing	295,729
School Life and Bursaries	15,424
Christmas Hamper	59,728
Clothing & Furniture	103,387
Wellness (Hub) Program	14,683
Advertising and Promotion	18,361
Volunteer Recognition	6,679
Community Partner Donations	89,321
Easter and Thanksgiving Hampers	18,263
Hunger Awareness	5,063
Kids Zone Program	3,527
Salaries and Benefits	436,957

TOTAL PROGRAMS \$1,157,550

Excess revenue over expenses \$989

OUR MISSION

GBF's Mission is to:

- Meet our clients basic needs,
- Promote wellness in our community, and
- Provide a safe and rewarding environment for our board, staff and volunteers.

OUR VISION

GBF's Vision is to:

Enable our clients and our community to be well.

WE VALUE

A strong sense of social responsibility

A commitment to serving our clients with respect and compassion

A belief in the unique abilities, strengths, and gifts of each person

A belief in the capacity for people to grow, change, and care for themselves and for one another

A commitment to professionalism, ethical conduct, and integrity of service delivery

A recognition of the importance of volunteerism and citizen participation in the community

The role of research, education, and advocacy

LEADERSHIP

BOARD OF DIRECTORS

GBF Community Services is run by a volunteer board of directors elected annually. The Board guides our strategic direction, ensures accountability, and reporting to our community and its partners.

2021-22 Board of Directors



Irene Podolak, *President*



Robert Paul, *Treasurer*



Justin Cruse, *Secretary*



Frank Barretto, *Director*



Linda Rowlinson,
Director



Leanne Sidorkewicz,
Director



James Stevens, *Director*



DIVERSITY IS IMPORTANT AT GBF

The team at GBF celebrates everyone from different cultures while making sure that we are unified in our vision and mission. The voice of each employee and volunteer is important and needs to be heard. We want our team to feel welcome, safe and comfortable at GBF.

It is critical for GBF to be culturally competent. We work towards creating and sustaining a culture that is both empathetic and compassionate to the needs of all the individuals and families we serve in our community.

GBF's Spectacular Staff

Stacy Elia, *Chief Executive Officer*

Ashley Marr, *Director of Programs*

Duane Arnold,

Director of Operations

Misty Duggan, *Finance/
Administration Coordinator*

Ala Benish, *Food Program Manager*

Melanie Green,

Retail Store Manager

John Phillips, *Receiver/Truck Driver*

Bill MacLean, *Receiver/Truck Driver*

GBF is a proud member of:

Feed Ontario (OAFB)

•

Food Banks Canada

•

Grimsby & District
Chamber of Commerce

•

Niagara Connects

•

Leave a Legacy,
*a Program of the Canadian
Association of Gift Planners*



A NEW VISION & DIRECTIONS TO PROMOTE WELLNESS IN OUR COMMUNITY

Irene Podolak, *President*

For GBF, 2020 was a memorable year. Not only did we have to deal with the ongoing challenges of COVID-19 restrictions, we also experienced increased demands on our social services and unprecedented changes in our organization. This prompted our Board of Directors and leadership to engage in extensive consultation with over 60 stakeholders at the local, regional and global levels, plus conduct a comprehensive planning exercise to identify our:

1. Current strengths and assets that we could leverage, along with the opportunities we should be pursuing to achieve greater impact for our clients and community;

2. Strategic directions to ensure that we are focusing on the most appropriate and feasible initiatives over the next three years, and

3. Operational directions to enable us to grow and be sustainable, plus effectively and efficiently deliver our services.

These investigations led to the development of **GBF's 2021-2023 Strategic Plan** which can be accessed on GBF's website. The Plan consists of 11 strategic directions, 9 operational directions and 14 initiatives to be implemented over the next three years. It also includes

our new vision and mission, both of which now align with the Plan's directions.

GBF'S 2021-2023 STRATEGIC & OPERATIONAL INITIATIVES

Our Plan for wellness promotion includes a number of strategic and operational directions which are identified on the following page.

GBF WELLNESS PROMOTION MODEL

Promoting wellness for our clients has been, and will continue to be, a fundamental impact goal for GBF. However last year, given the increased health and social demands in our area, we realized it was time to expand wellness promotion services beyond our clients to also encompass our community. This led to extensive research and the development of a Wellness Promotion Model that embraces four domains: physical, mental, social and environmental wellness. (See next page).

Although responding to this scope of wellness determinants may seem daunting, GBF believes we can make a positive impact. We say this with a high degree of confidence because of numerous contributing factors:

• The support of people in our community remains strong; the amount of financial and product

donations we continue to receive from you is amazing.

• The loyalty and commitment of our volunteers to support our operational needs and their willingness to roll up their sleeves to get involved in new strategic projects is heart-warming.

• Our relationships with organizations in the area have strengthened into partnerships that go above and beyond what we expected.

• GBF has added a number of highly experienced and knowledgeable staff members to our Team, along with multiple Youth Assistants, that have diversified the dynamic of our service delivery.

WELLNESS HUB IDEAS

Very importantly, our new facility at 19 Elm St. (the **Wellness HUB**) will act as an "incubator" over the next 3 years to trial community-focused wellness promotion ideas. We intend to explore these projects, with partners, to determine if they will be sustainable and scalable going forward.

In conclusion, building on the success of 2020, and with everyone's support for implementing our new Strategic Plan, it is safe to say we are on the path to achieving our vision, i.e., **to enable our clients and our community to be well.**

GBF Community Services
Wellness in our Community
OUR PLANS FOR 2021-2023

GBF'S 2021-2023 STRATEGIC & OPERATIONAL INITIATIVES



WELLNESS PROMOTION

- 1. Electronic Wellness Record
- 2. Wellness Referral



ENVIRONMENTAL

- 3. Retail Transformation
- 4. Housing Sustainability



SOCIAL

- 5. Youth Engagement



PHYSICAL

- 6. Healthy Eating for Wellness



MENTAL

- 7. Mental Health Strategy

- 8. HR Staff Development

- 9. HR Policy Development

- 10. Volunteer Recruitment & Engagement

- 11. Communications Strategy

- 12. Technology Strategy

- 13. Financial Investment Strategy

- 14. Impact Management

STRATEGIC DIRECTIONS

OPERATIONAL DIRECTIONS

Wellness HUB Ideas

Common Sense Spending

- Where does it all go
- What do I really need
- Balancing it all out
- What assets can I leverage
- Smart Spending
- Saving for rainy days

Healthy Eating for Wellness

- Nutrition 101
- Smart Food Buying
- Cooking it right
- Binge cooking
- Making it last

Home Comfort

- Home safe – no clutter living
- Aging in place
- Living companions: affordable housing

Fit For Life

- Yoga for all ages
- Walk around the block
- Activity counts

Community Connections

- Care Kit – for social isolation
- Game time; Speaker corner
- Social snacking; Tel-a-friend
- Community connections: match making

Healthy Minds

- Mindfulness
- Knowing the signs
- Getting help
- You're not alone

Youth Engagement

- Youth tech camp
- Video works
- Cross-generational connections

Brain Food

- Learning new things
- Arts & crafts fun
- Puzzle it out; Book club

GBF WELLNESS PROMOTION MODEL

ENVIRONMENTAL WELLNESS

Maintaining optimal living conditions that help to protect, nurture, encourage, and support sustainable quality of life in your community

Determinants:

Housing/Shelter, Work/Employment, Economic Prosperity, Crime/Safety/Security, Transportation/Mobility & Waste Management

SOCIAL

Interacting positively with people and using appropriate communication skills, having meaningful relationships, respecting yourself and others, and having a support system of family and friends

Determinants:

learning/Education, Community Belonging, Arts/Culture/Heritage & Social Support Networks

PHYSICAL WELLNESS

Pursuing regular physical movement, staying active, eating a nutritious balanced diet, getting adequate sleep, and practicing safe behaviours

Determinants:

Medical Management, Food Security, Nutrition, Sleep, Exercise/Recreation & Safe Behaviour

MENTAL WELLNESS

Realizing your own abilities, coping with the normal stresses of life, working productively and fruitfully, and being able to make a contribution to your community

Determinants:

Mental health, Emotional health, Spiritual health, Life Goals & Coping Skills



HOW YOU CAN FEED HOPE

Your generosity is key to the success of our future plans to help families, individuals, children, youth, and seniors. With the passion and dedication shown by so many in our community, we know we can make a difference. Here are some of the many ways you can help!

1

SPREAD THE WORD

Let your friends, neighbours, and family know about GBF Community Services and our programs. Follow us and 'Like' us on Facebook and Instagram: @GBFCommunityServices Sign up for our newsletter at www.gbfgirmsby.com

2

DONATE FOOD/HOUSEHOLD AND HYGIENE PRODUCTS

Food donations are at the core of our work. Non-food items such as paper goods and cleaning supplies are also welcome. Please consider hosting a donation drive.

3

DONATE TIME AND TALENT: BE SURE TO VOLUNTEER!

Volunteers are vital to GBF Community Services operations and contribute in countless ways. There are endless opportunities to participate in the enjoyable and rewarding tasks our volunteers perform every day.

4

MONETARY & IN-KIND DONATIONS

Financial donations sustain our Food Bank and enrich the larger community by providing nourishment, dignity, and a sense of sharing for all involved. In-kind donations come in many forms. These donations allow us to provide very necessary programs and services to individuals and families going through difficult times. Donate: www.gbfgirmsby.com/donate-now

5

BECOME A MONTHLY DONOR

Monthly giving is one of the easiest and most effective ways in which to make a positive and sustained impact. Help us bring more fresh food and helpful services to our community by joining today. Please call (905) 309-5664 ext. 33.

CORPORATE VOLUNTEERING AT GBF COMMUNITY SERVICES – BUILD BUSINESS & COMMUNITY SUSTAINABILITY

Corporate volunteering recognizes the value of business engaging with people in our community. The benefits for business are many: It improves reputation, internal culture, and long-term sustainable future. For employees, it improves their leadership opportunities. By joining us, you will see first-hand the positive difference one can make and you will do your part to feed hope!

GBF Community Services

40 Elm Street, P.O. Box 231, Grimsby, ON L3M 4G3
gbfgirmsby.com/donate-now • (905) 309-5664 x33

Charitable Registration #82122 7147 RR0001

