



Giving
Hope
Today

Restocking the Shelves 2011



A report on food bank donations and nutritional aspects
of Salvation Army food service programs.

The third annual survey of nearly 160 Salvation Army food service programs across Canada brought some encouraging news about donations to our nation's food banks and programs. For the first time since the survey began in 2009, there were signs of recovery on the donation front, with nearly one-third of responding programs reporting increased donations year-over-year and nearly two-thirds of programs reporting shelves at half-full to full capacity. But serious problems remain as many Canadians continue to struggle in a still fragile economy.

Three-quarters of programs reported increased demand for service as compared to last year. Some former donors are now turning to the Army for assistance as the effects of the recession are still being felt across Canada. With the Thanksgiving and Christmas season right around the corner, this is a reminder that serious needs exist in communities nationwide.

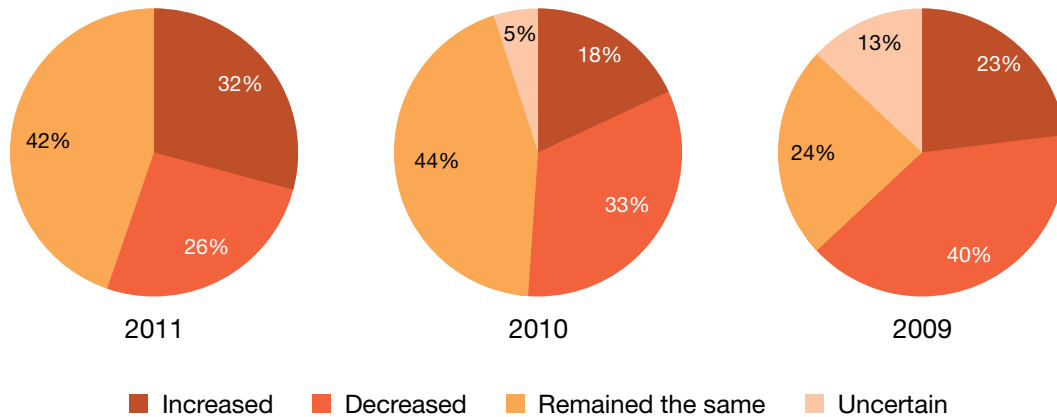
This year's survey also explored the nutritional aspects of Salvation Army food service programs for the first time and the results were encouraging – and perhaps surprising. Despite stereotypes about “soup kitchen” food, more than 90 percent of Salvation Army food programs rated providing clients with a highly nutritious meal as a medium to high priority. Additionally, results indicated that more than half of all Salvation Army food programs have access to a nutritionist or other expert when planning meals for clients. This reflects The Salvation Army's priority to provide not only meals to clients in need but also to promote healthy dietary choices.

This year's findings are part of an annual survey of Salvation Army personnel who have direct involvement in food service and outreach. Salvation Army feeding programs include food banks, food pantries, meal programs and street ministry outreach. The survey and resulting report, “Restocking the Shelves 2011”, take a look at food donation rates, current food-stock level, nutritional value of food offered to clients and the future outlook for food service.

The Salvation Army is releasing a summary of its findings as part of a 2011 report on food service in Canada. These findings are meant to highlight the fact that everyone deserves dignity and that no person should go hungry.

SURVEY FINDINGS

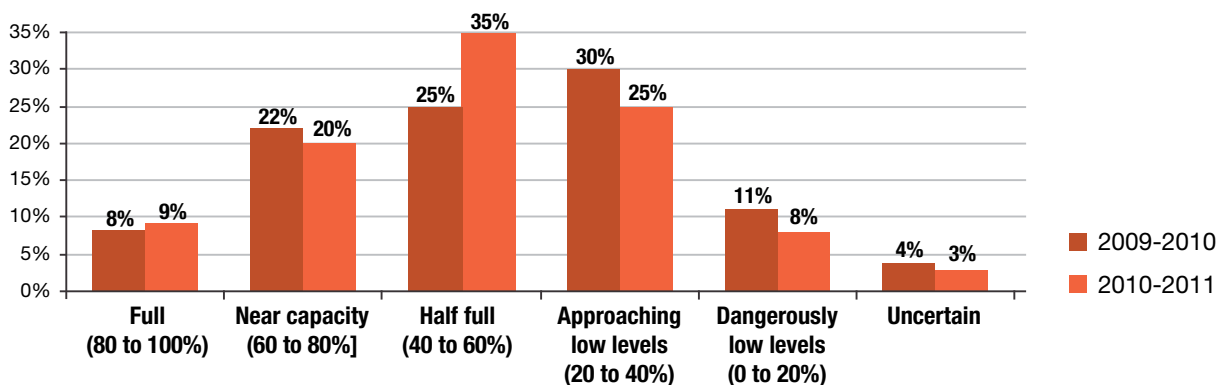
Q: How have food program donations changed during the last 12 months?



Between 2010 and 2011, more programs saw food donations increase rather than decrease. The number of respondents reporting an increase in donations nearly doubled from 18 percent to 32 percent year-over-year. While not ideal, these numbers are at least encouraging and hopefully signs of a positive donation trend moving forward.

More promising news came out of this year's report. Approximately **64 percent of respondents** reported that their **food shelves were half-full to full**, an improvement of 55 percent from 2010.

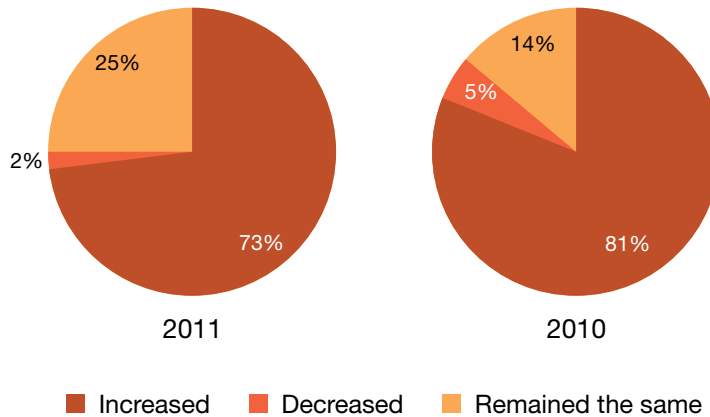
Of course, the work is never done. With a recession still impacting many Canadians and unemployment at 7.2 percent, there will always be a need for the shelves to be full at food banks and warm meals to be served at Salvation Army facilities. **As long as there is a need, The Salvation Army will be there to serve.**



“ Many people are unable to donate to us, as they now have to use the services.”

— Stephanie Watkinson, Corps Officer/Family Services Director, Ontario Great Lakes Division

Q: How has client demand for food services changed during the last 12 months?



Almost three-quarters of respondents reported that demand for food services increased in the past year. While this percentage is less than the 81 percent that was reported in last year's survey results, it is still a startling number. Some respondents reported that they are entering new clients into their system on an almost weekly basis, while continuing to serve their current clientele.

Food service workers reported that the demand for food services was in part due to **more and more working poor and families** having to utilize their facilities. Some locations are reporting that former donors are now turning to food pantries and meal programs for assistance.

“ More people are finding it hard to get jobs, so they find themselves using our food emergency services.”
— Judy Holland, Family Services Co-ordinator, British Columbia Division

Q: During the last year, were there particular food items that clients most requested?

When asked to identify grocery items that were most commonly requested by clients in the past year, Salvation Army food service workers reported the following...

Top 10 Most Requested Items:

1. Meat products
2. Peanut Butter
3. Milk
4. Diapers
5. Fresh fruit and vegetables
6. Cultural or ethnic food
7. Cereal
8. Coffee
9. School snacks
10. Bread

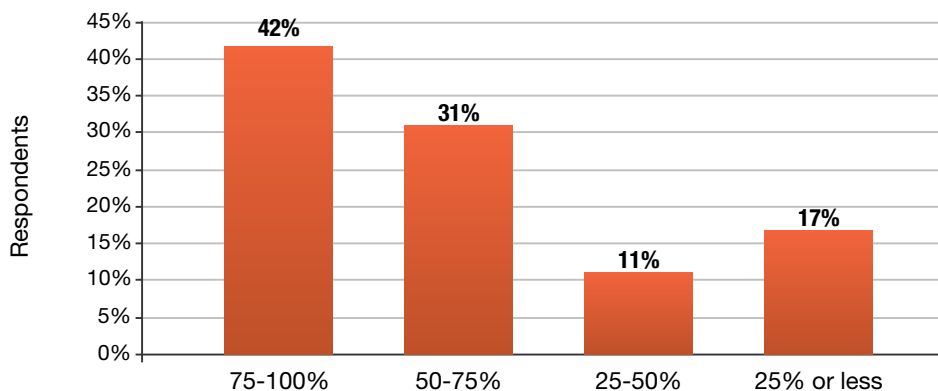
This list represents a fairly common grocery list for most Canadians, but appears too rarely in the diets of those living in poverty. Unfortunately, many of the items most commonly donated to The Salvation Army do not make this list. Instead of fresh produce, meat and bread, much of the food that is donated to The Salvation Army are canned goods.

In fact, **42 percent** reported that **more than three-quarters of their donated food is canned or frozen versus fresh**. While incorporating some canned foods into your diet is okay, most canned food is high in sodium and preservatives making it an unhealthy alternative to fresh produce.

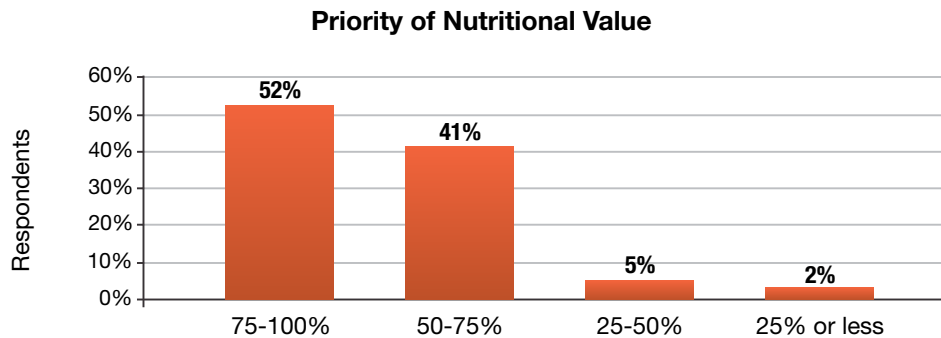
Recognizing the logistical challenges of donating non-perishable items, donors might also consider monetary gifts. A contribution of \$150-\$200 will supply a week's worth of groceries for a family of four.

If an individual is looking to donate food to the Army, but does not want to give non-perishables, a monetary contribution is acceptable and will go towards feeding families and individuals in need.

Percentages of Respondents on Donations that are Canned or Frozen vs. Fresh



Q: How much of a priority is the nutritional value provided to clients?

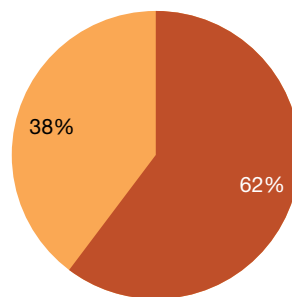


One promising indicator from this year's survey was responses related to the role of nutrition in Salvation Army food service programs. Despite stereotypes about food pantries and meal programs, **93 percent** of respondents reported that **servicing clients meals with nutritional value was a medium or high priority** for them. This percentage reflects food service workers' desire to not only provide a meal for those in need, but to provide something that is both tasty and nutritious.

The Salvation Army is proving they are willing to go to great lengths to ensure that clients are receiving healthy meals. In fact, an impressive **51 percent** of Salvation Army food service workers reported having access to a **nutritionist or other expert** to advise meal planning. Additionally, **nearly one-third of respondents** reported having someone with a **professional culinary background** on staff. With their guidance and expertise, Salvation Army food service workers are able to promote healthy eating habits to the clients they serve.

Additionally, this year we asked food service workers how they have responded to the many people accessing Salvation Army meal programs and food banks that have health concerns or dietary restrictions. More than **60 percent of respondents** reported that they cater to the needs of those individuals, by setting aside food for those with gluten allergies, high blood pressure, diabetes or other health complications that impact diet. Some respondents reported that if they did not have the proper food requirements for these individuals at their programs, they provided them with vouchers to purchase food at their local grocery store.

Cater to Health Concerns



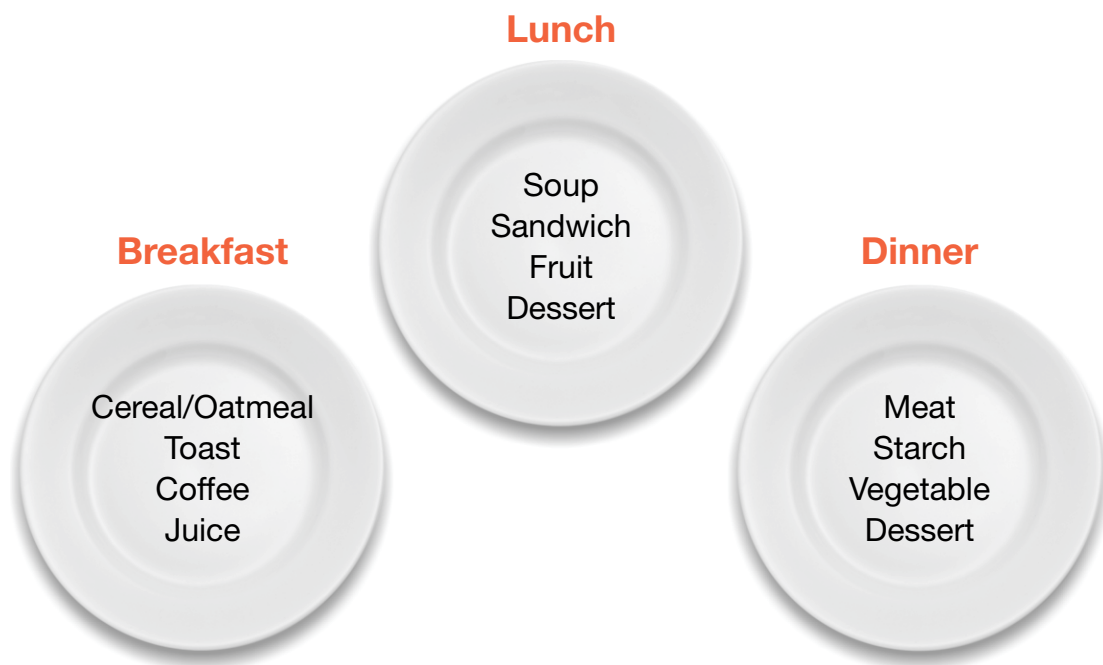
“ More people are finding it hard to get jobs, so they find themselves using our food emergency services.”
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Q. How do you ensure healthy foods are donated?

The Salvation Army is constantly striving to make food served to clients as healthy as possible. This task is complicated when most of the food donated to the Army is either frozen or canned. To ensure that clients receive healthy foods, Salvation Army food service workers reported doing the following this past year:

- Partnered with **local grocers and community gardens**;
- Produced a **“needs list”** of items with the help of food bank volunteers and distributed to whomever requested them;
- Added a **nutritionist and made adjustments** to the food served to clients based on his/her recommendations;
- Used donated funds to purchase items such as **fruits, vegetables, dairy**, etc.;
- **Hired a cook** with previous experience in the food industry;
- Taught clients how to **prepare healthy meals** with donated goods.

To understand exactly what is being served to Salvation Army clientele, we asked food service workers to describe a **typical day of meals** at their community meal program. The majority of respondents reported that they do their best to comply with standards set by **Canada’s Recommended Food Guide** and strive to serve nutritionally balanced meals. Below is a look at a typical breakfast, lunch and dinner at a Salvation Army meal program.



Concluding Statement

The Salvation Army recognizes that dignity is a fundamental right for all and that everyone should be able to access nutritious food. Despite reporting that 73 percent of Salvation Army food service programs saw an increase in client demand, a respectable 64 percent reported that their food shelves were half-full to full, an improvement from the 2010 results. As the holiday season fast approaches, The Salvation Army feels confident in its ability to effectively serve all those who come through our doors for service.

“Restocking the Shelves 2011”, The Salvation Army’s third annual survey of almost 160 Army food service workers, resulted in many promising results such as:

- **93 percent of respondents** reported that **servicing clients meals with nutritional value** was a **medium or high priority** for them.
- More than **60 percent of respondents** reported that they cater to the health concerns or dietary restrictions of clients.
- Approximately **85 percent** of food service workers reported that **volunteering rates** at food programs have either increased or remained the same over the past year.
- **51 percent** of respondents reported that they have consulted with a **nutritionist** to ensure healthy food is delivered to clients.
- More than **30 percent** reported having someone on staff with a **culinary background**.

This Thanksgiving holiday and every day after, donations made to The Salvation Army go directly toward providing dignity and hope to more than **1.7 million people** in more than 400 communities across Canada. With **87 cents of every dollar going directly to charitable programs**, donors can rest assured that their donations will meet basic human needs in their community.

To learn more, please visit: www.SalvationArmy.ca

Survey Methodology

The Salvation Army conducted an internal survey between July 7 and September 2, 2011, to learn about the current food stock levels and trends at Salvation Army feeding centres nationwide. One hundred and fifty-nine staff members and administrators with first-hand experience working within The Salvation Army's food service programs were surveyed. Salvation Army feeding programs include food banks, food pantries, meal programs and street ministry outreach.

The survey was conducted online and received a national sample set from each of the six regions served by The Salvation Army in Canada: British Columbia; Alberta and Northern Territories; the Prairies; Ontario; Quebec; and Atlantic Canada.

This is the third year that The Salvation Army has conducted a study of this size and scope. The findings from the 2010 and 2009 food service reports can be found online at: issuu.com/salvationarmy/docs/foodbanks

To make a donation visit The Salvation Army online
www.SalvationArmy.ca
or contact your local Salvation Army facility.



Giving Hope Today