



# MAZON CANADA ANNUAL REPORT **2020**

In 2020, Canada's most vulnerable people faced **unprecedented challenges** due to the COVID-19 crisis - and so did the food aid system that supports them.

**When Canadians go hungry, the Jewish community cares.** Through Mazon Canada, Jews rose to the challenge with compassion, generosity, and *chesed* (lovingkindness):

Together, we provided **over 365,000 meals** to Canada's most vulnerable people, and provided equipment to food programs that will rescue, grow or harvest **1.2 million lbs of food** over the next 5 years.

Each year, millions of Canadians go hungry - and our food system struggles to support them.

## **MAZON Canada is a grassroots community foundation that feeds Canadians of all ages, ethnicities, faiths and abilities on behalf of the Jewish community.**

We do it by supporting front-line food projects across the country, including food banks, school lunches, hot meals at shelters, community gardens, and more.

Through Mazon Canada, our Jewish community provides grants for food and equipment, and educates and advocates for an end to hunger in Canada.



# HUNGER IN CANADA BY THE NUMBERS

**6.7 MILLION  
CANADIANS  
RELY ON  
61,000  
FOOD PROGRAMS  
THAT DISTRIBUTE  
\$33 BILLION  
IN FOOD EACH YEAR**

**1 IN 7**

**HOUSEHOLDS  
FACED HUNGER  
IN 2020**

**37<sup>TH</sup> OF 41**  
CANADA'S SCORE IN A RECENT  
**UNICEF REPORT  
ON CHILD NUTRITION**

**INUIT FOOD ACCESS:  
#1 WORST  
HUNGER  
CRISIS**  
OF ANY INDIGENOUS GROUP  
IN THE DEVELOPED WORLD

Canada is facing a silent hunger crisis. In this "land of plenty," recent research shows that there are 4 food aid programs for every grocery store. We need to recognize this canary in our coal mine.

While 2020 was difficult for us all, it was *devastating* for low-income individuals and families. Many food aid programs closed right when they were needed most, placing impossible pressure on those that stayed open. Through supply and funding shortages and rapidly changing regulations, they struggled to adapt.

But when Canadians go hungry, the Jewish community cares - and in 2020, you rose to the occasion in unprecedented numbers. By the thousands, you looked for an organization you trusted to *do something*, and chose Mazon. With this wave of generosity, our Passover campaign broke records, providing \$200,000 in emergency food during the first few months of the pandemic.

As a national organization, Mazon is uniquely positioned to identify and respond to areas of greatest need. We are also provided with a bird's eye view into programs and policies that are evolving, innovating and improving how hunger is addressed across Canada.

Over the past several years, Mazon's staff and board have worked diligently to streamline our allocations process. This has afforded us the time and resources to develop deeper and more nimble relationships with the front-line workers who staff the programs we support.

In 2020, our ability to respond in real-time was thus amplified, enabling us to provide emergency funding to the organizations best able to pivot, adapt and provide for those hardest hit by the pandemic.

As a community, we ought to take pride in our response to this crisis and take a moment to recognize the impact that our collective effort can have in fighting hunger across Canada.

But now, we face a harder job ahead. As the world reopens, it is our job to keep the focus on those who continue to face hunger every day. It is our job to ensure that children can return to school with full bellies, ready to learn. It is our job to ensure that individuals and families in need can seek help and employment and work toward a better future with dignity.

It is our job to end hunger in Canada, once and for all.



- Izzy Waxman, Executive Director

# GROCERY GRANTS FOR IMMEDIATE IMPACT

While Mazon is increasing our impact with innovative granting, education and advocacy, the heart of our work (and the bulk of our spending) will always focus on what matters most: food. Learn more about how our Grocery and COVID-19 Emergency Grants fed the hungry in 2020:

**365,028  
MEALS SERVED**

Your support served 1,000 meals each day through our partners! This included 'meals on wheels'-style home deliveries, hot meals packaged to-go, meals cooked at home from food hampers, school meals, and more. Your support helps them reach more people while continuing to serve the fresh produce, dairy, and proteins their clients need to stay healthy and safe.

In 2020, your gifts supported food projects in 88 towns and cities in 9 provinces and territories, both close to you and far away! From downtown homelessness in Montreal, Toronto and Vancouver, to rural foodbanks in the Prairies, Maritimes, and Territories, your gifts bring Jewish *chesed* to Canada's most vulnerable people wherever they are, including:

**36 RURAL PROGRAMS | 20 SUBURBAN PROGRAMS | 136 URBAN PROGRAMS**

**IN 88  
TOWNS AND CITIES**

**THROUGH  
192  
PARTNER  
PROGRAMS**

Our partners meet the needs of many kinds of people with many kinds of programs - helping people with empty fridges or those without kitchens, filling empty lunch bags or teaching healthy cooking. In 2020, your support of our Grocery Grants provided food at:

- **93 FOOD BANKS**
- **20 MEAL DELIVERY PROGRAMS**
- **17 SCHOOL FOOD PROGRAMS**
- **42 HOT MEAL PROGRAMS**
- **5 COMMUNITY KITCHENS**

**"Without the support,  
we would not have  
been able to continue  
our Kosher food  
box program."**  
*- Memories Without  
Borders (ON)*

## SUPPORTING CANADA'S MOST VULNERABLE COMMUNITIES

Jewish people are compassionate neighbors wherever in the world we live. That's why Mazon supports both Jewish and non-Jewish people in need, focusing on the most vulnerable. A majority of Mazon partner programs serve clients whose identity, nationality, age, religion, disability or housing status put them at an increased risk of food insecurity.

These categories can overlap (ie. in the table to the right, organizations that serve mainly Indigenous seniors are counted in two categories: Indigenous and Seniors). Individuals at these intersections are often the most vulnerable of all.

<b>69 PARTNERS</b>	CHILDREN AND YOUTH (AND THEIR FAMILIES)
<b>44 PARTNERS</b>	HOMELESS OR MARGINALLY HOUSED PEOPLE
<b>25 PARTNERS</b>	SENIOR CITIZENS
<b>23 PARTNERS</b>	PEOPLE WITH MENTAL HEALTH CHALLENGES
<b>20 PARTNERS</b>	PEOPLE WITH DISABILITIES
<b>20 PARTNERS</b>	INDIGENOUS PEOPLE
<b>16 PARTNERS</b>	JEWISH PEOPLE
<b>9 PARTNERS</b>	PEOPLE WITH SIGNIFICANT ILLNESSES
<b>7 PARTNERS</b>	REFUGEES
<b>3 PARTNERS</b>	LGBTQ+ PEOPLE

# INNOVATIVE GRANTS FOR LONG-TERM CHANGE

Our survey of 100+ partners showed us that there's no one-size-fits-all answer to a problem as big as hunger. We learned that our partners need support for infrastructure and innovation *as well* as food, and funding these budget lines would yield bigger impacts by increasing efficiency.

**Our 2020 Innovative Grants will rescue, grow, or harvest 240,000 LBS OF FOOD annually. Over the lifespan of these investments, the dollar value of this food will exceed \$5 MILLION DOLLARS – this from an investment of only \$120,540!**

Our **GEAR GRANTS** provide the equipment needed to feed a community - and especially to rescue perfectly edible unsold food that would otherwise end up in landfills. In 2020, Mazon invested \$97,000 in equipment and infrastructure.

Our **GARDEN GRANTS** end hunger by teaching people to grow food for themselves and their communities. In 2020, Mazon funded 6 exceptional community gardens across the country with the tools they need to fill hampers and plates with fresh fruit and veggies.

Our brand-new **ADVOCACY GRANTS** support activists with the resources to tackle hunger at the very root. These new grants will empower thought-leaders to do research, design policies, or launch or expand campaigns to ensure no Canadian ever faces the hopelessness of hunger. In 2020, our advocacy grant took aim at child and youth hunger; for details, see '2020 Highlights'.

Our **GROUNDBREAKING GRANTS** tackle tough problems with complex solutions - each one is unique. These grants represent an investment with long-term change and aim to lift up whole communities; for details, see '2020 Highlights'.

**THESE GRANTS PROVIDED:** 9 fridges, 7 freezers, 6 BBQs, 3 microwaves, 1 produce processing station, 1 van and 2 van renovations, 1 incredible research project, 1 compost bin, 1 rototiller, 2 wheelbarrows, thousands of seeds and seedlings (including spinach, kale, strawberries, blackberries, raspberries, zucchini, corn, squash, apple trees and more), plus dozens of shovels and hoes, soil, fertilizer, raised garden beds, and irrigation equipment - plus dozens of hours of teaching time.

**RESULTS:** Our 2020 Innovative Grants will rescue, grow, or harvest over 240,000 lbs of food annually. Considering the life span of these investments (conservatively 10 years) and the cost of food (\$2.62/lb per Food Banks Canada's standards), the dollar value of this food will exceed \$5 million – this from an investment of just \$120,540 through your support of Mazon Canada!



**"Sometimes we old ones  
(I am 80) feel forgotten, but  
this service makes me happy."**  
*- Client at Community Care of West Niagara (ON)*

# REVENUE RAISING OVER \$1 MILLION

WITH A MEDIAN GIFT  
OF JUST \$54

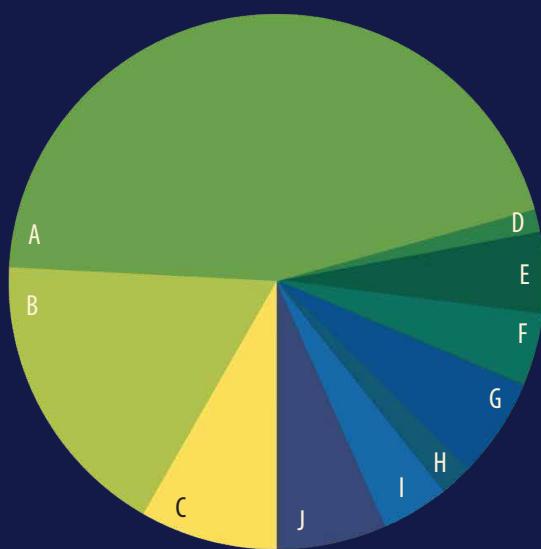
Unlike many charities, Mazon's funding is grassroots, sourced almost entirely from our Jewish community: from personal giving and family foundations to small businesses run by Jewish people and our allies. We're grateful for everyone who gives what they can, from our thousands of small gift donors to our handful of transformative large gift donors. This broad-based coalitional support is how we fight hunger together - as a national Jewish community.

CATEGORY	# OF GIFTS	\$ RAISED
Gifts under \$200	3841	\$ 238,520
Gifts \$200-999	466	\$ 166,329
Gifts \$1000-4999	97	\$ 145,209
Gifts \$5000+	32	\$ 381,337
Gov't Grant	1	\$ 73,528
Investments	N/A	\$ 6,478

"[I loved] watching the kids' faces light up when they saw the food... They were enjoying it so much!" - I Can For Kids (AB)



We are proud of what we've accomplished with 3 staff members and modest office space (\$550/month). In 2020, \$914,400 (78%) of Mazon's spending was directed towards the mission (fighting hunger), with the remaining expenditures split between administration (13%) and fundraising (9%).



A. Grocery Grants (food)	45%	\$518,929
B. Emergency Grants (food)	18%	\$206,000
C. Gear Grants (food service equipment)	8%	\$97,040
D. Other Grants (Garden, Advocacy)	1%	\$23,500
E. Charitable labour (education, grant distribution, etc)	5%	\$58,201
F. Outreach (educational and fundraising materials)	4%	\$52,499
G. Fundraising labour (calling donors, designing mailers)	6%	\$68,635
H. Rent and office supplies	2%	\$24,437
I. Administrative labour (data entry, gift processing)	4%	\$45,771
J. Administrative expenses (insurance, software fees, etc)	7%	\$78,608

**EXPENSES**  
SPENDING OVER  
**\$900,000**  
FIGHTING HUNGER



**...THAT'S 89¢**  
OF EACH \$1 DONATED!

# 2020 HIGHLIGHTS

**INNOVATIVE GRANT:** In Cold Lake First Nation (AB), hunger hits hard, and much knowledge of traditional foodways has been lost through the brutal repression of the Residential School system. As Jewish people, we know the fear and pain of losing our culture to discrimination and the joy of preserving it through teaching our youth - which is why we're so proud of the **Youth Hunter pilot program** we co-developed with CLFN. Mentorships funded through the pilot pair up Indigenous youth with experienced hunters, and take them out on the land to learn hunting and tracking skills -- feeding themselves and their communities thousands of pounds of sustainable meat while ensuring their traditions survive into the future.

**COVID-19 EMERGENCY GRANTS:** At the start of the pandemic, Mazon reached out to ask our partners, "How are you doing? How can we help?" At a point when many larger charities were tangled in bureaucratic tape, Mazon moved quickly to respond to these requests – distributing \$210,000 in emergency funds to 79 partners in 40 cities and towns within 30 days. These funds supported existing partners struggling to stay above water, and to new programs which sprung up to meet the moment."

**ADVOCACY GRANT:** The Coalition for Healthy School Food campaigns for a funded **national school food plan** in Canada. Since Canada is the only G8 country without one, Mazon supported the CHSF's research on the effects of the pandemic on school food programs and the families that depend on them. This critical record proved the necessity and benefits of consistent, healthy school meals - and CFHSF's advocates brought the results right to the federal government!

**GEAR GRANT:** At Ve'ahavta (ON), a longtime partner that supports the homeless population of Toronto, Mazon provided funds to **buy a second van** that **DOUBLED** their outreach, and to retrofit both vans with the equipment needed to serve healthier, fresher food - including hot and cold food stations that keep perishable food safe to serve.

**GARDEN GRANT:** Food services at Midwest Food Resources (SK) include gardens that produce a whopping 13,000 lbs of fresh food each year! In 2020, MAZON funded a brand-new **22,500 sq. ft educational garden** to support their hampers with a special focus on Indigenous traditional foods.

## HOW YOU CAN HELP

**MAKE A MAJOR GIFT** - With a major gift to Mazon, you can have a significant impact on communities in need. Your gift will be distributed to the projects that meet Mazon's highest ratings for both financial need and excellence in programming.

**SPONSOR A PROJECT** - With a gift of \$4,000 or more, you can sponsor a community. We'll talk with you about your motivations and charitable goals and match you with a program that aligns with your values - whether that's immediate impact, long-term change, or a demographic like children, people with disabilities, or refugees.

**LEAVE A LEGACY** - We all worry about the future. By entrusting a piece of your legacy to MAZON Canada, you are making an extraordinary commitment to extending the power of your philanthropy well beyond your lifetime -- nourishing the next generation as we chart a course towards a hunger-free future.

**FUND A LONG-TERM MEMORIAL** - With the dedicated purchase of memorial infrastructure, like a delivery vehicle or food freezer, you can create a tribute to a loved one that will impact a struggling community for years to come. Get in touch to learn more!

**FUNDRAISE FOR MAZON** - Fundraising for Mazon can be as easy as talking to people in your life about your values and how your support of Mazon fulfills them. If they feel inspired, put us in touch!

**DEDICATE A SIMCHA** - Make a gift to honour someone special for a bar/bat mitzvah or wedding. We'll provide table cards or place cards to let them know.

**DEDICATE AN EVENT** - Got an upcoming birthday, or holiday dinner? Honour your special person or guests with a gift to Mazon by "inviting the hungry to the table". We'll provide placecards for each seat, and/or door signs as they enter.

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# THANK YOU!

**"WHAT WE EAT, AND HOW WE EAT IT, HAS A POWERFUL IMPACT ON OUR SENSE OF SELF. THE MAZON CANADA GRANT GAVE COMMUNITY MEMBERS THE ABILITY TO ACCESS THE FOODS THEY LOVE."**

*- THE STOP COMMUNITY FOOD CENTRE (ON)*

