



2020/21 Impact Report



HAMILTON TASTEBUDS

Sprouting Healthy
Relationships With Food

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MESSAGES

Kim Martin

Executive Director, SPRC

This past year has been like no other and the COVID-19 pandemic has been at the center of our focus in our support of student nutrition in Hamilton. With students across the city learning remotely and in-person, at various times of the year, this posed new challenges for the Tastebuds program as we aimed to ensure that students continued to have access to nutritious food in a variety of learning settings.

We're very grateful to our community partners, including many new partners, who supported students this year as well as our funders, volunteers and individual donors. Without this collective effort, we would not have been able to reach students who continued to learn virtually or in-person. As we reflect upon this unprecedented year, we remain dedicated and energized to create an even greater impact for Hamilton students in the year ahead.

Bhairavi Kumar

Supervisor, Hamilton Tastebuds

By any measure, 2020 was an extraordinary year. In March 2020, the COVID-19 pandemic hit, and like many, Hamilton Tastebuds was faced with an unexpected challenge. The unique circumstances brought on by the pandemic created spaces for us to reimagine how we can best serve our communities in the face of adversity. In our efforts to develop initiatives to support students and their families while schools were closed for in-person learning, we were fortunate enough to have opportunities to strengthen our existing partnerships and forge new ones. Our work is a testament to the commitment and compassion of our financial supporters, partners and staff; it certainly hasn't been easy. We've had to adjust our processes and make hard decisions. We've asked more from our supporters than ever before. But the results of these efforts are undeniable. As you read this Impact Report, know that I have profound gratitude for your support. We could not have done this without you.

As we look ahead to the 2021-2022 school year, I am hopeful for your continued support of Tastebuds Hamilton Student Nutrition Collaborative so that together we can keep sprouting healthy relationships with food. We cannot wait to welcome our wonderful volunteers and students back into schools once it is safe to do so.

ABOUT TASTEBUDS

VISION

All students in Hamilton have universal access to healthy foods in schools and community environments to improve student success, support healthy growth, development, and lifelong eating habits.

WHO WE SERVE

As of 2018-19 school year, TASTEBUDS volunteers help serve over 25,000 children at 109 schools in the Hamilton area, every single school day.



Hamilton-Wentworth District School Board is tremendously grateful for the long-standing partnership with Tastebuds. Tastebuds has shown continued commitment to support student achievement and well-being through the critical area of nutrition. Throughout the current circumstances, Tastebuds has ensured this support continues, while being flexible and adaptable to the changing needs of our families. Thank you on behalf of all students, staff and families in our community!"

- Amber Aquin

Engagement Officer, HWDSB

Staff

Bhairavi Kumar
Breanne LeMaitre
Janae Court
Patti McNaney

SPRC Support

Caroline Eyk
Alison Miller

Steering Committee Members

Donna Weldon (Co-Chair) <i>Community Volunteer</i>	Manuela Trombetta <i>Public Health Nurse, City of Hamilton</i>
Bhairavi Kumar (Co-Chair) <i>Supervisor, Tastebuds</i>	Jenna McHugh <i>Compass Community Health Centre</i>
Kim Agostino <i>Community Volunteer</i>	Darlene Edmonds <i>Regional Logistics & Community Development Coordinator, HN-REACH</i>
Amber Aquin <i>Engagement Officer, HWDSB</i>	Tyler Arsenault <i>Supervisor, Regional Student Nutrition Program, HN-REACH</i>
Amy Leaming-Cote <i>ED, Hamilton Foundation for Student Success</i>	Breanne LeMaitre <i>CDW, Tastebuds</i>
John Madalena <i>Equal Opportunity Consultant, HWDSB</i>	Janae Court <i>CDW, Tastebuds</i>
Elizabeth Smith <i>Public Health Dietitian, City of Hamilton</i>	Alison Miller <i>Community Outreach and Program Administration, CAPC</i>

2020-2021 Overview

Hamilton Tastebuds Student Nutrition Collaborative is a partnership of community agencies and community members that supports and facilitates local Student Nutrition Programs (SNPs) for children and youth in Hamilton.

The COVID-19 pandemic has significantly impacted students and their ability to access healthy, nutritious food through regular SNPs.

While SNPs were able to operate during times when in-person learning was permitted, the switch to virtual learning presented new challenges for ensuring students had access to nutritious food while learning from home.

Tastebuds was able to provide support to students through:



IN-PERSON LEARNING SUPPORTS



Student Nutrition Programs

ALTERNATIVE SUPPORTS FOR VIRTUAL LEARNERS



Grocery Gift Cards

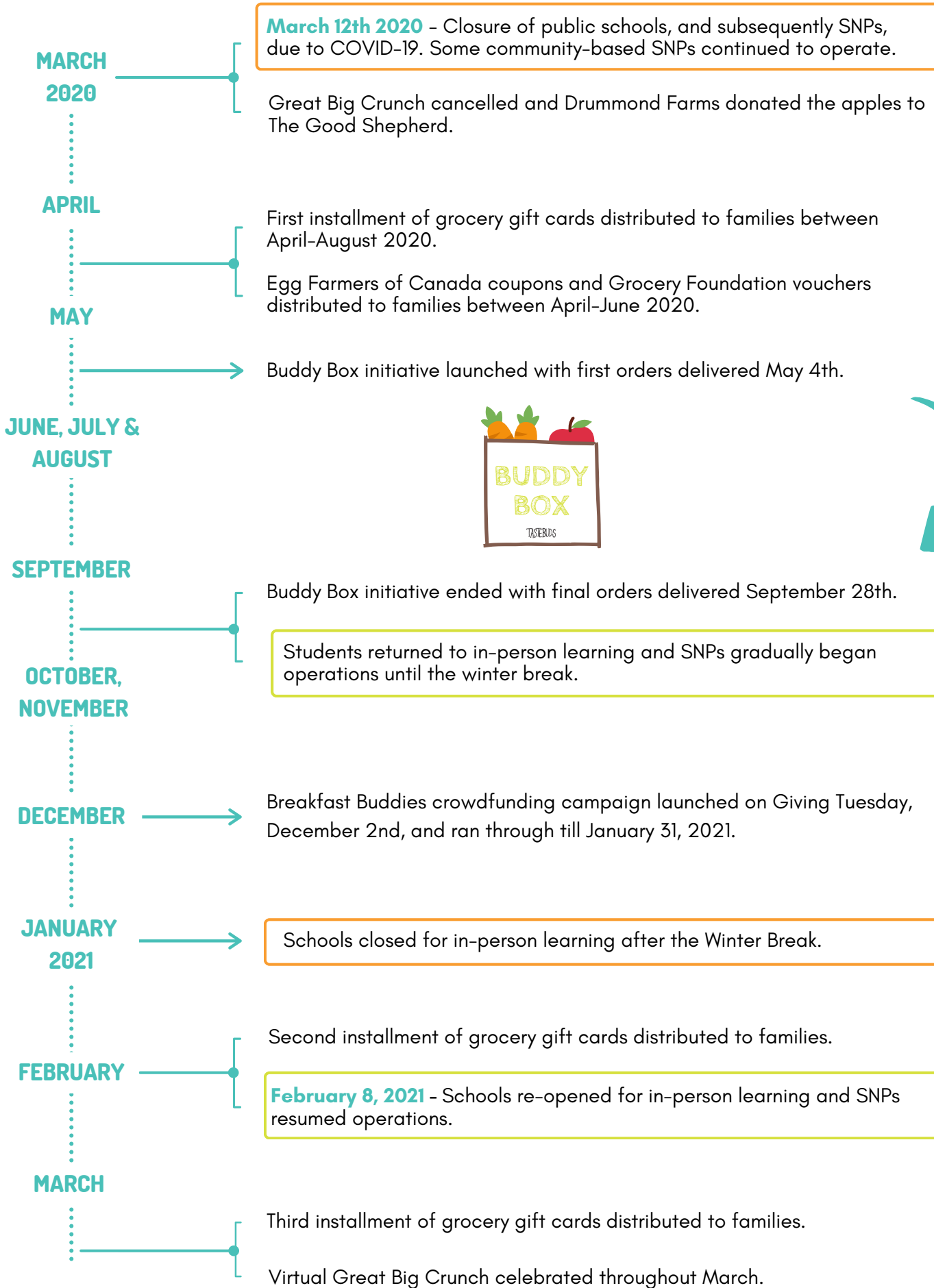


The Buddy Box Initiative



Redistribution of Resources

Year at a Glance



In-Person Learning Support

Student Nutrition Programs

Modifications to SNPs were made in collaboration with Hamilton Public Health, the Hamilton-Wentworth District School Board, the Hamilton-Wentworth Catholic District School Board, and Haldimand-Norfolk R.E.A.C.H., to ensure that programs could continue to operate safely while adhering to new COVID-19 protocols.

Modifications:

- increased use of pre-packaged food to decrease food preparation on site
- programs scaled down to be more manageable for limited volunteers
- limited number of volunteers permitted onsite
- in-person grocery shop reduced
- adhering to safety protocols including physical distancing and enhanced cleaning and sanitizing procedures

April 2020 - March 2021



1,056,638
Total Meals
Served



\$0.75 - \$1.20
Cost
Per Meal



136.6
Average
Volunteers
Per Month



587
Total
Volunteer
Hours

\$10,000 Donation

Kiwanis Club of Hamilton East's generous donation kickstarted two NEW student nutrition programs: St. Eugene Catholic Elementary School & St. Francis Xavier Catholic Elementary School.

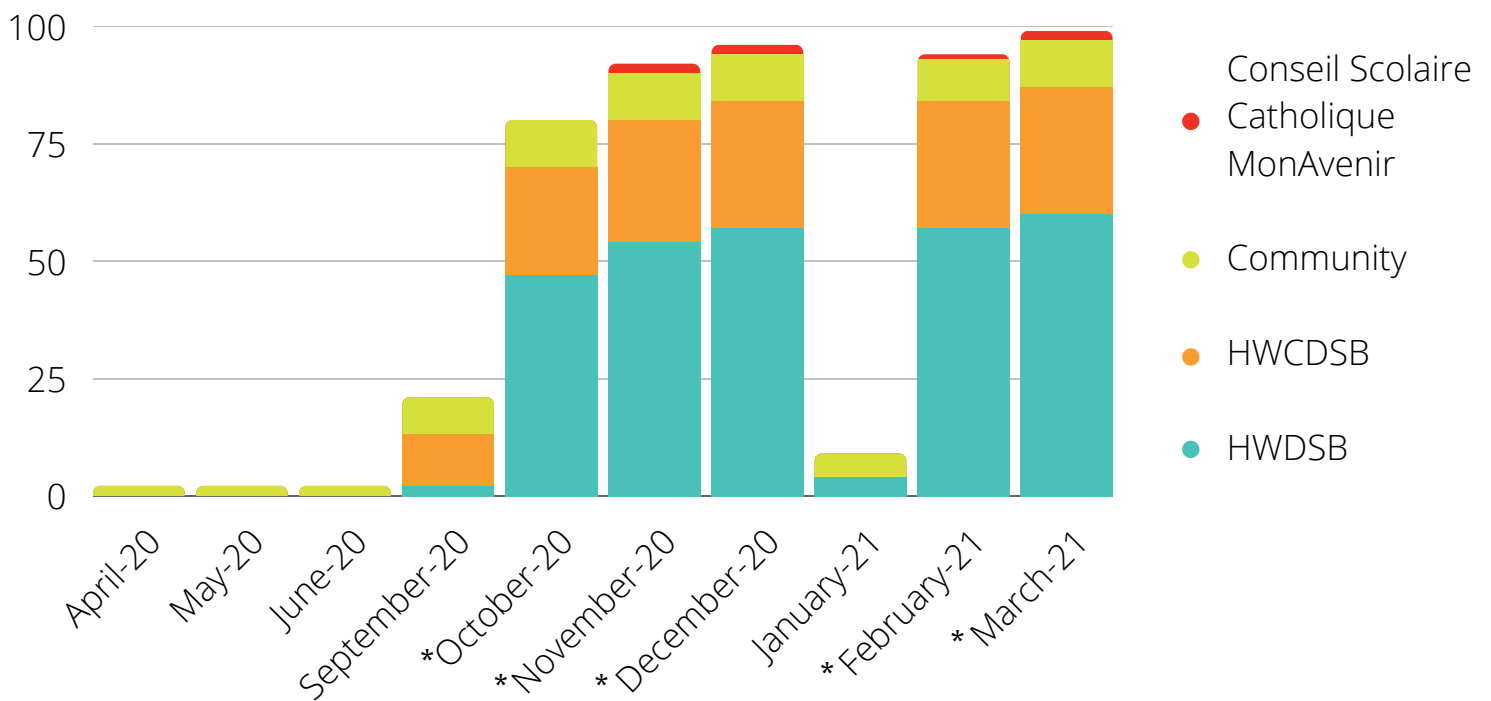


Kiwanis
KIWANIS CLUB OF
HAMILTON EAST INC.

“ Tastebuds ongoing support for the Nutrition Program at Holbrook has been critical in us being able to continue our program even through the pandemic. So many families struggling during these difficult times, yet students were able to come to school and know they were going to enjoy a nutritious morning snack. Thank you!”

- Principal
HWDSB

Total Programs Operating by Month



16,013



Students Accessing
SNPs per Day

\$765,098



Funds
Allocated

*The months taken from the graph above that were used to calculate the average number of students accessing SNPs everyday

2020-2021 SNP Breakdown

Hamilton Wentworth District School Board

68* Programs	659,582 Meals served	\$503,698 Funds allocated
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Hamilton Wentworth Catholic District School Board

30* Programs	347,897 Meals served	\$198,403 Funds allocated
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Conseil Scolaire Catholique MonAvenir & Conseil Scolaire Viamonde

5* Programs	29,750 Meals served	\$20,550 Funds allocated
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Community Programs

6* Programs	18,587 Meals served	\$31,204 Funds allocated
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*Some programs did not operate in 2020-21 school year. Full list of program locations included on Page 14-15.

“ We, at Helen Detwiler, want to say thank you to Tastebuds of Hamilton. Thank you for organizing such an amazing program for our students. The children in our kindergarten classroom really appreciate the fresh produce and look forward to the variety that the program offers. Parents also appreciate that their child will have the opportunity to try new things that they would not have tried otherwise.

- **The Room 6 Kindergarten Teacher**
HWDSB

Events

Breakfast Buddies Fundraising Campaign

On December 1st 2020, Tastebuds launched the Breakfast Buddies fundraising campaign. This campaign ran until January 31, 2021. With the help of 25 Breakfast Buddies (donors), \$3,240 was raised for student nutrition program.



\$3,240
Raised



25
Breakfast Buddies (donors)



2,700
Meals Purchased

\$6,894
Cost of Local Apples



27,160
Apples Crunched



50
Schools Participated



Great Big Crunch

The Great Big Crunch is a national movement and annual moment of anti-silence in which students, teachers, parents and others passionate about healthy food join the food movement and crunch into apples (or another crunchy fruit/vegetable) to make noise for healthy school food.

This year due to COVID-19 related restrictions Tastebuds encouraged students and community members to participate online through the Virtual Great Big Crunch. Photos and videos of crunches were shared online throughout the entire month of March in place of in-person events that would normally be organized.

VIRTUAL GREAT BIG CRUNCH



In celebration of Great Big Crunch Month, Tastebuds paid for all apples purchased from Drummond Farms for participating SNPs throughout the month of March.

Virtual Learner Support

Grocery Gift Cards

In response to the initial closure of schools in March of 2020, Tastebuds worked with the Hamilton-Wentworth District School Board, the Hamilton-Wentworth Catholic District School Board, staffs at CSC Mon Avenir schools as well as staffs at community organizations to distribute grocery gift cards to students and their families.

This process was repeated twice more following the transition to online learning in January of 2021. Distribution of the gift cards was heavily supported by school boards. School and community organization staff identified families to receive support and distributed the grocery gift cards to students.

Funding was provided by The Ministry of Children, Community and Social Services. Grocery gift cards supplied by the Grocery Foundation from the Toonies for Tummies campaign were distributed in February 2021.



\$284,700

Total Amount
of Gift Cards



3,441

Total Families
Supported



5,258

Total Students
Impacted

“ The HWCDSB relies on Tastebuds as an essential partner over the past years but most especially during the Covid-19 Pandemic. The targeted support of vulnerable families through the distribution of grocery gift cards has demonstrated the commitment that Tastebuds has for the physical and mental wellbeing of our students and families. As one family expressed, " When we opened our envelope with the gift card, we realized that people that we didn't even know cared about us, and that was as important as the card itself."

- John Madalena

Equal Opportunities Consultant, HWCDSB

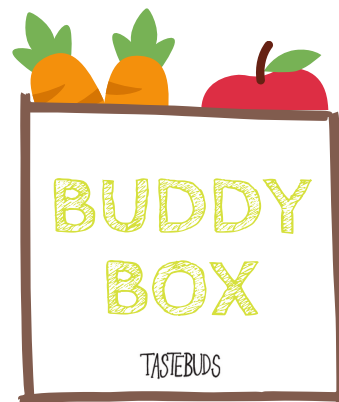
The Buddy Box Initiative

In May of 2020, Tastebuds partnered with local food banks and a local food vendor, MZ Foods, to create the “Buddy Box”. Healthy foods were delivered directly to the food banks in either pre-made “Buddy Boxes” or “In Bulk” to be distributed to families with school aged children. This was in addition to what the families would normally receive from the food bank.

Small Buddy Box (\$25):
Mix of non-perishable food items

Large Buddy Box (\$50):
Mix of perishable and non - perishable food items

Funding was provided by Breakfast Club of Canada’s COVID-19 Emergency Funds and the Ministry of Children, Community and Social Services.



\$125,999
Cost of Food
Donated to Food
Banks



21,780
Total Students
Impacted



15,837
Total Families
Supported

“ Because of the support of ‘Tastebuds’ in partnership with MZ Foods, we are able to consistently provide fresh fruit, vegetables and yogurt to families that we serve through our food bank programs at Hamilton and Dundas Community & Family Services (CFS).”

- Program Manager
The Salvation Army Hamilton

\$125,999
 Donated to Food Banks

Pre-Made Boxes

\$20,750
 Total Cost

180

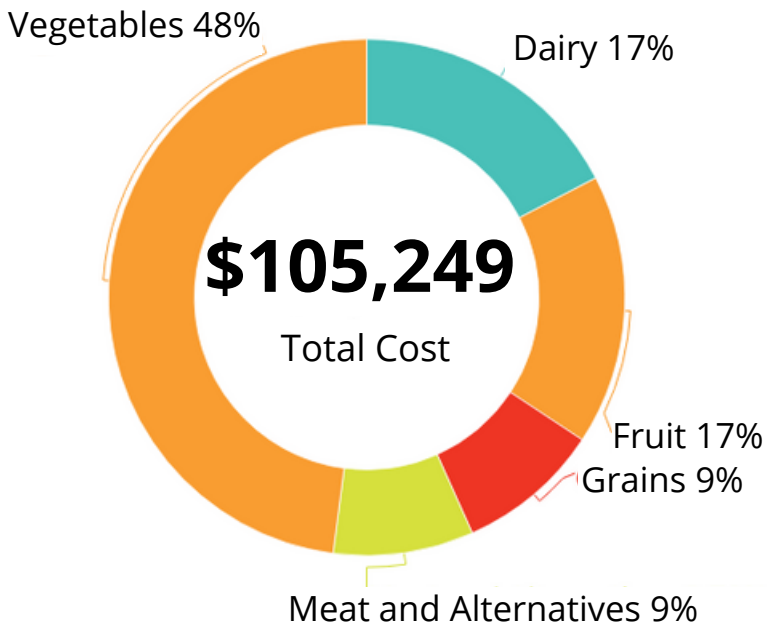
**Small Buddy Boxes
 Distributed - Eva
 Rothwell Centre

315

*Large Buddy Boxes
 Distributed - Stoney
 Creek Food Bank

Bulk Food Orders

Distributed to the remaining Food Banks



Participating Food Bank Locations



- Eva Rothwell Centre **
- Mission Services of Hamilton
- Neighbour to Neighbour Centre
- Niwasa Kendaaswin Teg
- Salvation Army Dundas
- Salvation Army Hamilton
- Stoney Creek Food Bank *

Redistribution of Resources

Grocery Foundation Grocery Vouchers

In collaboration with Tastebuds, HN-REACH and The Grocery Foundation, Tastebuds was able to purchase grocery vouchers for school's student nutrition program. Due to school closures, these were donated to Food4Kids Hamilton to be distributed to students and their families across Hamilton. School nutrition programs were also permitted to distribute any unused Grocery Foundation Vouchers to families in addition to grocery gift cards. Vouchers were distributed from April to June 2020.



\$151,752
Dollar Value



717
Families Supported



1342
Children Impacted

\$4,791
Dollar Value
1597
Coupons Distributed

Egg Farmers of Canada Coupons

Tastebuds receives donation of egg coupons from Egg Farmers of Canada every year. Each egg coupon is valid for one carton of eggs. In 2019-20, we partnered with the Good Shepherd Venture Centre, Food4Kids Hamilton and Dawn Patrol to distribute Egg Farmers of Canada egg coupons to families from April to June of 2020. Nutrition programs were permitted to distribute unused Egg Farmers of Canada Coupons to families in addition to grocery gift cards.

Breakfast Club of Canada

Donated product from Breakfast Club of Canada were delivered to student nutrition programs.

Participating locations received yogurt, applesauce and/or hard-boiled eggs on a regular basis to serve in their SNP.

SNPs

\$4,920	Yogurt
\$3,287	Applesauce
\$840	Hard-boiled eggs

Donated product was redirected to local food banks in January and March 2021 as a result of school closures. The locations which received this donated product include Mission Services of Hamilton, Neighbour to Neighbour Centre, Niwasa Kendaaswin Teg, Salvation Army of Hamilton and Living Rock.

Food Banks

\$3,804	Yogurt
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\$6,500
Apples
Donated

Drummond Farm Apples

Due to school closures in March 2020, the Great Big Crunch scheduled for March 26th, 2020 had to be cancelled.

Drummond Farms donated all apples for this event to the Good Shepherd Venture Centre.

“ COVID-19 has had many impacts on our school Community. With respect to our Student Nutrition Program, our volunteers have generously and steadfastly allocated more time and effort to preparing and sanitizing non-food items and distributing food items throughout the school to maximize safety each day. ”

- Program Coordinator

St. Patrick CES

Student Nutrition Program Locations

Hamilton Wentworth District School Board



Elementary Schools

A.M. Cunningham School
Adelaide Hoodless Elementary School
Bellmoore Public School
Bennetto Elementary School
Buchanan Park Elementary School*
Cathy Wever Elementary School
Cecil B. Stirling Elementary School
Central Elementary School
Chedoke Elementary School
Cootes Paradise Elementary School
Dalewood Middle School
Dr. Edgar Davey Elementary School
Dundas Central Elementary School*
Earl Kitchener Junior Public School
Elizabeth Bagshaw Elementary School
Franklin Road Elementary School*
Gateway Safe Schools (Rebecca Street)
Gateway Safe Schools (Hill Park Learning)
George L. Armstrong Elementary School
Glen Brae Middle School*
Glen Echo Elementary School*
Gordon Price Elementary School
Green Acres Elementary School
Helen Detwiler Elementary School
Hess Street Elementary School
Highview Elementary School
Hillcrest Elementary School
Holbrook Elementary School

James Street Alt. Edu.
Lake Avenue Elementary School
Lawfield Elementary School
Lincoln Alexander PS
Lisgar Elementary School
Memorial Elementary School
Mount Albion Elementary School
Mountview School
N-Gage (Rebecca Street)
Parkdale Elementary School
Pauline Johnson Elementary School
Prince of Wales Elementary School
Queen Mary Elementary School
Queen Victoria Elementary School
Queensdale School
R.A. Riddell Elementary School
Richard Beasley Elementary School
Ridgemount Elementary School
Rockton Elementary School
Ryerson Elementary School
Sir Isaac Brock Elementary School
Sir Wilfrid Laurier Elementary School
Strathcona Elementary School
Templemead Elementary School
Viscount Montgomery Elementary School
W.H. Ballard Elementary School
Westview Elementary School
Westwood Elementary School

Secondary Schools

Bernie Custis Secondary School
Glendale Secondary School
Nora Frances Henderson Secondary School
Orchard Park Secondary School
Saltfleet Secondary School*
Sherwood Secondary School
Sir Allan MacNab Secondary School
Sir Winston Churchill Secondary School - Breakfast
STRIVE Alt. (Dundas Valley Secondary School)*
Westdale Secondary School
Westmount Secondary School*
SHAE (Strengthening Hamilton Aboriginal Education)

Hamilton Wentworth Catholic District School Board



Elementary Schools

Canadian Martyrs Catholic Elementary School
Holy Name of Jesus Catholic Elementary School
Our Lady of Lourdes Catholic Elementary School
Our Lady of Mount Carmel
Regina Mundi Catholic Elementary School*
Sacred Heart of Jesus Catholic Elementary School
St. Agnes Catholic Elementary School
St. Ann Catholic Elementary School
St. Anthony Daniel Elementary School*
St. Augustines School
St. David Catholic Elementary School
St. Eugene Catholic Elementary School
St. Francis Xavier Catholic Elementary School

St. James the Apostle Catholic Elementary School *
St. John Paul II Catholic Elementary School
St. John the Baptist Catholic Elementary School
St. Joseph Catholic Elementary School
St. Kateri Tekakwitha
St. Lawrence Catholic Elementary School - Morning Meal
St. Luke Catholic Elementary School
St. Marguerite d'Youville Elementary School
St. Michael Catholic Elementary School
St. Patrick Catholic Elementary School

Secondary Schools

Bishop Ryan Catholic Secondary School
St. Jean de Brebeuf Catholic Secondary School
St. John Henry Newman Catholic Secondary School
St. Martin's Manor
St. Mary Catholic Secondary School
St. Thomas More Catholic Secondary School
Wilma's Place c/o Cathedral Secondary School



Conseil Scolaire Catholique MonAvenir

Elementary Schools

Ecole elementaire catholique Monseigneur-de-Laval
Ecole elementaire catholique Notre-Dame
École secondaire Georges-P.-Vanier*

Secondary Schools

Ecole Secondaire Academie Catholique
Mere-Teresa (ACMT)



Conseil Scolaire Viamonde

Elementary Schools

Ecole elementaire Pavillon de la jeunesse

Community Programs

Banyan- Bridge Program (Dawn Patrol)
Eva Rothwell Centre- Breakfast Program
Grace Haven
Living Rock Ministries
NIWASA AHS
Compass Community Health (formerly North Hamilton
Community Health Centre)














Eva Rothwell Centre

“ “ I am writing to express my gratitude on behalf of my family specially from “John” for gift card Food received yesterday. Really, we really appreciate that the school has helped us through these unpredictable times. God bless to Hamilton TasteBuds, all Staff and Teachers of St. Mary Catholic School (In my opinion, his amazing schools is the second home of my son). We are very proud of “John” to be a Crusader. Thank you!!

“John's” Mom and family
HWCSB

PARTNERS, FUNDERS & DONORS

- Baranga's on the Beach
- Brant Food for Thought
-  Breakfast Club of Canada
- Child Nutrition Network of Haldimand and Norfolk
-  Community Action Program for Children
-  Dairy Farmers of Ontario
- Drummond Farms
-  Egg Farmers of Canada
-  Egg Farmers of Ontario
- Eva Rothwell Centre
- Food4Kids Hamilton
-  The Grocery Foundation
- Haldimand Norfolk -REACH
-  Hamilton Community Foundation
- Hamilton Foundation for Student Success
- Hamilton Wentworth Catholic District School Board
- Hamilton Wentworth District School Board
-  Kiwanis Club of Hamilton
-  Kiwanis Club of Hamilton East
- Lococo's
-  MAZON Canada
- McMaster University
-  Ministry of Children, Community and Social Services
- Mission Services of Hamilton
- Mohawk College
- MZ Foods/Zarky's Fine Foods
- Neighbour to Neighbour Centre
- Niagara Nutrition Partners
- Niwasa Kendaaswin Teg
- Ontario Student Nutrition Services
- President's Choice Children's Charity
- Public Health, City of Hamilton
- Social Planning and Research Council of Hamilton
- The Good Shepherd Venture Centre
- The Salvation Army Dundas
- The Salvation Army Hamilton
- The Stoney Creek Food Bank

 Funder

THANK YOU FOR HELPING US SPROUT HEALTHY
RELATIONSHIPS WITH FOOD



Tastebuds Hamilton is a program of the Social Planning and Research Council of Hamilton. The Student Nutrition Program is a provincial initiative funded by the Ontario Ministry of Children, Community and Social Services (MCCSS) and administered regionally by Haldimand-Norfolk R.E.A.C.H.



@HamiltonTastebuds



@TastebudsSNC



@tastebudshamilton

