

Annual Report

2009 – 2010



London Community Resource Centre

together we grow, together we thrive

652 Elizabeth Street
London, ON N5Y 6L3

*providing options and opportunities for people to learn to grow, prepare,
preserve and enjoy locally grown fresh food*

ANNUAL GENERAL MEETING

MONDAY, SEPTEMBER 20, 2010

4:00 – 5:30 P.M.

71 KING ST

LONDON, ON

A G E N D A

- | | |
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| 1. CALL TO ORDER & WELCOMING REMARKS | DAWN MACKINTOSH, CHAIR |
| 2. APPROVAL OF AGM MINUTES | HEATHER THOMAS, SEC'Y |
| 3. APPROVAL OF AUDITED FINANCIAL STATEMENTS FOR 2009/10 | CHRISTENE SCRIMGEOUR, AUDITOR |
| 4. REPORTS | |
| A) BOARD | DAWN MACKINTOSH, CHAIR |
| B) EXECUTIVE DIRECTOR | LINDA DAVIES |
| 5. ELECTION OF BOARD MEMBERS | HEATHER THOMAS, SECRETARY |
| 6. APPOINTMENT OF AUDITOR 2010/11 | |
| 7. ADJOURNMENT | HEATHER THOMAS, SECRETARY |

Our vision

A community with resources that enable people to work together to improve their quality of life

Our mission

To improve our collective well-being by bringing together individuals, organizations and resources to foster community action and create positive social change

Our core values

A sense of community, defined as "a group of people or organizations living in the same place, with a sense of identity and shared interests."

Community Development, whereby "people united in working on common goals, in activities determined by them, using the resources necessary to meet their goals, agree on a mutually-defined effort."

Our organizational culture

We work in a way that is holistic, inclusive and purposeful. We address community needs by the setting of goals and objectives, identification of strategies, and implementation of appropriate initiatives. We are:

- based on equity, empathy and harmony, while being non-partisan, inclusive, culturally sensitive and appropriate, nurturing and healthy;
- committed to using a community-based approach, one that sees consumers as people, not clients, as communities of interest rather than target groups;
- supportive of mentoring, peer support and volunteerism;
- committed to building healthy internal and external relationships that balance all relevant constituencies (staff, board of directors, members agencies and the general community);
- empowering as both a goal and a process, at a variety of levels – spiritual, community and political
- innovative and multi-sectoral in approach to ensure the dynamic cross-fertilization of ideas and expertise.

Executive Director's Report

Reflecting over the past year, 2009 2010 was filled with excitement and many opportunities to showcase the dedication LCRC has in staying true to its mission as it strives for a healthy, food secure community. As challenges were presented, the board, staff and volunteers pulled together, grew stronger and with a combined effort, overcame every hurdle.

Volunteers from the community worked along-side student placement interns and project staff in an effort to minimize the effects of LCRC's restructuring in June. The updating of garden records through the development of a system to make the process more efficient and streamlined paid off. We were able to start the registration process early in January of 2010 and the results were enjoyed by all. Gardens opened earlier and participation was increased.

An achievement worth noting was the 2009 Annual Community Garden Picnic. With the additional project staff to assist in the promotion, planning and implementation, the picnic was taken to new heights. A photo contest was an exciting addition to the activities and a garden tour highlighted the uniqueness of several gardens tucked away in the corners of our City parks with a BBQ rounding out the day. I would like to thank the staff, board members, volunteers and sponsors for their generosity and efforts to host a picnic which raised LCRC's profile in the community but most importantly it was a day filled with fun and laughter that everyone enjoyed.

Cook It Up! got into full swing in 2009 and the first of many cooking sessions started in August. The Project Coordinator along with local chefs and numerous volunteers delivered the program under the direction and guidance a volunteer Steering Committee. The countless hours given by so many is what has made the project a rewarding experience for all while strengthening existing partnerships and embarking upon new relationships. Thank you to all involved for your time, effort, commitment and expertise.

The Community Food Advisor program in early 2010 became the focus of Brescia Nutrition Student volunteers. The combined effort of these student volunteers resulted in the coordination and delivery of a training session offered to community members throughout Middlesex London. Reaching out to our new comer populations, the CFA training provided opportunities to assist in their leadership skill development and their integration in our community in a meaningful way. The partnerships development with agencies working with new comer populations, Brescia University College and LCRC is a rewarding experience that LCRC will continue to value and develop. Thank you to all for your contribution to the CFA program and your contribution to all the communities of London.

LCRC's mission remains at the heart of our programs and partnerships. Bringing together individuals, organizations and resources is our success. Staff, volunteers, Board members and those who provided us with encouragement and financial supports are the driving force of our mission. On behalf of LCRC, I extend to you a heartfelt thank you.

All in all, 2009 2010 was a great year. Together we grow, together we thrive!
Linda Davies, Executive Director

LCRC Staff 2009 - 2010

Mary Yanful
Community Gardens
Manager (April – June, 2010)

Ross McDermott
Marketing & Communications
JCP April 2009 – January 2010

Stephen Truax
Community Garden Intern
June 2009 – August 2009

Andrew Fleet
Project Coordinator, Cook It Up!
April 2009 – to present

Daniel Truax
Community Garden Intern
June 2009 – August 2009

Pamela Reid
MES Intern
May 2009 – August 2009

Job Creation Partnership – Communications and Marketing

Generously funded by the Ontario Employment and Training Division
Ministry of Training, Colleges and Universities

The 52 week Job Creation Partnership afforded LCRC with a participant who possessed the skill set necessary to raised LCRC's profile and enhance its' marketing efforts. The LCRC website was enhanced with stories and photographs of the various programs. The site now showcases colourful stories and pictures. The site's "Tell Us Your Story" section captures the diverse community members' testimonies and provides a personal connection with our programs and the people who participate in them.



Numerous press releases were issued throughout the year with the desired effect of increasing the profile of LCRC's programs. A prime example of the Community Garden Project's increased notoriety is the selection of LCRC to receive the Green Festival Team's financial award for Community Impact.

A Facebook page for Cook It Up! and LCRC as a whole was started providing an additional venue to reach a greater audience while promoting the programs and services offered by our agency.

The annual picnic included a photography contest, garden tour and BBQ. Sponsors donated prizes and the picnic had record attendance. Donations to LCRC increased.

The Ontario Trillium Foundation - Effective Messaging

The Trillium grant provided LCRC with the funds necessary to hire consultants that developed messaging that is clear, concise and dovetails with our mission statement. The colours and design elements used on the website, brochure, banner, business cards, LCRC logo and

Community Garden logo are consistent. The tag line "Together we grow, together we thrive." is simple and effective because it refers to personal growth, organizational growth, and community capacity growth. The overall impact for LCRC has been a substantial increase in community recognition and requests for LCRC's participation at events; an increase in the gardeners taking part in Community Garden program and a significant increase in donations. A very successful marketing campaign resulted in LCRC being chosen on more than one occasion to be the recipient of funds raised or award to other groups. LCRC presented at the Bring Food Home Conference, Annual Dietitians Provincial Conference, at the Local Food for Local Tables Conference, and at two different ESL classes where over two hundred ESL students learned about LCRC, the Community Gardens and our additional programs all of great interest to the newcomers in our community. The London Central Library hosted a series of presentations, and invited LCRC to deliver the Gardening In the City workshop. The success of this initial workshop resulted in an invitation to present again in 2011. The increased community presence provided opportunities to distribute promotional materials and interact directly with audience members. The Community Garden project participation increased by approximately 10% and two gardens with long standing waiting list have cleared those lists. For the first time, LCRC's Community Garden Project was invited to participate in the Garden Gates Open Tour. The weekend event provided further promotion of the program and increased public awareness of the organization and Community Gardens providing an opportunity to build additional support systems and networking opportunities. For the second year in a row, LCRC participated in the Masters Of Environmental Sustainability student placement program. The involvement with student research projects has increased our recognition at UWO and the result has been a request from the Western Engineering Department to take part in the First Year Engineering and Design and Innovation Studio. LCRC has also been contacted by surrounding communities to provide input and share expertise in the development of a community garden project for their community.

The Community Garden Network

Generously funded by the City of London, the Middlesex London Health Unit, London Lawyers Feed the Hungry, London Compost, TRY Recycling plus community donations and fund raising efforts

The Community Gardens project has a fresh look, the result of the new logo. This logo is the latest addition to the series of logos that will be used to identify the LCRC core projects. The logos on promotional material will create a brand identity associated with the project.



Community Gardens are located in every area of the city. The City of London, local businesses and churches have donated the land. The City of London Parks and Recreation provides services including, rototilling and at some sites, water delivery. LCRC is responsible for program coordination, site management, gardener registration, program supplies and providing an alternative source of the water where necessary. Agreements are in place at 5 garden locations with neighbours and LCRC pays the London Hydro water bill for the growing season, May through September.

Community gardening in London is flourishing with 21 sites and approximately 600 garden plots where individuals and groups enjoy the full urban agriculture experience. Over 70 % are low-income individuals with a growing number of senior citizens participating. The food from the gardens helps to feed the families and friends of the gardeners and many also participate in the London Grow-A-Row program that provides much needed fresh produce to the London and Area Food Bank.

The Community Gardening program participants not only grow food, they grow friendships. For some the garden is a recreational activity where they combine exercise time in the fresh air. Still many count on the fresh food to feed themselves and their families. Gardeners willingly share their knowledge and are eager to learn new skills. The program delivers community development at a grass roots level and a strong cross-cultural component showcases London's diverse population.

Volunteers play a great role in the ongoing success of the Community Gardens Project. They are Brescia University Students, Community Food Advisors, the gardeners themselves and young people from Youth Opportunities Unlimited. They help divide and stake plots, fill rain barrels, facilitate workshops and help with end of season clean up.



In January 2009, we collaborated with the Masters of Environmental Sustainability Students from the University of Western Ontario to conduct a research project taking into consideration some of the practices that we currently have in place and looking at the effectiveness of these practices as well as ways in which we can improve on our garden operations. One of the biggest changes that we see in the future is the use of water. As we move forward, water harvesting is a concept that LCRC is interesting in pursuing. LCRC has been in touch with Landscape Ontario to seek their assistance in a design plan for the Proudfoot Community Garden. This garden would be the garden to pilot new techniques and environmental concepts.

The Community Gardens were expanded to include five new gardens in 2009 and 2010. This very ambitious expansion resulted in the need to review the Community Garden policies and procedures to ensure that the growth demand was in line with the infrastructure required to successfully maintain the gardens. The results of the review will be available in September 2010

The new additions to the Community Garden Network are:
Berkshire; Riverforks; Proudfoot; Westminster; & Genevieve

In February 2010 the Village Green Community Church community garden closed. LCRC would like to thank the church for providing land for the garden in addition to encouragement to all the participated to enjoy the garden. We wish the Church all the best as they move forward with their expansion.

Community Gardens:

1. Ann Street Garden – Situated on City Park land at the end of Ann Street with the Thames River to the west. **30 Plots**
2. Blackfriars Garden – Situated on City Park land at the end of St Patrick Street with the Thames River to the east. **21 Plots**
3. Berkshire Garden – Situated on City Park land tucked in behind 550 Berkshire Drive. **48 Plots**
4. Carling Heights Garden – Situated on City Park land on Elizabeth Street in front of the Carling Height Recreation Centre. **36 Plots**
5. Dillabough Garden – Situated on City Park land at the end of Dillabough Street and nestled in the corner of the city park. **20 Plots**
6. East London Anglican Ministry Garden – Situated on Church land on Dundas Street in the east end of the City. **10 plots**
7. Glen Cairn Garden – Situated on City Park land on Scenic Drive in the heart of the Glen Cairn community. **12 Plots**
8. Meadowlily Garden – Situated on City Park land on Commissioner’s Road in the City Wide Sports Park. **24 Plots**
10. Meredith Garden – Situated on City Park land on South Street in and compliments the revitalization efforts of the SOHO community. **17 Plots**
11. Nicolas Wilson Garden – Situated on City Park land tucked off the side of the parkland running behind Mendip Cres. **15 Plots**
12. Oakville Garden – Situated on Church land in the far east corner of the City, Huron Street and Clarke Road. **40 Plots**
13. Pond Mills Garden – Situated on private land donated for Community Garden use on Pond Mills Road just south of Commissioners Road. **20 Plots**
14. ProudFoot Park Garden – Situated on City Park land private land with access from Horizon Drive in the City’s west end near Oxford Street W and Wonderland Road N. **40 Plots**
15. Riverforks Garden – Situated on City Park land in the heart of the city at the forks of the Thames River. **53 Plots**
16. Reservoir Garden – Situated on City land a top Reservoir Hill is one of the first community gardens established in London and the largest to-date. **56 Plots**
17. St Lawrence Garden – Situated on Church land and a temporary garden awaiting further Community Garden development in the Kipp’s Lane area of the City. **12 Plots**
18. Thames Park Garden – Situated on City Park land in the City core with numerous other park amenities which enhance the experience. **48 Plots**
19. University Heights Garden – Situated on City Park land near the University just off of Platt’s Lane. **14 Plots**
20. Westminster Garden – Situated on City land in the Osgoode Drive and Adelaide Street community. **20 Plots**
21. Westview Garden – Situated on Church land in the south end of the city on Wonderland Road South in Southdale Road. **30 Plots**
22. White Oaks Garden – Situated on Church land in the White Oaks community. **17 Plots**

Adopt a Plot for Goodness Sake – Each year, LCRC rents our garden plots to a wide array of individuals in the community. However, there are on occasion instances where plots are unused or abandoned. We are asking for individuals and organizations to provide the resources necessary to care for these plots and grow fresh produce which can be donated to emergency meal providers and the London Food Bank.



Adopt a Garden for Goodness Sake -

With an increasing demand for Community Gardens and food literacy skill development, there comes a need for the invaluable support of corporate and business leaders to assist in keeping our vital programs operating smoothly. Corporate sponsorship will support our goals and vision to improve personal well-being and food security in our City.

To learn more call 519-432-1801 or email lcrc@lcrc.on.ca



Generously funded by the Middlesex-London Health Unit, community donations and fundraising efforts The Nutrition Resource Centre provided funds for the 2009 2010 training sessions.

Our Community Food Advisor program's function is to provide community education to a wide range of different groups, from workplaces to clients at social service agencies, to faith-based groups, to name only a few. Using a series of presentation topics available, the CFAs present on topics such as: Safe Food Handling, Eating Well with Canada's Food Guide, Healthy Eating for Healthy Aging, Nutrition Label Reading, Menu Planning, Quick and Easy Meals, Low Fat Cooking and Cooking for One or Two and several others. The presentation modules are prepared by Registered Dietitians and distributed through the Nutrition Resource Centre, a resource centre affiliated with the Ontario Public Health Association. Presentations can take the form of PowerPoint presentations, food demonstrations, helping in collective kitchens, cooking classes or simple displays at local events. The CFAs adapt to the needs identified by the different community groups to ensure they are serving the target population effectively.

In addition to the regular community-based work the CFAs offer in London and Middlesex County, LCRC currently is in the final stages of training new CFAs. Partnering with the Middlesex-London Health Unit and Brescia University College, we were able to utilize Master of Science (Food and Nutritional Sciences) students and undergraduate Food and Nutrition students to coordinate and provide all aspects of the training. The use of students in this role is being formally evaluated and documented for future use. It is exciting to extend our

regular collaboration with the health unit and Brescia with this important evaluation piece. LCRC is fortunate to be able to draw upon the expertise from the health unit and Brescia in the evaluation of this training.

This training session made a concerted effort to include members of London's multicultural community. The rewards of having a diverse CFA team are paying off by increased interest from community groups serving newcomers requesting presentations. Trained members from these diverse communities are better able to understand the challenges of their community and deliver the information in a meaningful way that connects directly with the audience. LCRC recognizes the growing diversity of London and is ensuring our focus is inclusive by meeting our community's changing needs.

LCRC was also a part of the collaborating team that helped shape the HOMES program delivered by the Salvation Army Centre of Hope and our CFA volunteers have been delivering presentations since the program started. The CFAs present Healthy Eating on a Budget for the HOMES program and it is consistently one of the favourite presentations by participants of the program, as identified by the feedback we receive from the Salvation Army staff and program evaluations.



Most recently, we collaborated with Hutton House to modify the language in the CFA modules to meet the needs of their population. We are excited to be a part of this new initiative as the Hutton House program will offer important information provided by the CFA program to another vulnerable group within our community. LCRC's connection with Hutton House is one we are eager to foster for future collaborations.

Healthy
TIDBITS

New Horizons for Seniors

Funded by community donations and fund-raising efforts.

A pilot project, initiated by the Middlesex London Health Unit in March 2006, established a "taste test booth" at the St Lawrence Presbyterian Church satellite food bank depot continues. The project involves volunteers preparing healthy, inexpensive and simple recipes for food bank users to sample. The recipes consisted of ingredients that would typically be found in a food hamper. A copy of the recipe was offered to those interested to take home and make for their families.

The Healthy Tidbits initiative utilizes the seniors in the leadership role. The outcomes are:

1. The taste test booths in two satellite food depots with the potential to expand to other neighbourhood food depots that have the infrastructure to host the initiative.
2. Existing neighbourhood resource groups will be strengthened by the involvement of seniors as skilled volunteer and
3. Seniors will help to improve the quality of life of those with limited resources by teaching them how to prepare nutritious and tasty meals.



Thank you to the many partners who are working with us to make this a vision a reality.

Neighbourhood Satellite Food Depots

North East Food Depot - St. Lawrence Presbyterian Church	910 Huron Street	3rd Wednesday of the month	11:00 a.m. - 5:00 p.m.
5. Kinsmen Food Depot - Kinsmen Recreation Centre	20 Granville Ave.	3rd Friday of the month	11:00 a.m. - 5:00 p.m.

- Healthy Living Partnership, Middlesex London Heath Unit
- Brescia University College
- Community Food Advisors

Collective Kitchens

Generously funded by the London Lawyers Feed the Hungry, community donations and fund raising efforts

The London Community Resource with the kind support volunteer= able to continue to encourage and assists group interested in establishing Collective Kitchens. A Collective Kitchen is a group of people who come together to gain healthy eating information, budgeting, planning and cooking skills. All of these activities increase the potential of the individuals participating in increasing their food literacy and developing the skills necessary to make the choices that will assist them to become more food secure. Through the food subsidy dollars donated by the London Lawyers Feed the Hungry, many groups are able to provide this program to their clients. This is a program that exemplifies the missions "bringing together individuals, organizations and resources to foster community action and create positive social change".

Cook It Up!

Generously funded by Ontario Agri-Food Education Inc.'s Healthy Eating Program, Ontario Bean Producers, Ontario Pork, Healthy Living Partnership Middlesex-London, London Lawyers Feed the Hungry, and Middlesex-London Health Unit

The development of the Cook It Up! Community based cooking program for at-risk youth continues to be very successful. The formative evaluation component and photo voice research component are underway.

Documentation of the program is occurring through feedback from our Project Coordinator, volunteers, chefs, farmers, and Steering Committee members who participate in different aspects of the program. Throughout the program, the youth are journaling to reflect on their involvement in the program, what they are learning, what they like, and what they would recommend changing. Toward the end of the program, the youth participants will also be interviewed (one-on-one) to obtain more specific information from them. This information will be used in the formative evaluation.



The Cook It up! Steering Committee membership was carefully chosen to reflect diversity in skills and expertise in the various components of the program. Specifically, we have drawn upon the expertise from our Steering Committee members who work directly with at-risk youth (local high school teacher; Boys and Girls Club; retired teacher with experience with working with special needs students; program coordinator of Youth Opportunities Unlimited, a community program targeting at-risk youth) in service of providing us direction in both shaping the program to meet our target population's needs and assisting the volunteers and Project Coordinator in delivering the program effectively.

The overall response to Cook It Up! by external community partners province wide has been very positive and continuous. There is keen interest in learning about our model and growing anticipation for the release of the "How-to Manual" so these partners will be able to implement similar programs in their communities, either with a similar population or with different ones (e.g., single mothers, seniors, university/college students, multicultural groups).

Ongoing Recruitment Strategies:

We have an ongoing recruitment process in which interested applicants can apply for the Cook It Up! Program online. Once their application is completed, the Executive Director of the London Community Resource Centre (LCRC) and the Project Coordinator for Cook It Up! review the application and set up a time to interview the candidate. If the candidate is a good fit with the program, he/she is invited to participate. One of our Steering Committee

members who is a professional chef will work directly with the new applicant to ensure he/she is brought up to speed in terms of cooking skills so he/she can assimilate into the existing core group of Cook It Up! participants.

The Project Coordinator and community partners assist in recruitment for participants to the program. We have provided our community partners with information about the program and the LCRC website (www.lcrc.on.ca).

Project Objectives:

The objectives of the Cook It Up! Program are:

- To increase education and awareness of agriculture, healthy eating, and food preparation and purchasing skills among this unique target population
- To introduce this target group to local agricultural and food systems
- To crystallize the appreciation of local food systems, from farm to fork, among this target group
- To increase the impact and awareness of the benefits of the Ontario agricultural industry with key stakeholders and participants in the program
- To build new and essential life skills
- To create sustainable investment through networking with new partnerships (e.g., local farmers, farmers' markets, local food commodity marketing associations, local chefs, community agencies)
- To create supportive, positive learning environments
- To provide evidence-informed practice, based on research outcomes
- To create and distribute a "how-to" manual highlighting all details necessary for implementation of this project in other settings and with other target groups (e.g., post-secondary school students, young adults, Ontario Early Years Centre, parents, multicultural groups, older adults)
- To offer knowledge transfer to other community groups (e.g., community resource centres, public health units, schools, workplaces, community agencies, agricultural groups, food commodity marketing associations)
- To offer public messaging of the importance of local agricultural and food systems via local and extended media outlets (e.g., print, radio, television)





Funded by community donations and fund-raising efforts.

FoodNet Ontario is a province-wide network of organizations and individuals committed to achieving community food security and creating sustainable local food systems. Over the course of the three year project, FNO animators provided encouragement and facilitation support to ensure that each community had the capacity to develop strategies for improving community food security in a manner suitable for them. The Bring Food Home Conference in March 2010 wrapped up the three year project by bringing together over 300 people to share their ideas, resources, and passion to promote best practices in educating the public and key decision makers about community food security. The London Community Resource is proud to have been a part of the initial concept and a founding member of FoodNet Ontario. FNO will continue to play an important role across the province and LCRC will continue to support those efforts by promoting and collaborating with organizations fighting the fight to establishing a secure food system that is: accessible; acceptable; nutritious and sustainable.

Make a Donation

The London Community Resource Centre was established in 1974 and has strong ties within the London community. LCRC believes in a collaborative approach to meeting the needs of the community. Our core operating costs are raised through fees for services, donations, events, and fundraising activities. The Centre is a non-partisan, registered Charity and a tax receipt will be issued for donations over \$10.00

Learn more by visiting www.lcrc.on.ca or email lcrc@lcrc.on.ca

Thank You for Your Support



London Lawyers Feed the Hungry