



**Children's**  
**FOUNDATION**  
OF GUELPH AND WELLINGTON



**FOOD4KIDS**  
Guelph

**Food & Friends Program**  
DUFFERIN • WELLINGTON • GUELPH



**Strengthening Local  
Children's Food Security  
through Unification**

**2024**

# Two food programs in our community are joining forces to help support local kids year-round:



## **FOOD & FRIENDS PROGRAM**

**FOR SCHOOL DAYS  
WITHOUT HUNGER**

Breakfast, snack and lunch programs

## **FOOD4KIDS GUELPH PROGRAM**

**FOR SCHOOL WEEKENDS & HOLIDAYS  
WITHOUT HUNGER – BRIDGING THE GAP**

- Weekend food bags to take home from school
- Grocery gift cards during school holidays





**KEY PROGRAMS:**

- Food & Friends
- Adopt-A-Family
- Free To Grow

The Children's Foundation is a leading charity whose "Food & Friends" program supports breakfasts, snacks and lunches at schools:

- Food support on school days throughout the local school district of Guelph, Wellington and Dufferin
- Currently supporting 98 locations with 111 programs providing universal access to healthy food for 40,000+ students, both elementary and high school
- Also provides grocery gift cards to eligible families through the Adopt-A-Family holiday program





## Food4Kids Guelph helps bridge the weekend and holiday hunger gap for children whose families are severely food insecure:

- During school terms: Delivers weekend food bags with 2 breakfasts, 2 lunches plus fresh fruit, vegetables and snacks (15-18 items total) to take home from school
- During all school holidays: Mails grocery gift cards to children's homes (\$15 / child / week)
- Currently supports 500 children identified as "High Need/Critical" at 31 elementary schools in Guelph



# Joining forces

to strengthen  
food security  
for kids

Supporting breakfast,  
snack and lunch  
programs **At School**



**Children's  
FOUNDATION**  
OF GUELPH AND WELLINGTON

**Food & Friends Program**

**SINCE 1991**

Bridging the weekend  
and holiday food  
gap **At Home**



**FOOD4KIDS**  
Guelph

**SINCE 2018**



**Children's  
FOUNDATION**

**keep kids Fed Program**

**At School At Home**

**JULY 2024**

**Addressing the food insecurity crisis  
with a united approach to providing  
food access for kids**

- ✓ Shared expertise and experience
- ✓ Efficient use of resources
- ✓ Streamlined operations





This is a logical move to bring two leading local children's food security programs together.

The agreement follows extensive consultation by both charities that are confident the unification perfectly aligns with their shared vision and values.

Our shared and centralized expertise and program delivery will strengthen our ability to shorten wait lists and support more kids in this urgent time of food insecurity in our community.





## Similarities

- Together, our programs cover the calendar year. We are complementary, not competing
- Both programs deliver food to kids – families don't have to collect it
- Both have FOOD in our names. We have similar goals, passion and mutual admiration
- Both are highly respected, ethical organizations
- Both depend on many volunteers
- Both fundraise actively in the community

## Differences

Food & Friends	Food4Kids Guelph
School days (40 weeks)	School weekends & holidays (52 weeks)
Universal – open to all	Targeted to highest needs
Serves Guelph Wellington Dufferin	Currently serves Guelph only
Food only (with grocery cards through Adopt-A-Family)	Food and grocery cards
Gets some government funding	No government funding
Multiple food programs, decentralized to each school	One food program, centralized
12 employees	1 employee
Charity is 33 years old	Charity is 6 years old





## What will change?

Effective July 1, 2024 both the AT SCHOOL and AT HOME programs be part of the Children's Foundation broader FOOD SECURITY programming and operate under the umbrella program name of KEEP KIDS FED.

Anita Macfarlane will continue as Program Director for the food AT SCHOOL programs as well as oversee the AT HOME program.

Brittany Skelton, Program Manager with Food4Kids Guelph, will join the Children's Foundation team in the same role and continue to lead operations for the food AT HOME program.







## What will change?

Our names:

- Food & Friends will become KEEP KIDS FED AT SCHOOL.
- Food4Kids Guelph will become KEEP KIDS FED AT HOME.

With this unification, program organizers will seek efficiencies and new opportunities in areas such as needs assessment, outreach and communications, food purchasing, delivery, fundraising, and volunteer management.





## What will not change?

For the 2024/2025 school year, all programs will continue to operate exactly as before.

The processes, systems, and communication that schools and families are accustomed to will remain in place.

Existing volunteers and supporters from Food4Kids Guelph will continue to contribute their talents and energies that are vital to the KEEP KIDS FED AT HOME program in Guelph, and explore a longer-term strategy to expand its reach.



## What will not change?

The process for identifying eligibility for children receiving food AT HOME support will remain as it is now, supporting the highest needs children in Guelph.

The food AT SCHOOL program will continue to serve students in Guelph, Wellington and Dufferin.

The critical need for community support for all areas of children's food security program continues to grow. Community and school fundraising initiatives are welcome!



**In July 2024,  
both food program names  
will change,  
but our mission will not.**





# Questions & Discussion

# Who should I contact if I have other questions or feedback?

**Anita Macfarlane,**  
**Program Director, Food & Friends**  
Children's Foundation of GW

519-826-9551 x122  
anita@childrensfoundation.org

**Anita's experience:**

Has managed and grown the "Food & Friends" program for 21 years.  
2003-2009: under WDG Public Health  
2009-present: under Children's Foundation

**Brittany Skelton,**  
**Program Manager**  
Food4Kids Guelph

519-838-6692  
f4kprogram@gmail.com

**Brittany's experience:**

Has been dedicated to food-support and poverty reduction programs for over 10 years, at university and in the community, becoming the first and sole staff at F4K Guelph in 2021



# Grateful Acknowledgements

The **“FOOD & FRIENDS” program for school days** originated in 1996 as a “Breakfast for Learning” program under the Canadian Living Foundation (CLF). In 1999, it amalgamated with another regional program and became “Food & Friends”. Additional program mergers followed and in 2003, the Wellington-Dufferin-Guelph Health Unit assumed responsibility for the program. In 2009, the Food & Friends program transitioned from Public Health to the Children’s Foundation, along with its Program Manager, Anita Macfarlane. Over the years, this program has continued to grow and grow under Anita’s leadership, supporting ever more schools and agencies.

With the coming unification of “Food & Friends” alongside “Food4Kids Guelph”, the Children’s Foundation will launch a new overarching name for its broader Food Security program: KEEP KIDS FED. Both food programs will operate under this new banner for providing children with food support AT SCHOOL and AT HOME.

The **Ontario “FOOD4KIDS” program for weekend and holiday food** began in Hamilton, Ontario in 2012, and its successful local model quickly spread to nearby cities and regions, with open-hearted sharing of practices for the benefit of children everywhere. Today, each Food4Kids agency in Ontario operates as an independent charity but shares the same program name and logo. When Food4Kids Guelph merges with the Children’s Foundation in mid-2024, the Food4Kids Guelph program will change its name and operate under the new name of KEEP KIDS FED AT HOME. Food4Kids Guelph is proud of its program history and grateful for all the help received from Food4Kids Ontario in its early years. Other Food4Kids agencies in Ontario will continue to operate under their existing charity names and logos, and our Guelph program will remain a warm ally as each agency continues to deliver similar services to bridge the local weekend and holiday food gap.

