

MID-YEAR REPORT CARD 2012-13

How YOU'RE feeding hungry people in Toronto



Now more than halfway through our fiscal year, we are honoured to share with you our progress towards our established goals. **Thank YOU**, who are nourishing tens of thousands of people in need through food rescue, for making this possible.

Goal Met	Goal In Progress	Goal incomplete
●	◐	○

Goal	Status	Comments
1. Rescue and deliver 7.25 million pounds of quality food, continuing to focus on high-nutrition categories of protein, produce and dairy.	◐	We have rescued over 5.5 million pounds of food to the community (77% of our YTD target). Our key high-nutrition categories are doing well, and in comparison to last year at this time we have rescued and delivered +21% dairy, +5% produce, and -4% protein. The outlook for the rest of the year is favourable, since we have acquired a new grocery retail partner whose primary donations will be meat, and we continue to focus on acquiring more meat donors.
2. Continue to increase food safety and quality through donor and driver education, with a focus on traceability.	◐	We continue to be proactive in ensuring the safety of the food we rescue and deliver to our agency network. We have developed a Traceability Task Force whose membership continually reviews best practices in food safety, and are currently evaluating traceability systems in use by like organizations across North America.
3. Collaborate with other key hunger relief organizations to maximize available resources and minimize cost.	◐	We're utilizing pallet spaces at Daily Bread for our shelf-stable food, which has allowed us to maintain a consistent supply of food for slower months. Through Detroit's Forgotten Harvest, we received several large shipments of tomatoes and peppers from the generous farmers in the Leamington area, and we expect to continue receiving shipments on a monthly basis until the end of the growing season. Finally, we're examining how to better coordinate routing systems with like organizations to optimize efficiency across the local sector. We're currently working with Daily Bread to identify agency overlap and where we can piggy-back on deliveries. Such action will increase both capacity and routing efficiency for each of our organizations.
4. Raise \$4 million to deliver programs and services, replace equipment and continue to invest in growth capacity.	◐	In FY13, we took an ambitious approach to the setting of fundraising goals. Not all of what we set out to achieve has been realized to date, and management has been prudent to hold back on discretionary spending to ensure we achieve year-end net cash flow goals. During the balance of the fiscal year, we will conduct internal assessments to ensure we have the right resources in place to successfully implement a more comprehensive long-term financing plan that will improve our long-term organizational sustainability and growth in impact. In spite of these challenges, our core operations remain stable and we are, in fact, surpassing our goals in that regard.

Access this interactive content! Request your digital copy from Jennifer at jenniferv@secondharvest.ca.

CLICK HERE to visit Second Harvest's YouTube Channel

CLICK HERE to read media coverage in the Toronto Star

CLICK HERE to watch CBC's video on food waste, featuring Second Harvest

CLICK HERE to see Susan Hay's *Making a Difference* segment on Second Harvest and Harvest Kitchens

Goal	Status	Comments
5. Refresh our brand positioning and brand identity, based on results from the branding research done last fiscal year.		In September 2012, we surveyed donors, volunteers and stakeholders to help us define our brand positioning. This exercise, in conjunction with the strategic plan and engagement with a new pro-bono creative agency, The Brainstorm Group, has enabled us to recognize the opportunity of evolving the brand identity to fit our revised brand positioning. Over the remainder of the Fiscal Year we intend to create robust Visual Identity and Messaging Guidelines to launch in FY14.
6. Activate the Strategic Planning Task Force, which will use the outcomes of the visioning exercises to build an actionable plan for growth and sustainability in the next five years.		Significant progress has been made through a combination of the Strategic Planning Task Force as well as Board and staff planning exercises. This has resulted in a bold future vision that will transform our current excellence in food rescue to a much greater impact in our expanding community. Initial framing of future Strategic Initiatives is complete, with research still to be completed and capacity-building funding to be obtained in order to build out and implement the plan.



We couldn't do any of this without YOU!



Thank you for making our work possible.