



More Than Meals

Impact Report

2024



Greener Village

People Helping People



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A message from leadership

Alex Boyd, Chief Executive Officer

Our journey at Greener Village over the last year has been significant, and as CEO I am filled with pride in our staff and gratitude for our volunteers and community.



Food insecurity continues to rise in Fredericton and across the country, with thousands of families struggling to make ends meet. Our team rose to the challenge, working towards our vision of ensuring everyone in our community has the resources they need to thrive. The strength of our team lies in our ever increasing collaboration between departments, and it is apparent to me that we have built a culture where employees don't view their roles as 'jobs' but as an opportunity every single day to help others and make a difference in the community.

It's exciting to enter our closing phase of the Thrive campaign to build a perishable food rescue center. The project has been overwhelmingly well received by community, government, donors and potential partners. Site preparations began this past summer, with the relocation of the staff and volunteer parking lot and the renovation of the administration offices. The Learning Kitchen renovation begins in January, and we are looking forward to breaking ground on the PFRC in late spring.

Over the last number of years, Greener Village responded to the changing needs of our clients with additional programs. The Unique Boutique continues to operate with a client minded focus, and the community gardens helped introduce clients and the community to the joy of growing your own food. The learning kitchen continues to provide a valuable service, offering cooking classes with a purpose.

Despite the mail service interruption, our fundraising team continues to pivot and adapt our campaigns, increasing community outreach and connections. Donations, whether financial, food, gifts in kind or services, are what allowed us to distribute over 1.5 million pounds of food last year.

Resilience is a term we often use at Greener Village, and it was humbling to receive the Fredericton Chamber of Commerce Business Excellence Award for Resilience. When I step back from the day to day operations to observe the landscape of Greener Village, it's truly incredible to see how everyone's contributions play a part in ensuring everyone in our community has the resources they need to thrive.

Our Board

Executive Committee



Dan Taylor
President



Sharon Nussey
Vice-President



Dr. Andre Pelletier
Secretary



Hasnain Mirza
Treasurer

Directors

Leslie Reid
Chair of Human Resources Committee

Wyn Gruffydd
Member of Human Resources &
Meals Made Simple Committees

Kimothy Stewart
Member of Communications &
Nominations Committees

Nicole Whyte

Anthea Plummer

Norman Neil

Tim Rattenbury

2024 At a Glance



16,262
VOLUNTEER HOURS



125,000
MEALS EVERY MONTH
THROUGH GROCERY BOXES



671
ANGEL TREE
FAMILIES



25,831
GROCERY BOXES
PROVIDED



8
ADVOCACY EVENTS



240
TAX CLINIC
PARTICIPANTS



1,470,429
LBS OF FOOD
DISTRIBUTED



70,949
PEOPLE SERVED



612
SCHOOL BACKPACKS
DISTRIBUTED

About Greener Village

OUR MISSION

To provide food, clothing and opportunities people need on their journey to self-sufficiency.

OUR VISION

Everyone in our community has the resources to thrive.

OUR VALUES

Leadership
Dignity
Respect
Equality



"The joy and pride we feel now from growing and preparing our own food is so empowering. Today, Donna and I aren't just surviving - we're happy. We owe this to Greener Village, which now feels like home."

*-Moe and Donna
Greener Village clients*

Our Team



Alex Boyd
CEO



Erin Pelerine
Director of Development
& Communications



Jennifer Charleton
Director of Finance



Greg Doucet
Senior Manager of
Services



Chris Fougere
Client Services
Manager



Brian Bilton
Warehouse Manager



Kathryn Jenkins
Office Manager



Yves Dechaine
Learning Kitchen
Manager



Danielle Porter
Unique Boutique
Manager



Jared Scratch
Social Impact
Marketing



Erin Danforth
Growing Program
Coordinator



Pierce Bailey
Volunteer Coordinator



Brandy Banks
Retail Sales
Associate



Matt Nutter
Warehouse Assistant

Student Spotlight

Muideen Ahmed, Ph.D.

We're thrilled to highlight Muideen Ahmed, Ph.D., a dedicated researcher who joined Greener Village through a 16-week placement in partnership with Greater Fredericton Social Innovation. Muideen has been instrumental in advancing our growing program by researching ways to boost crop yields and identifying the best cultivars suited to our local climate.

In addition, Muideen is tackling a game-changing initiative: winterizing our greenhouses. His research into cost-effective solutions will help us grow fresh produce year-round, ensuring a consistent supply of nutritious food for our food bank clients.

We're deeply grateful for Muideen's expertise and commitment. His work is paving the way for lasting improvements in how we support our community. Thank you, Muideen, for helping us grow a greener future!



Muideen Ahmed, Ph.D.

Tejashvi Shetty

Meet Tejashvi Shetty, a student in Eastern College's Supply Chain & Logistics program who recently completed a 12-week internship with Greener Village. Tej took on the challenge of optimizing inventory management in our food bank, helping us navigate the unique demands of unexpected donations, strategic purchases, and maintaining steady stock for uninterrupted food support.

Tej's work included documenting our processes and creating detailed reference guides to improve efficiency for staff and volunteers. She also digitized key inventory systems, streamlining the backend to ensure we can consistently provide staple items like pasta, rice, and canned goods in every hamper.

At Greener Village, we strive to create a dependable experience for our clients, and Tej's contributions have strengthened that commitment. Thank you, Tejashvi, for your hard work and impact. We wish you great success in your career!



Tejashvi Shetty

Special Thanks to our **Volunteers...**

A heartfelt thank you to all of our dedicated volunteers. Your hours of service, passion, and commitment to Greener Village are the backbone of everything we do. Whether sorting and organizing donations, tending to the gardens, assisting in the boutique, or helping in the learning kitchen, your contributions make an extraordinary impact every single day. It is because of your generosity that we can provide critical food support, educational programming, and resources to the thousands of families who rely on us each month.

In 2024, your efforts helped us serve over 2,200 families each month and launch new initiatives like our mushroom cultivation project and More Than Meals campaign. You bring hope, dignity, and a sense of community to those we serve, and for that, we are endlessly grateful. Thank you for being such an essential part of our mission to provide people with food, clothing, and the developmental opportunities people need on their journey to self-sufficiency.

16,262

Volunteer
Hours
in 2024

Strategic Plan

Our Strategic Plan was developed with the goal of planning for the future while ensuring fiscal responsibility; the full document can be viewed on our website.

Build Resiliency

The world has seen unprecedented change since 2019, which serves to highlight the importance of ensuring resiliency in the social services sector. The continued success of delivering our mission to provide food, clothing and opportunities for people on their journey to self-sufficiency is dependent on our ability as an organization to be adapt, grow, and connect.

2024 was an integral year for our THRIVE campaign to build the Perishable Food Rescue Centre. Sustainable planning for the future by incorporating more fresh food will have immediate benefits for clients locally and provincially. The Centre will have environmental benefits as well, diverting thousands of pounds of potential food waste from local landfills. Distribution to other Food Banks in the province using already existing Feed NB truck networks will help to not increase emissions, and will help all New Brunswick Food Banks be able to offer a variety of healthy options.

Founded as a Food Bank, Greener Village has adapted to the changing needs of the community over the years in adding the Angel Tree Program, Backpack Program, Tax Return Program, Cooking Classes, Holiday Hampers, Community Gardens and a diversification of food boxes to include halal, gluten free, vegan, vegetarian and heart-healthy options. Bread Mondays remain very popular with volunteers, and the program produced over 12,000 loaves given to clients last year – those are loaves that didn't have to be purchased.

We've formed strong partnerships with all levels of government, raising awareness on food insecurity and working towards a common goal of enhancing life for citizens. We've engaged the local business community in innovative partnerships to deliver on our client focussed programs. Volunteers remain the backbone of our operation, and we continue to grow our recruitment and retention in meaningful and manageable ways.

Build and Sustain Brand

Enhance Impact Today

Enhance Impact Tomorrow

Program Impact

In 2024, Greener Village remained steadfast in our mission to support our community amidst rising food inflation and increasing demand. Through innovative programs and operational resilience, we ensured families had access to the resources they needed while fostering a deeper sense of connection and empowerment.

Our Learning Kitchen continues to be a cornerstone of our impact, with Bread Mondays standing out as a resounding success. This year, we expanded the program with additional volunteer opportunities, including an afternoon shift and a monthly evening session called Share the Loaf. This initiative has provided fresh, homemade bread to clients while strengthening community engagement and boosting our visibility.

Beyond Bread Mondays, we revived the Collective Kitchen program, bringing clients together to prepare batch meals, share knowledge, and support one another. In response to client feedback, we transformed the Stone Soup Society into The Casserole Club, focusing on ready-to-eat casseroles. While occasional soup-making sessions will continue, this shift ensures we're meeting the practical needs of those we serve.

Despite the challenges of food inflation, we provided consistent support to over 2,200 families every month. Through careful inventory management and resource planning, we adapted to increasing pressures while maintaining the quality of our services.

We also welcomed Erin Danforth as our new Growing Program Coordinator. Under her leadership, the 2024 Growing Program was a season of learning and rebuilding. Over 1,200 kg of fresh food was grown for clients, and more than 1,500 plants were started from seed. Infrastructure improvements, including a new mushroom garden and the transition to a new community garden site, laid the groundwork for future expansion. Erin expressed gratitude for the volunteers and donors who have made these advancements possible, highlighting the growing community support behind our food security efforts.

Collaboration remains key to our success. By partnering with organizations like the 12 Neighbours Community and local First Nations, we've extended our reach and tailored support to meet diverse needs. Through initiatives like our growing programs and food literacy campaigns, we are not only addressing immediate food insecurity but also building long-term community resilience.

At Greener Village, our impact is measured not only by the meals we provide but by the lives we help transform. Whether through the comfort of a warm loaf of bread, the pride of a homegrown tomato, or the knowledge gained in a cooking class, we're fostering a stronger, more connected community. The dedication of our staff, volunteers, and partners enables us to respond to challenges with innovation and compassion.

\$5.2M

Value of food distributed in 2024

25,831

Grocery Boxes Provided in 2024

310

Hours spent teaching food literacy in 2024

1204.72

Kilograms of Food produced by Greener Village gardens & greenhouses in 2024

70,949

People Served in 2024*

More Than Meals

Community Gardens

Half of our Community Garden plot holders were food bank clients in 2024, fostering self-sufficiency and connecting individuals to their food and the land.

"The white beets and greens I got from the Community Garden were sweeter and more tender than regular ones—so delicious! I'll be trying to grow some myself next year. Thank you so much!"

-Community Garden member



Collective Kitchens

The Collective Kitchens program at Greener Village brings clients together to prepare nutritious meals in a collaborative setting. With many hands working as a team, participants not only create meals for their families but also share knowledge, exchange ideas, and build a sense of community. This program is a vital resource for individuals looking to increase their food support, reduce food waste, and learn new culinary techniques. The shared experience of cooking together strengthens relationships and offers ongoing support, helping participants feel more connected and capable in managing their food-related needs.

Bread Mondays

Bread Mondays has quickly become one of our most popular and impactful programs. Participants learn how to make fresh, nutritious bread from scratch, gaining both practical baking skills and the satisfaction of creating something from the ground up. This program goes beyond baking, teaching participants about the importance of food preparation, budgeting, and nutritional value. With its media success, Bread Mondays has also helped raise awareness about the work we do at Greener Village, engaging the broader community and encouraging new participants to join in the learning experience.



Casserole Club

The Casserole Club brings together community members to prepare hearty, nutritious casseroles that are then shared with families in need. This program combines the power of food with a sense of community care. Volunteers gather to cook and connect, creating a network of support that strengthens both the kitchen and the community. The casseroles provide a nourishing meal option for our clients, while the program itself offers a chance for individuals to give back, share their cooking talents, and build meaningful connections with others.

Support Programs



Growing Program

Greener Village's Growing Program has made significant strides in promoting local, sustainable food production. In 2024, our greenhouses yielded an impressive 1,213.4 kg of produce, while over 1,500 plants were started from seed, providing fresh, nutritious food for our food bank clients and the broader community. The program also supports community members through our 23 garden plots, where participants are empowered to grow their own food. By combining greenhouse production and individual gardening efforts, we are helping to build a more sustainable food system while nurturing a stronger sense of community.



Unique Boutique

The Unique Boutique is more than just a thrift store, it's a vital resource for our community. Each month, food bank clients receive vouchers that allow them to select free items they need, whether it's clothing, household goods, or other essentials. In addition to its support for clients, the boutique plays a key role in fundraising for Greener Village, with proceeds directly supporting our mission to purchase food and sustain our programs.

Gross sales (2023): \$310,102.48

Net sales (2023): \$160,670.02



Tax Clinic

We acknowledge that Food insecurity is a bigger issue than just lack of healthy and nutritious food. Many of the people in the community also struggle with access to services like tax filing. Through the Community Volunteer Income Tax Program (CVITP), community organizations like ours host free tax clinics where volunteers complete tax returns for people with a modest income and a simple tax situation. Greener Village verifies completeness of the forms and submits them to a community volunteer. Last year, 240 members of our community accessed this critical service.

Partnerships with Local Businesses

The Learning Kitchen has partnered with L'Arche Fredericton each week to host workshops focused on developing culinary skills, planning nutritious meals, and promoting good food choices, all while strengthening food literacy. In addition, we've hosted workshops for schools, helping students build skills in cooking, meal planning, and making informed food choices.

Wazobia Bakery , Fernando Gourmet Sausages, EDI WOW luto ng ina ko Filipino Food, and Big Seb's Treats have rented our Class 5 Kitchen space for their food production.

Greener Village in Community



Participating Partners

Wolastoq Supermarket, Peters Meat Market, Victory Meat & Produce, and Fredericton Co-op, with support from the Fredericton Firefighters Association



Community Giving Spotlight: 2024 Community Grocers' Turkey Drive

Thanks to the incredible support from our community and participating partners, we were able to provide 2,663 turkeys to our clients for their Christmas meal. Together, we're not just giving turkeys; we're delivering warmth, comfort, and a sense of togetherness to those who need it most.

"We thought given the extreme challenges people are facing this year, having a competition might not be the best way to face this approach," said Alex Scholten, co-owner of Victory Meat Market

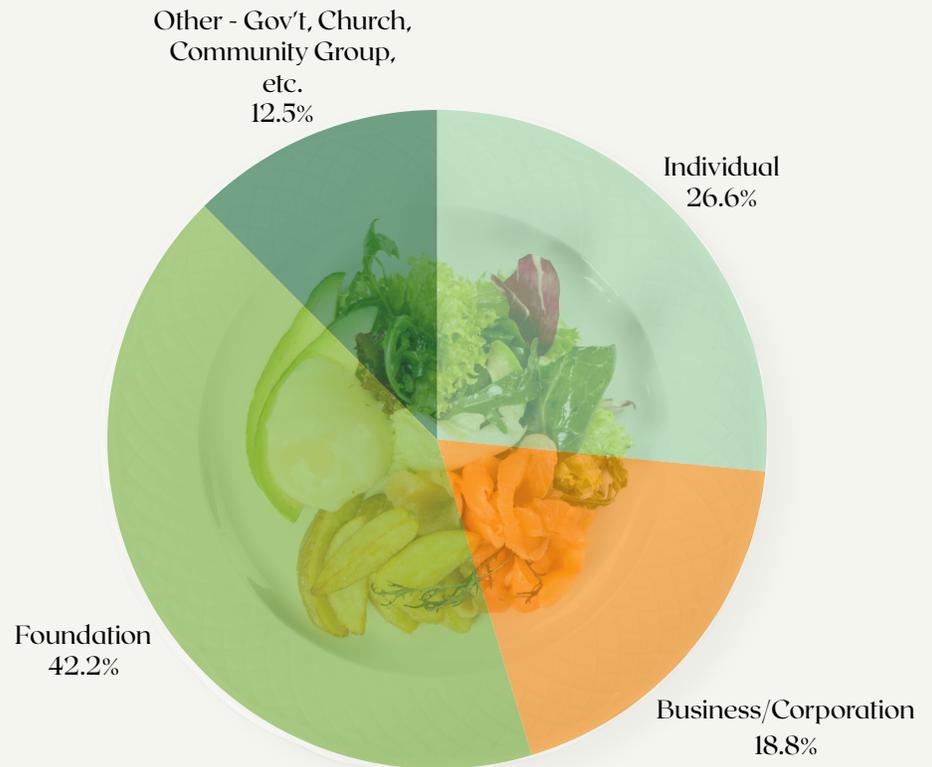
"We're just happy to be invited and we're hoping to raise a lot of money to feed a lot of families," said Justin Paul with St Mary's Supermarket.

"It puts a lot less strain on Victory and Peter's Meat Market that's for sure and it's nice to have the community that comes together." said Michel Bourgoin, owner of Peter's Meat Market.

"It's fantastic to come together as a group of people to help the community," said Tina Mitchell with Fredericton Co-op. "We're all community minded stores so it's great that we can work together."

Donor Recognition

Our ability to provide such breadth of support to our community is only possible thanks to our generous donors; their unwavering support fuels our mission. From community fundraisers to corporate sponsorships, their generosity sustains our operations, allowing us to reach more people in need. With their help, we've expanded our services and invested in innovative solutions to combat food insecurity. On behalf of all those we serve, thank you for being the most important part of everything we do.



As we express our gratitude in this annual report, it is with immense appreciation for the donors who have fueled the engine of the Greener Village Food Bank. Their commitment has been instrumental in transforming our aspirations into tangible results, bringing us one step closer to realizing a community where no one experiences the pangs of hunger. In the coming year, we look forward to continuing this collaborative journey with our donors, forging a path towards a brighter, more nourished future for all in Fredericton.



THRIVE

Campaign

65%

Towards Goal

\$2.8M

Gifts & Pledges Raised Towards \$4.3M Goal in 2023



52

Campaign Donors
in 2023

3

New Partnerships

1,022

New Social Media
Followers in 2023

The PFRC will
allow us to:

Alleviate Food
Insecurity For

189,475

New Brunswickers

Create

\$4M

Worth of Value-Added
Food Product Each
Year

Support

70+

Food Charities
Across New
Brunswick

Campaign Impact

New Brunswick faces a dual challenge with soaring food prices and escalating food waste rates. Concurrently, 22.7% of residents report food insecurity, with a concerning 29.4% of children living in food insecure homes. In response, Greener Village has provided essential resources for four decades, but recent economic challenges have caused a 70% surge in demand for its services, distributing 125,000 meals monthly.

A 2018 study found that up to 58% of Canadian produce is discarded, yet 32% is salvageable. In Atlantic Canada, 457 million pounds of food annually could be rescued, reducing greenhouse gas emissions. This underscores the need for concerted efforts to tackle food waste and insecurity.

Greener Village is building Atlantic Canada's first Perishable Food Rescue Centre (PFRC) to reclaim food and revolutionize food security. The PFRC will process, prepare, and store bumper crops, creating \$4 million in fresh food yearly while diverting waste. By partnering with Food Depot Alimentaire (FDA) Greener Village will redistribute rescued food to over 70 food related charities across New Brunswick and help reduce carbon emissions.

The PFRC will be constructed on Greener Village's existing property, featuring a renovated building and a new secondary structure with a large food preparation kitchen, cold storage, and workshop rooms. The \$4.3 million project, set for Fall 2024, will re-imagine how our provincial food system flows.

CAPITAL CAMPAIGN CABINET

Blair Hyslop

Campaign Chair

Cameron Clark

Cabinet Member

Candace Sears

Cabinet Member

Nick Norrad

Cabinet Member

Alex Scholten

Cabinet Member

Kerry Atkinson

Cabinet Member

Andrew Bedford

Cabinet Member

Kerry Wells

Cabinet Member

2023 Financials*

Revenue	2023	2022
After the Bell grant	4,200	4,187
CBC Feed a Family	56,169	48,763
Community Donations	1,068,062	868,894
Food In Kind	2,346,128	1,380,471
Foundations	126,356	30,066
Gains (losses) on Disposal of Assets	-	(1,687)
Government Grants	98,990	62,000
In-Kind Donations	7,292	9,684
Investment Income (loss)	78,816	(64,628)
Web Donations	108,204	188,727
TOTAL	3,894,217	2,526,477

Expenses	2023	2022
Advertising and promotion	61,696	39,160
Building	88,983	60,831
Christmas program	65,037	64,118
Food In Kind	1,589,722	1,290,485
Food and Client Resources	465,902	372,731
Insurance	8,359	8,509
Office	66,394	57,234
Professional fees	268,947	149,896
Salaries and Wages	494,076	363,095
Storage Lease	-	15,002
Telephone	7,309	6,381
Vehicle	14,349	20,231
TOTAL	3,130,774	2,447,753
EXCESS OF REVENUE OVER EXPENSES FROM OPERATIONS	763,443	78,724

Other Income (Expenses) - Restricted	2023	2022
Angel Tree	(21,307)	(28,118)
Angel Tree	33,626	32,806
Clothing Purchases - Boutique	(135,084)	(80,239)
Clothing Sales - Boutique	160,855	148,131
Collective Teaching	(56,572)	(54,374)
Collective Teaching	20,798	16,917
Community Garden	(4,895)	(8,893)
Community Garden	982	3,169
School Supplies	(14,814)	(10,241)
School Supplies	12,140	560
TOTAL	(4,271)	19,718
Amortization	73,859	64,188
Amortization of deferred contributions	(16,938)	(14,288)
EXCESS OF REVENUE OVER EXPENSES	702,251	48,542

Assets	2023	2022
Cash	1,191,122	410,330
Marketable Securities	807,261	862,791
Gift Certificates On Hand	12,612	16,610
Accounts Receivable	626,843	90,201
Inventory	848,061	90,455
Government Remittance Recoverable	38,603	29,505
Current Portion of Mortgage Receivable	-	10,978
Prepaid Expenses	48,514	19,247
TOTAL (Current)	3,573,016	1,530,117
PROPERTY AND EQUIPMENT	1,089,463	1,090,975
INTANGIBLE ASSETS	54,479	37,701
TOTAL ASSETS	4,716,958	2,658,793

Liabilities	2023	2022
Accounts Payable (Current)	77,899	131,047
Deferred Revenue	1,426,000	-
Deferred Contributions Related to Property and Equipment	125,863	142,801
TOTAL LIABILITIES	1,629,762	273,848

Net Assets	2023	2022
Unrestricted	2,020,510	1,318,433
Invested in Property and Equipment	963,600	959,155
Restricted	103,086	107,357
	3,087,196	2,384,945
TOTAL LIABILITIES AND NET ASSETS	4,716,958	2,658,793

*From 2023 audited financial statements.

For more information, please write to finance@greenervillage.ca.

Contact Us

To learn more about how you can help, please visit us online at www.greenerillage.ca/donate or follow us on social media:

 @greener_village

 fb.com/greenerillage

For questions about this report and other Greener Village affairs, please contact:

Alex Boyd
CEO, Greener Village
alex@greenerillage.ca



Greener Village is proud to partner with Food Banks Canada and Food Depot Alimentaire.

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