



ANNUAL REPORT

2024-2025





Food4Kids Muskoka Annual Report — Presented by Sarah Thatcher, Executive Director

INTRODUCTION

In January 2023, I founded Food4Kids Muskoka in hopes of addressing the growing needs of children experiencing food insecurity in the local community. **Our mission is to ensure children aged 4-18 experience “Weekends Without Hunger” by providing nutritious food packs every week.** I am grateful to the amazing community members who have joined our mission to raise awareness and funds to address issues of food insecurity in our rural region.

OUR JOURNEY

Rising housing and food costs have made it increasingly difficult for families and year-round residents to make ends meet. Food4Kids Muskoka was established to address these needs and bring relief to vulnerable children in our community. We continued to scale our program in our second school year and in September 2024, we were feeding 149 kids at 14 schools across Muskoka. At the end of that school year, with the help of over 100 dedicated volunteers, **we packed 325 bags weekly, serving children in 23 schools across Muskoka.** This continued scalable growth is a testament to the community's generosity and commitment.

IMPACT HIGHLIGHTS

- **Strong Partnerships:** Collaborations with **Deerhurst Resort, Stratton Homes** and the **OPP** have been essential in allowing us to add kids to our program. Deerhurst once again hosted our annual Breakfast Gala in November 2024, attended by 500 guests, raising funds and awareness. We were able to move into a purpose-built space in **Stratton Homes'** office which allows us to store food, pack bags and deliver efficiently to schools in the community. Our collaboration with the **OPP** has allowed us to provide food that can be kept in all patrol cars, offering food support to kids in difficult circumstances, and helping us to reach kids at risk.



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- **Innovative Food Sourcing:** By purchasing food wholesale, we maximize every dollar donated, effectively doubling or tripling our impact. Fresh fruits and vegetables enhance the nutritional value of our food packs. New relationships with food supplies like GFS, Jitto and Giant Tiger allow us to find the most cost efficient and freshest food for our kids. Maria is also a superhero by searching for the best prices and new delicious products for our kids.

- **Commonwell L.E.A.F Grant:**

In December 2025, we were awarded \$46,000 to fund the lease of a cube van to be able to expand our operations and reach more kids. Since receiving the grant, we grew from 200 kids to 325 kids! Our volunteers and staff enjoy using the van to easily distribute more bags of food. We are also able to easily pick up large orders of food products with the use of a larger van.



LOOKING AHEAD

Our goal is to continue growing the “Weekends Without Hunger” program to reach kids in all regions of Muskoka. By fostering deeper collaborations with community stakeholders and corporate sponsors, we aim to feed even more children, ensuring no child goes hungry on weekends.

THANK YOU!

Your support has been instrumental in our success. Together, we are building a stronger, healthier Muskoka. We look forward to continuing to work together to feed hope and fuel potential for our children.

Sarah Thatcher

Sarah Thatcher Founder & Executive Director





MISSION:

To provide healthy food for elementary and secondary school students with little or no access to food on weekends and throughout the summer months.

MANDATE:

- **We believe** child and youth hunger is a community responsibility and by working together we can provide a solution-based program that addresses and responds to child hunger in our shared community.
- **We believe** that alleviating the effects of poverty and hunger strengthens our community, providing children with opportunities to grow, excel and thrive.
- **We believe** in facilitating programs in a non-stigmatizing, impactful and inclusive manner ensuring dignity of all participants.
- **We believe** in collaborative partnerships with volunteers, community members, schools, businesses and funders to collectively support children and families.
- **We believe** that by maintaining the highest standards, we can ensure positive outcomes for children and their families through leadership, transparency, accountability and diligent stewardship of community resources.



GUIDING PRINCIPLES:

PROVIDE packages of nutritious food for children with little or no access to food during weekend periods or during the summer months;

FOCUS on schools located in low-income and marginalized neighbourhoods with poverty rates in excess of 40% to reduce barriers for those most in-need;

CONDUCT public education and community-awareness initiatives designed to develop an understanding of child hunger;

PROVIDE leadership as the primary resource for weekend and summer food distribution for at-risk children engaging community partners;

MAINTAIN a high standard of service through best practices and annual evaluation methods;

DEVOTE extensive resources to recruit, train, retain and recognize volunteers to facilitate the program.



OUR PROGRAMS:

WEEKENDS WITHOUT HUNGER: This program provides packages of healthy food for elementary and secondary school children with limited or no access to food each weekend. Referrals are received from schools aware of children and families struggling with food security. Volunteers package food each Wednesday and our volunteer drivers deliver food to schools on Thursday mornings. At the school, the food package is discreetly tucked into the child's own backpack helping to shield the child from any stigma associated with hunger or receiving food assistance. Each child in the home receives their own food package. **The cost per healthy food bag is \$20 or \$1,000 to feed a child for an entire school year.**

SUMMER FOOD PROGRAM: Gift Cards for families in our program — At the end of our 2nd school year we sent home gift cards to families to help them purchase their own groceries over the summer months. Through our partnership with the District of Muskoka we are serving over 1,300-1,500 kids at community block parties and by providing other charities with food packages to distribute to the families they serve. Working together ensures that kids will continue to receive healthy food this summer!





STATEMENT OF OPERATIONS

	2025	2024
	\$	\$
REVENUE		
Donations	433,617	539,090
Foundation funding	292,508	-
Fundraising	153,531	-
Government grants and subsidies	65,000	10,386
Interest income	9,643	274
	954,299	549,750
PROGRAM COSTS		
Program coordinators	217,943	90,304
Food purchases	218,110	74,110
Rent	10,848	3,616
Vehicle	16,020	-
Travel	10,103	2,949
Food prep equipment	1,376	3,251
	474,400	174,230
ADMINISTRATIVE EXPENSES		
Fundraising expenses	147,847	6,216
Advertising and promotion	57,494	45,673
Professional fees	20,269	7,270
Office expenses	12,453	4,620
Grant writing	6,257	-
Telephone and utilities	5,423	2,093
Wages expense	4,838	16,876
Insurance	3,284	2,044
Amortization	2,538	2,213
Interest and bank charges	1,699	1,104
	262,102	88,109
Excess of revenue over expenses	217,797	287,411
Fund balance, beginning of year	287,411	-
Fund balance, end of year	505,208	287,411

Year ended August 31

BECAUSE OF YOU, WE HAVE ACHIEVED SO MUCH.

This year we distributed:

- 10,728 bottles of milk
- 29,174 apples
- 10,218 granola bars
- 5,136 cans of soup

24
schools

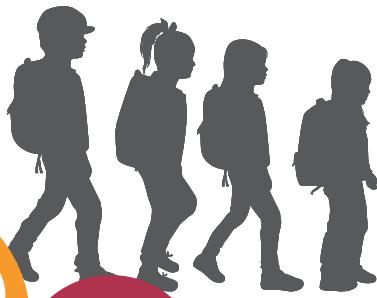
250
families
in the program

325
kids
enrolled in
the program

5,200 food bags delivered each month from March to June

115+
volunteers

\$950,000+
raised to support
“Weekends Without Hunger”
program



ANNUAL SIGNATURE EVENTS:

Our Team is delighted to plan and host two amazing events each year! We are so grateful to hundreds of community members who joined us at our Breakfast Gala and our Summer Gala this year to learn about what we do and to offer their support.

BREAKFAST GALA: Each year in November, we invite members of the community to show up early for a delicious breakfast at Deerhurst Resort in Huntsville to celebrate all that we have accomplished and raise funds for us to have a bigger impact. This year our Breakfast Gala was attended by 500 community minded individuals who showed up to enjoy a buffet, inspiring speeches and an incredibly enjoyable LIVE auction with the amazing, Rob Crowder. **We raised over \$140,000 for our program at this early morning event!**



FEEDING FUTURES SUMMER GALA: In July, Julie and her team at Crossroads Restaurant in Rosseau hosted our second annual Feeding Futures Gala! It was a wonderful night of connection and philanthropy weaved together by the talented Beverley Mahood, who shared her personal life story of how she could have used a program like “Weekends Without Hunger” when she was growing up.

A HUGE thanks to our amazing event sponsors; Crossroads Restaurant, The McGraw Family Foundation, Muskoka Lumber, S144, Charlotte & Felicia Salomon, and The Benefits Trust for helping make the evening an incredible success!

Guests were treated to delicious food and drink, heartwarming stories of the impact of our “Weekends Without Hunger” program, tangible packing station where they could experience first hand what we do each week. Rob, from The Benefits Trust, joined us once again for a fun LIVE auction with many amazing prizes! With such incredible community support we were able to raise over \$200,000 at our 2nd Annual Feeding Futures Gala to continue addressing food insecurity in Muskoka and adding more kids to our program!



SUMMER DESIGN CONTEST WINNERS:

For the past two summers, we have asked kids across Muskoka to use their creativity to help share our vision of helping kids experience Weekends Without Hunger. Two young artists were celebrated, and their designs are showcased each year at the Breakfast Gala and appear on our SWAG throughout the year! Kristie continues to be on the lookout for amazing kid artists, and she can't wait to see the designs for 2026!



Summer 2024, Clara Diggles



Summer 2025, Kate Ramsey



THANK YOU

TO OUR DONORS!

Food4Kids Muskoka is funded through donations or one-time grants. We are grateful for the unconditional giving of individuals, groups and businesses entrusting our charity with their donations, knowing the difference their support will make.



To each and every donor, our thanks and assurance, your support fuels a collective effort ensuring no child goes hungry in our shared community.
For a full list of our donors, please visit our website.

\$15,000 +

- Harry Debes Family Foundation
- McGraw Family Foundation
- Muskoka Lumber
- The Commonwell Mutual Insurance Group
- Deerhurst Resort
- Crossroads Restaurant
- Men of Grandview

\$10,000 - \$14,999

- TD Bank Group
- Community Foundation of North Halton
- TransCanada Pipelines Ltd.
- Landen & Co.
- Devonleigh Homes
- The Johnston Family Foundation - Bill & Denise
- Pickard Family Foundation
- Mark Richards Professional Realty Group
- Foreshew Design Associates Inc.
- Muskoka Window & Door
- Taylor Inc.

\$5,000 - \$9,999

- Andy Potts Memorial Fund
- RE/MAX Professionals North
- The Midloch Foundation
- Jayne's Cottages Luxury Rentals & Concierge
- The Chawker's Foundation
- Muskoka Community Foundation
- Ed Voortman Foundation
- S144
- Shorline Construction
- Air Canada Foundation
- Tom Cross & Beverley Mahood
- James Smith
- District of Muskoka
- Felicia & Charlotte Salomon



WE
COULDNT
DO IT
WITHOUT
YOU!





OUR TEAM

(As of August 31, 2025)



2024-2025 Board of Directors:

Executive Committee:

Michelle Petterson, Board Chair
Rahim Premji, Vice Co-Chair
John Mesec, Vice Co-Chair
Michael Fox, Treasurer
Sophie Goutos, Secretary

Directors:

Stella Keay
Martin Vuksinic
Shawn Donaldson



Our Staff:

Sarah Thatcher, Founder & Executive Director
Kristie Shaver, Communications Manager
Maria Castillo, Operations Coordinator

