



FISCAL YEAR 2024/2025

# Impact Report: Nourishing Community Together





The Mustard Seed Street Church acknowledges with gratitude that we provide our services and programming on the unceded ancestral lands originally cared for and inhabited by the Lkwungen people, known as the Songhees and Esquimalt Nations, as well as the Hūl'q'umi'num people of the Quw'utsun (Cowichan) Tribes.



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Dear Friend,

From the very bottom of our hearts, thank you for standing alongside us in compassion and action. Because of your generous support, the past year has been one of meaningful transformation for so many in Greater Victoria. Whether through donations, volunteer time, advocacy, or sharing our story, you have made nourishment, dignity, and hope possible.

Over the past fiscal year, the demand for food assistance has soared. In March 2024 alone, Canadians made over 2 million visits to food banks, the highest number ever recorded — a 6% increase over 2023 and a staggering 90% increase since 2019. In British Columbia, visits rose by 81% in that period, as incomes fail to keep pace with inflation and housing costs.

Despite this sharp rise, your support helped us continue meeting the moment.

Thanks to you:

- Over 2.8 million pounds of food, hygiene, and essential items were distributed across communities in need.
- More than 65,000 people received monthly vital support—from fresh meals and hygiene kits to crafted hampers and hospitality services—That's more than 15% of the population of Greater Victoria.
- Over 25,500 volunteer hours brought warmth, respect, and care to every person we serve.

Your gift is more than just resources—it's a lifeline. It ensures that when someone walks into our

Market, they're met with choice. It gives the Hospitality program the fuel to serve hot meals, coffee, and conversations. And it powers unique partnerships—from Flourish! School Food Society to South Island Farm Hub, all working collaboratively in a shared space to strengthen our region's food ecosystem.

You've helped us respond to rising demand, support diverse dietary needs, and build relationships rooted in respect and compassion. We couldn't do this work without you.

What your support has made possible is profound and deeply appreciated.

We hope this Impact Report gives you a glimpse into the reach and depth of your generosity. It's meant for you—our valued community partner—because together, we are feeding bodies and nourishing lives in ways that transform communities.

Thank you once again for joining us in this mission. If you'd ever like to hear more about a specific program, visit our operations, or share feedback, we'd welcome the chance to connect with you personally.

With gratitude and hope,



**Treska Watson**  
Executive Director



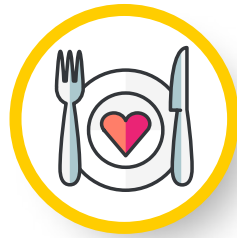
**2.8 million lbs**

of food, drinks, and hygiene items distributed



**65,000+** individuals

supported **monthly** through food programs, hospitality, hampers, and outreach



**80,000 lbs** of rescued food transformed into nourishing meals



**70+** social agencies served

Our warehouse serves as the hub for inbound donations and outbound shipments, supplying both our internal Food Bank and more than 75 partner agencies through The Food Share Network. Each weekday, our fleet collects over 10,000 lbs of food from 32+ grocery and farm partners, which staff and volunteers sort and dispatch. We also lease storage space to mission-aligned nonprofits and social enterprises, creating opportunities for collaboration and innovation.

This work supports tens of thousands of individuals monthly, strengthens the regional food system, and promotes environmental sustainability by preventing waste. By hosting nonprofit tenants, we amplify impact across the food security ecosystem.

## 2024 Results & Reach

**2.8 million lbs** of food, beverages, and hygiene items distributed.

**702,631 lbs** delivered specifically to our Queens Avenue Food Bank.

**40,500+ lbs** of unsaleable but usable food diverted to local small farms as livestock feed.



The Mustard Seed has been Flourish's closest friend from the beginning. From bending over backwards to allow us to share their kitchen, to sharing surplus food, to connecting us with fundraising opportunities, to letting us borrow their vehicles, staff and ideas to help us grow, The Mustard Seed has always been there to help Flourish feed kids. Flourish would not exist without The Mustard Seed's vision and support;

they have always demonstrated an incredible selfless compassion in helping our work succeed.



— Matthew Kemshaw,  
Executive Director of Flourish!  
School Food Society



Volunteers sort rescued food at the Food Security Distribution Centre.

“

The Mustard Seed, to me, is the definition of what “food sharing” truly is. Without the staff and volunteers of the Mustard seed, who I see as the heartbeat of the entire food rescue process, the Food Share network would only be an administrative board without an operations component.

They work in tandem to ensure that the community most in need, those who face varying levels of food insecurity, can access food with dignity and care, without judgement.

We, at the Victoria Cool-Aid Society are only one of 80 members of the Foodshare network. The efforts of the Mustard seed ensure that our clients in need feel cared for, important and valued.

”



— Paul Stewart,  
Food Service Manager at  
Cool Aid Society

# Food Rescue Program

Three trucks run weekday routes to more than 32 grocery and farm partners, with an added Saturday route launched in 2024. Donations are sorted in our warehouse by staff and volunteers. Items suitable for distribution are shared with our Food Bank and 62 partner agencies. Food not viable for redistribution is repurposed into hot meals served daily at Hospitality and Coffee Window programs.

The program reduces waste, prevents hunger, and strengthens community resilience. It turns potential waste into meals, creates equity across diverse communities, and supports environmental sustainability.

“

The food rescue program has become life changing for so many members of our community... None of these initiatives would be possible without our partnership. We are so grateful for your support.

”

## 2024 Results & Reach

**1.1 million lbs**

of edible surplus food rescued and shared regionally.

**80,000+ lbs**

of food transformed into home-cooked meals.

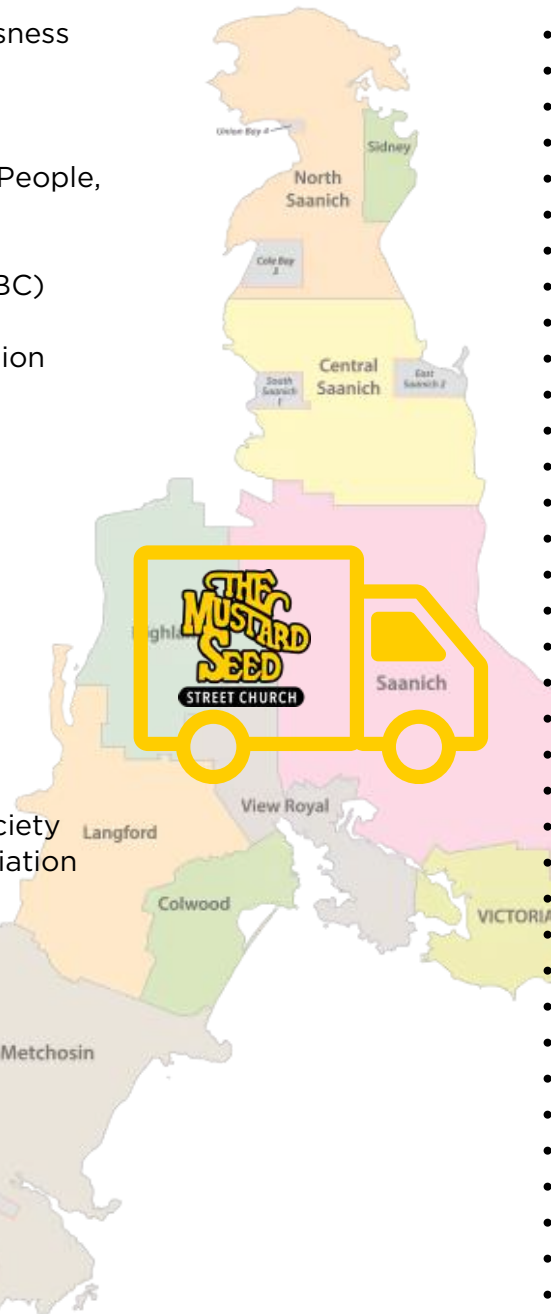
Reach extended across downtown Victoria, Sooke, Sidney, the Westshore, and Malahat.



— Erin Weber,  
Soroptimist International of  
Victoria Westshore

# Agencies supported by the Food Rescue Program

- Aboriginal Coalition to End Homelessness
- Anawim House
- Anawim Susan's Place
- AVI Health & Community Services
- BC Housing (Comfort Inn Housing & People, Plants and Homes)
- BC Muslim Association
- Beacon Community Services (Work BC)
- Beacon BEAMS
- Burnside Gorge Community Association
- Camosun College Student Society
- Coastline Church
- Community Food Support
- Community Food Support Outreach
- Cook Street Village Activity Centre
- Cool Aid Society
- Craigflower Elementary School
- The Cridge Centre for the Family
- Edward Milne Community School
- Esquimalt First Nations
- Esquimalt High School
- Esquimalt Church of the Nazarene
- Esquimalt Neighbourhood House Society
- Fairfield Gonzales Community Association
- Fernwood NRG
- Fateh Care
- Flourish School Food Society
- Galiano Community Food Program
- Goldstream Food Bank
- Help Ukraine Vancouver Island
- Highway Christian Fellowship
- House of Mercy
- House of Shiloh
- James Bay Community Project
- James Bay New Horizons
- James Bay United Church



- Le Relais
- Living Edge
- Mayne Island Food Bank
- Northpark Neighbourhood Association
- Oaklands Community Association
- Oasis Society for Spiritual Health
- Our Eco Village
- Our Place Society
- Pender Island Food Bank
- Pacifica Housing
- Pauquachin First Nations
- Quadra Village Community Centre
- Rainbow Kitchen Society
- Red Cedar Café
- Rockheights Middle School
- Royal Bay Secondary School
- Saanich Neighbourhood Place
- Sanctuary Youth Centre
- Shelbourne Community Kitchen
- Sidney by the Sea Rotary Club (Sidney Elementary)
- Silver Threads Service
- Songhees First Nations
- Soroptomists International of Victoria (Westshore)
- St. John the Divine
- St. Vincent De Paul
- Stellys Secondary School
- The Mustard Seed Street Church
- Threshold Housing Society
- Tsawout Health Department
- UVIC Community Cabbage
- Victoria Cool Aid Society
- Victoria Native Friendship Centre
- Victoria Women's Transitional Housing
- Whole Way House
- YMCA Young Moms/Pandora Youth Housing
- 1 Up Single Parents Resource Centre

# Special Hamper Program

Provide ready-to-distribute food hampers to agencies supporting low-income individuals, seniors, and day programs—ensuring consistent and reliable access to essentials.

Hampers are prepared in-house and delivered monthly to 13 partner agencies. Each includes pantry staples and dry goods, typically covering 2–3 meals.

The program increases access to consistent food support and allows agencies to enhance their own services with reliable, nutritious resources.

## Partner Agencies



- Pacifica Housing
- Cool Aid
- Portland Housing Society
- VIHA
- Threshold Housing Society
- Rainbow Kitchen
- Saanich Volunteers
- ICMT
- Pacific Centre for Families
- Daily Dose
- James Bay Community Project
- Sooke Family Resource Centre
- Soap for Hope
- Uvic Multi Faith
- Threshold Housing
- Esquimalt Seniors
- Vic youth emp. Society
- Island Sexual Health

## 2024 Results & Reach

**37,000+ lbs** of hampers distributed.

**500 individuals** supported **monthly** through partnering agencies.

“

The Mustard Seed recognizes that our residents face multiple health-related barriers... Allowing us to access the food hampers in such a convenient way really makes a difference.

”



— Avery Taylor,  
Director of Victoria  
Operations, PHS Community  
Services Society

# Community Meals Program

Transform rescued food into nourishing, home-cooked meals that provide nutrition, community, and dignity for those accessing our Food Bank and Hospitality services.

Operating Monday through Friday, our kitchen team prepares seven hot meals weekly plus a monthly weekend breakfast. Meals are created primarily from rescued food, maximizing nutrition while minimizing waste.

This program elevates rescued food into freshly prepared meals, enriching the social and emotional well-being of hundreds of guests each week while reducing waste and hunger.



“We love working with food, discovering new items, and most of all, keeping good food out of the landfill. It’s about saving food and making sure it gets to people who need it.”



## 2024 Results & Reach

**80,000 lbs** of food transformed into meals.

**66,700 meals** served.



— Renate,  
Food Security Distribution  
Centre Volunteer



A beautiful sight —  
full shelves, full of hope!

Guest Services staff and volunteers meet with community members, helping them navigate housing, healthcare, and government support services. Partnerships bring additional resources on-site, including weekly visits from the MediVan for nurses and wound care, Ministry of Social Development for income assistance orientation, Soap for Hope that offers hygiene products, BC Hydro with information on how to access energy-saving kits, and Inlet Hearing that provides hearing aids.

Guest Services addresses root needs beyond food, supporting dignity, education, health, and stability. By forming strategic partnerships, we amplify our impact and minimize the duplication of services.

“

People come in nervous, but when they realize how easy it is to register and get food, the relief on their faces stays with me.

”

## 2024 Results & Reach

**7700+**

individuals and families received hygiene products, birthday kits, literacy resources, and school supplies.

**300+ guests**

received direct support from healthcare and income assistance partners.



— Joanne,  
Guest Services Volunteer



Our centrally located Food Bank offers a choice model, enabling clients to select items that best suit their needs. We accommodate dietary restrictions, allergies, and cultural preferences.

This service ensures dignity and respect while reducing hunger across Greater Victoria.



Mustard Seed changed my life. There were times before I started coming here [...], I would look at my fridge and there was nothing there. Now my fridge is full, and I feel a lot safer knowing that I do have food.



— Shawna,  
Food Bank Client

## 2024 Results & Reach

**702,631 lbs** of food and non-food items distributed, including:

**579,524 lbs** of perishable food.

**67,563 lbs** of drinks (Food Bank and Hospitality combined).

**55,544 lbs** of hygiene/cleaning supplies.

**27,616** individuals are served annually



“ I was stunned...I have never received so much kindness. They gave me everything—formula, diapers, fresh fruits and veggies, clothes, toys, and more!  
— Valeria, Food Bank Client ”

# Hospitality Program

At Hospitality, each day begins with coffee, tea, hot chocolate, soup, sandwiches, and baked goods, with cold drinks in summer. At lunch, a hot meal is served. Clothing is distributed daily, with extra support during cold or wet weather. Hospitality also offers creative and social programming, including art club, board games, movie nights, bingo, and live music dinners.

Hospitality provides far more than food—it is a stable, safe space for community members to rest, connect, and be supported, addressing both immediate needs and social wellbeing.

“

This is the place where I feel seen. Not just as someone in need, but as someone with something to give.

”

## 2024 Results & Reach

**45,360** hot meals served.

**90,467 lbs** of food distributed.

**36,720** clothing items provided, plus emergency socks, coats, and blankets.

**6,500** hot drinks and  
**1,450** cold drinks served **monthly**.



— Normand,  
Hospitality Centre Client



Every meal at the Hospitality Centre is more than food — it's comfort, care, and community.

# Hope Farm

Hope Farm grows organic produce and cares for 399 pasture-run hens, with food distributed both through sales and donations to food banks in Cowichan Valley and Victoria.

Hope Farm demonstrates resilience and sustainability, linking healing, food security, and community life.



Hope Farms has been an excellent supporter of No Worries Duncan Moms group. On several occasions Hope Farms has generously donated eggs that we have been able to distribute to help feed local families. We appreciate and thank Hope Farms for their compassion and continued support in helping our community.



— Leanne Cotterill,  
No Worries Duncan Moms

## 2024 Results & Reach

Hundreds of dozens of eggs and fresh produce provided locally.

Ongoing donations supported individuals and families experiencing food insecurity.



Our Pastoral Team provides both structured gatherings and personal care. Programming includes Sunday worship, weekday devotions, Bible study and discipleship groups, outdoor hikes, camps, memorials, and hospital visits. Pastors also provide daily presence across all ministries.

Spiritual Care creates opportunities for worship and community, while also offering comfort during illness, grief, and daily challenges. It grounds our ministry in faith, love, and service.

“

I came to faith near the end of 2024, during a time of experiencing homelessness and addiction. Since then, I've been redeemed, renewed, and transformed. I believe in the Mustard Seed's mission as it has personally impacted me.

”

## 2024 Results & Reach

Weekly worship services (25-50 attendees) and weekday devotions.

Fall Camp and Community Picnic with 50+ participants each.

Dozens of hospital visits, memorials, and baptisms.

A slo-pitch team, prayer walks, and monthly Church Life Committee leadership.



— James,  
Spiritual Care Client

Izack received brand-new school supplies and running shoes — giving him confidence and excitement for the new school year.



# Fair Start – Back to School

Each summer, Fair Start provides school supplies, new running shoes, and healthy snacks to children and youth from families facing financial challenges.

The program reduces stigma, eases financial stress for families, and ensures every child can start school on equal footing with peers.

“

Through the Fair Start program, Izack didn't just receive school supplies — he received hope, care, and a boost in confidence for school. You made us feel like family at The Mustard Seed.

”



— Bernie,  
Fair Start Program Client

## 2024 Results & Reach

**600+** children and youth supported.

Each child received shoes, supplies, and snacks to set them up for success.



# Christmas Hampers

Each December, more than 1,800 people receive hampers including fresh produce, dairy, non-perishable food, and all the fixings for a holiday meal. Grocery store gift cards offer choice, while gifts for children and adults ensure everyone is remembered.

This program spreads dignity, joy, and hope during the holiday season, ensuring no one is left behind.



Christmas is so lovely because I know that I have the comfort of knowing that my boys will have something under the Christmas tree.



— Sasha,  
Christmas Hampers Client

## 2024 Results & Reach

**1800+ people**

were provided with holiday meals and gifts.



# Christmas Celebration

The Mustard Seed hosted a traditional turkey dinner for more than 400 community members, with live music, kids' activities, and prize draws.

For many attendees, this was their only Christmas celebration. The event provided not just a meal, but also joy, connection, and a sense of belonging.



## 2024 Results & Reach

**400+ guests** served.

Three live bands and family-friendly activities.

“

It's great seeing families come in together—the kids get so excited when they see everything decorated, the activities just for them, the stuff on the tables, and little treats like chocolates when they leave. I loved it.

”



— Rob, Volunteer



**27,441** volunteer hours

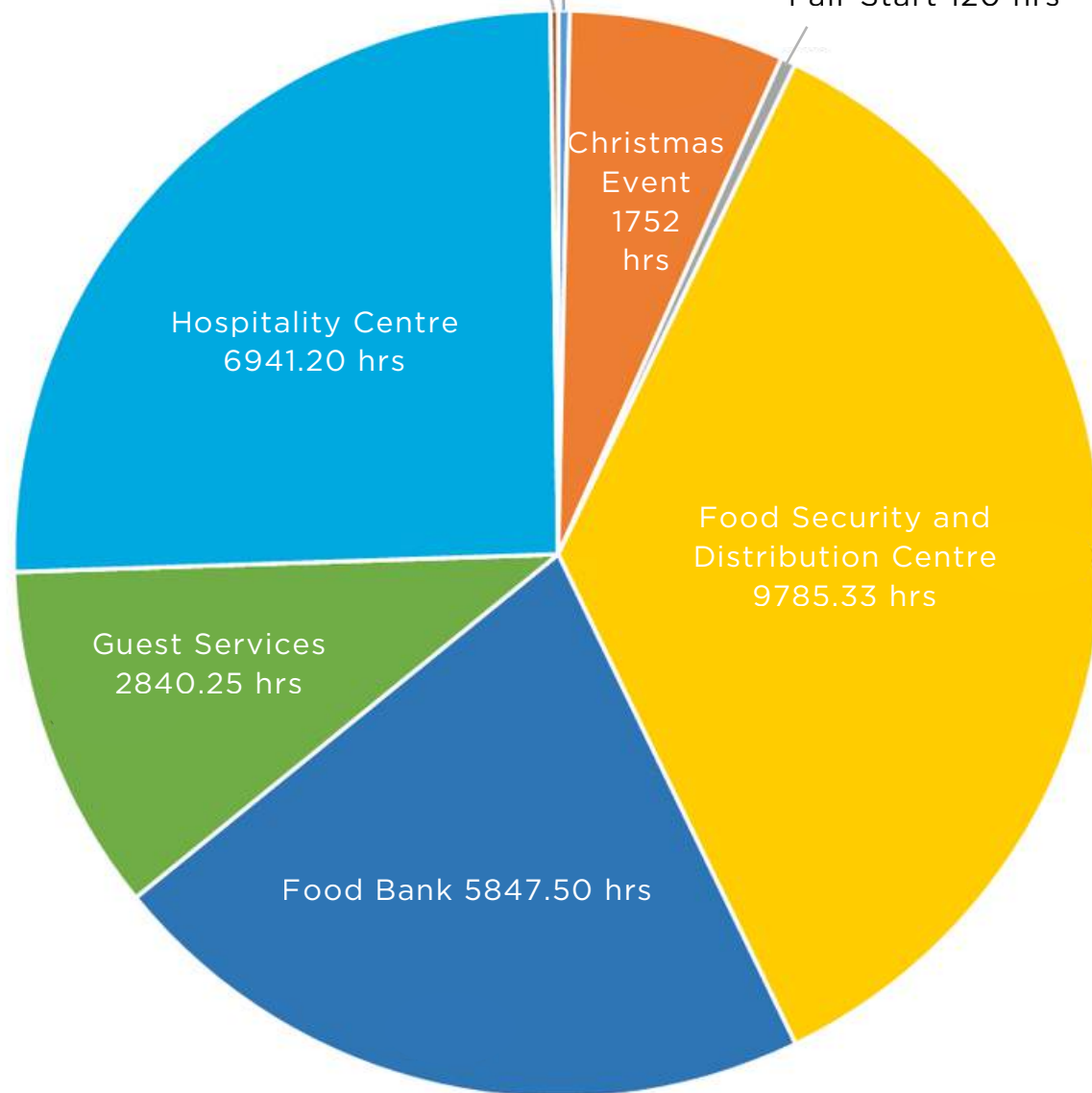
contributed by caring hands  
across programs.



Equivalent to **\$ 740,907**

\*Volunteer hour is estimated at \$27 by Volunteer Canada

Administrative assistant 93.45 hrs  
Uncategorized Activities 61 hrs  
Fair Start 120 hrs



“

Service is all that matters! It's important to look people in the eyes, recognize them, and understand they're in pain.

— Jessica



”

“

When I think of here, I think of heart. I think of family. One big, massive family — staff, volunteers, and clients.

— Ann



”

“

It gives me such purpose. I love putting things in order and making sure people can find what they need.

— Joan



”

“

I'm proud of our growth, but it's also hard to see that more and more agencies need food. Let's keep doing what we're doing.

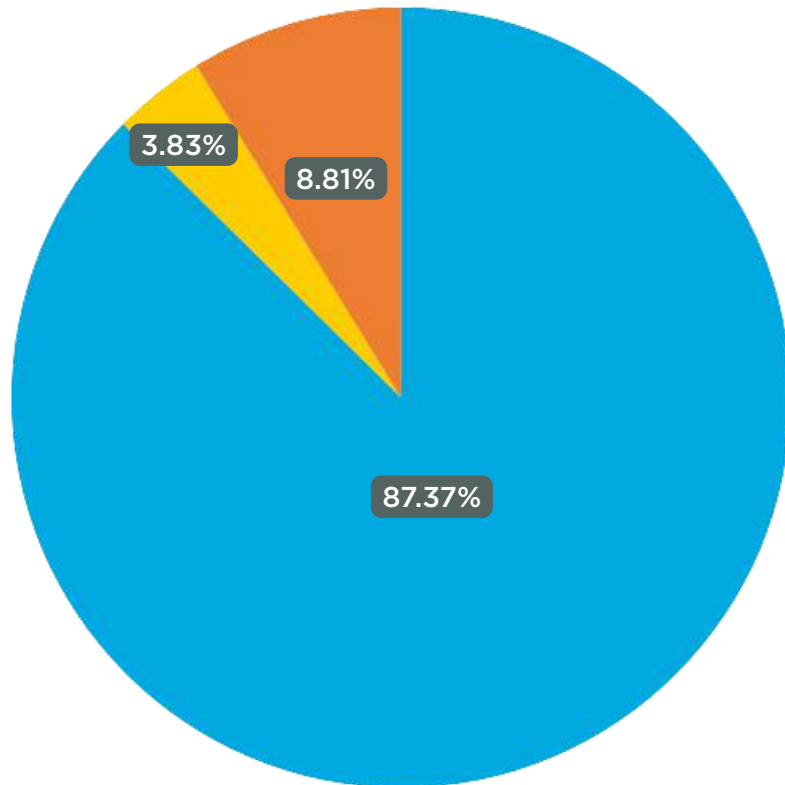
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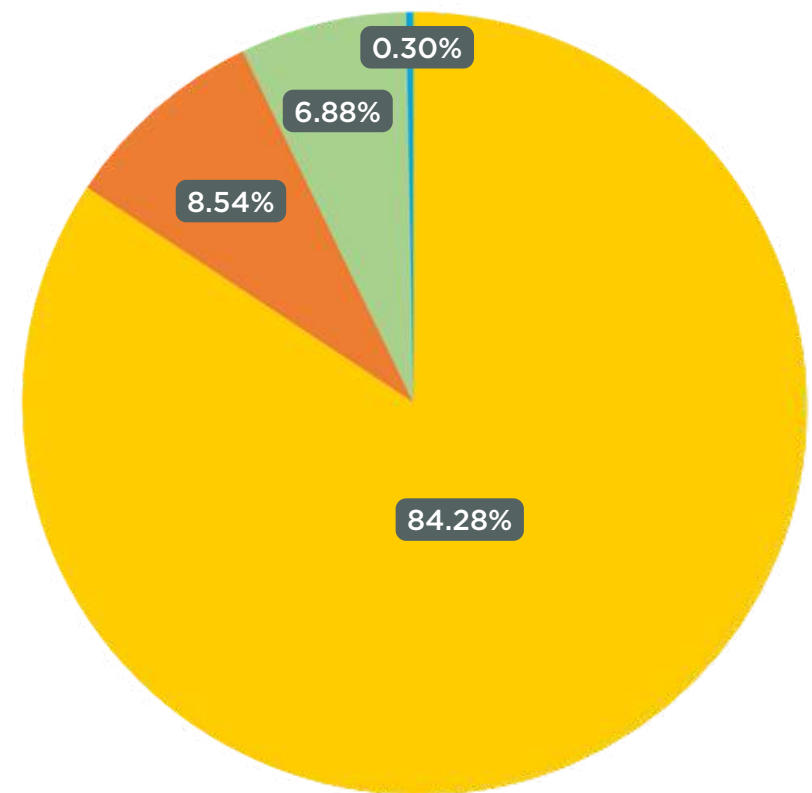
# Resource allocation

## Revenue



- Donations
- Government funding
- All other revenue

## Expenses



- Charitable programs
- Management and administration
- Fundraising
- Gifts to other charities

# Join us in feeding hearts, nourishing hope.

**DONATE** 

[mustardseed.ca/donation/](https://mustardseed.ca/donation/)  
or scan QR code



**VOLUNTEER**

Help us stock shelves, pack hampers, cook meals,  
and welcome guests.  
Register at [mustardseed.ca/volunteer/](https://mustardseed.ca/volunteer/).

**PARTNER  
WITH US**

Join us in partnership through sponsorships and joint projects to build a  
stronger, more food-secure community.  
Email [claudia@mustardseed.ca](mailto:claudia@mustardseed.ca)

“

Whether through monthly hampers for  
struggling families or a hot meal for someone  
working their way out of homelessness—  
Mustard Seed's honest work won my trust.

”



— Therese Frei, donor and  
volunteer for 15 years

**Join us!**



## **The Mustard Seed Street Church**

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