

CHILD¹⁰ NUTRITION

COUNCIL OF MANITOBA

ANNUAL REPORT



MESSAGE FROM THE COUNCIL

I am pleased, once again, to provide my perspectives for the Annual Report as the Chair of the Child Nutrition Council of Manitoba. Our Board of Directors for the 2020-21 school year have worked hard, alongside our dedicated staff, to ensure that school meal and snack programs continued in spite of the extremely unique and challenging circumstances presented by the COVID-19 pandemic.

As the impact of the pandemic continued to evolve throughout the 2020-21 school year, our team of Registered Dietitians moved to a completely remote model for supporting schools with their ever-changing plans to continue to provide nutritious meal support to students throughout Manitoba. This “remote support” model included phone and video calls with school program coordinators and administrators, multitudes of email support, and online webinars. Our staff also spent considerable time providing online resources for schools to access.

Our Board and staff continue to advocate with the Province of Manitoba for increased funding to support nutritious school meal programs, including breakfasts, snacks and lunches. The demand for our support continues to grow, year by year, however our funding, although generous, has remained the same since 2014. The effect of the increased demand coupled with static funding has meant that our Board has had to make some difficult decisions, including denying funding to all new 2021-22 applicants and reducing the support for summer learning programs. We are pleased, however, that active discussions with the Province, Department of Mental Health, Wellness and Recovery are taking place and we remain hopeful.

Corporate and private donations have continued to help sustain our support for schools.

This past year, the Council also took on the exciting project of reimagining and updating our organization’s logo. We believe this new look represents our organization well and the work we are striving to do. As part of the rebranding of our organization, we also launched a new donation page on our website which includes an interactive Program Support Shop, where donors can browse through the shop to see how their donation will have an impact on Manitoba school meal and snack programs.

Thank you, once again to our extremely hard-working staff, Maxine, Clara and Janelle and to our dedicated Board members for ensuring that CNCM’s mission and values are fulfilled.

Wendy Bloomfield



WENDY BLOOMFIELD
BOARD CHAIR

*Introducing our
new logo*



WHO WE ARE

The Child Nutrition Council of Manitoba is a charitable organization dedicated to helping school children learn, grow, and succeed by supporting Manitoba school meal and snack programs.

2020-21 BOARD OF DIRECTORS

Wendy Bloomfield (chairperson)

Trustee
Seine River School Division

James Bloomfield

Owner
Local Business

Amanda Gurke

Community Connector
Alonsa Community School

Kirsten Mundle

Vice President
River East Transcona Teachers' Association

Viola Prowse

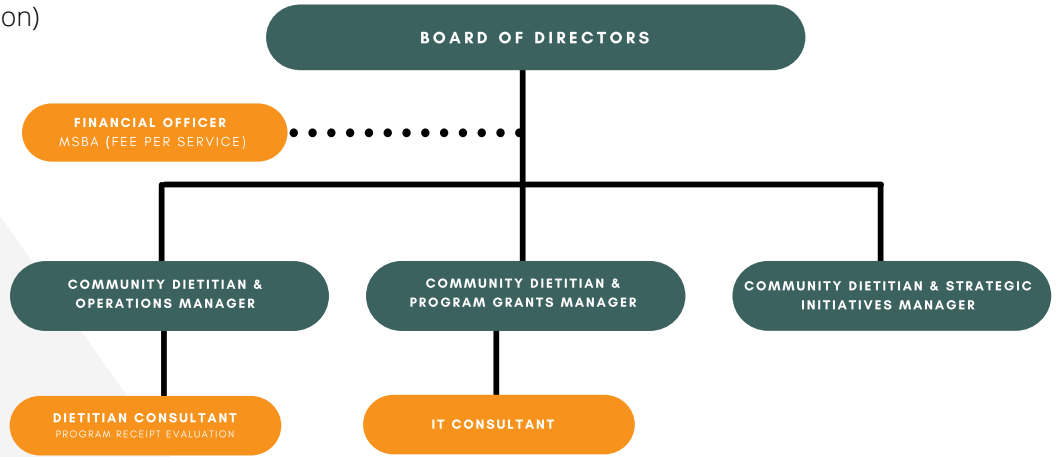
Past Executive Director
Child Nutrition Council of Manitoba

Samantha Turenne

Public Affairs Facilitator
The Manitoba Teachers' Society

Larissa Webster

Owner
Local Business



OUR MISSION



Leadership in child nutrition for Manitoba school-age children through education, funding, and promotion of best practice.

OUR VISION



Every child... every day... well nourished.

OUR VALUES



Nutrition for children that supports learning
Equity, Excellence, Education

Processes and structures that are inclusive, respectful,
and caring

Social responsibility utilizing effective and efficient
strategies

Innovation and flexibility with accountability

2020-21 MANAGEMENT TEAM

Clara Birnie, RD

Community Dietitian &
Program Grants Manager

Maxine Meadows, RD

Community Dietitian &
Operations Manager

Janelle Wotton, RD

Community Dietitian &
Strategic Initiatives Manager

GOALS & OUTCOMES

In 2020-21, Council Board and staff continued to focus on adapting to the COVID-19 pandemic and the accompanying changes to our organization's work. Throughout this time of change, the Council continued to focus our efforts on supporting students, school staff and volunteers, as well as bringing awareness to the need for school meal and snack programs in Manitoba.

1 Increase access to nutritious food for children learning at school or at home through funding and support.

Outcomes:

278
Meal & Snack Programs Supported

28,841
Average Number of Students Served Daily*

*as estimated by schools

“

It is difficult to estimate the number of students who accessed the program daily ... Students had access to breakfast and snacks as needed; most students accessed snacks occasionally and many often.

”

SELKIRK CENTENNIAL SCHOOL

“

At some points in the school year the numbers were higher as we put breakfast bins in each classroom and this made the food easily available for all of our students, even those who arrive late. Other times, we had several students or even classrooms away and this reduced the number of students accessing our program. All in all it probably averaged out to the same as other years.

VICTORY SCHOOL

”

2 Increase opportunities for school staff to build knowledge in nutrition and program management and provide individualized support related to program challenges.

Outcomes:

4
Education & Networking Webinars

141
Webinar Participants

10
New Resources Developed

98
Virtual School Visits

3 Broaden community outreach efforts to increase awareness and financial support for Manitoba school meal and snack programs.

Outcomes:

67
Funding Applications & Requests Submitted

14
Print, TV & Radio Appearances

303
Stone Soup Raffle and Online Fundraiser Supporters

SCHOOL NUTRITION PROGRAMS

The Council is proud to be one of the partners supporting school meal and snack programs in Manitoba. Beyond the support of the Council, schools were able to leverage other grants, volunteer and staff time, and community donations of food, supplies and services.



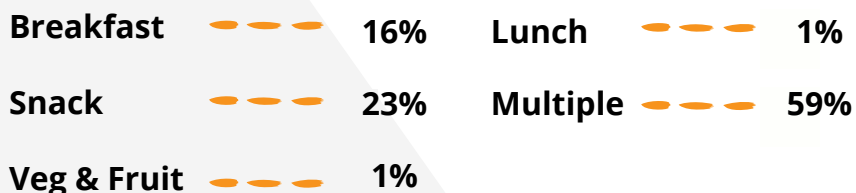
over **9,500** hours of volunteer time & over **53,000** paid staff hours contributed



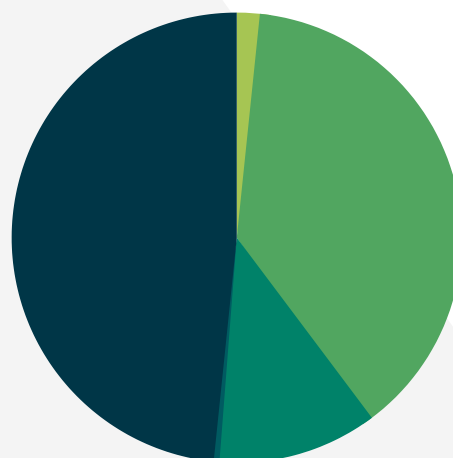
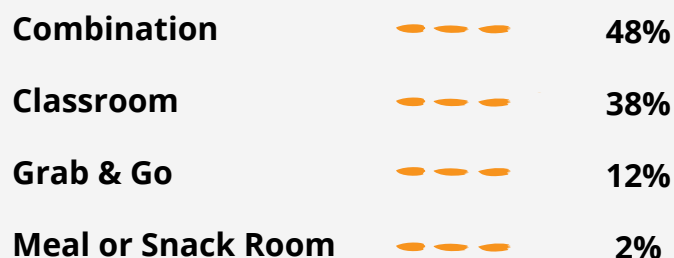
over **\$172,000** of food & over **\$45,000** of supplies and services donated

Due to COVID-19 restrictions many schools adapted their meal or snack program to meet the needs of their students. For this reason, more programs served food from the classroom to help avoid gathering and crossing of cohorts. Continued trends from previous years include a focus on food all throughout the day and using a combination of delivery methods.

TYPES OF PROGRAMS



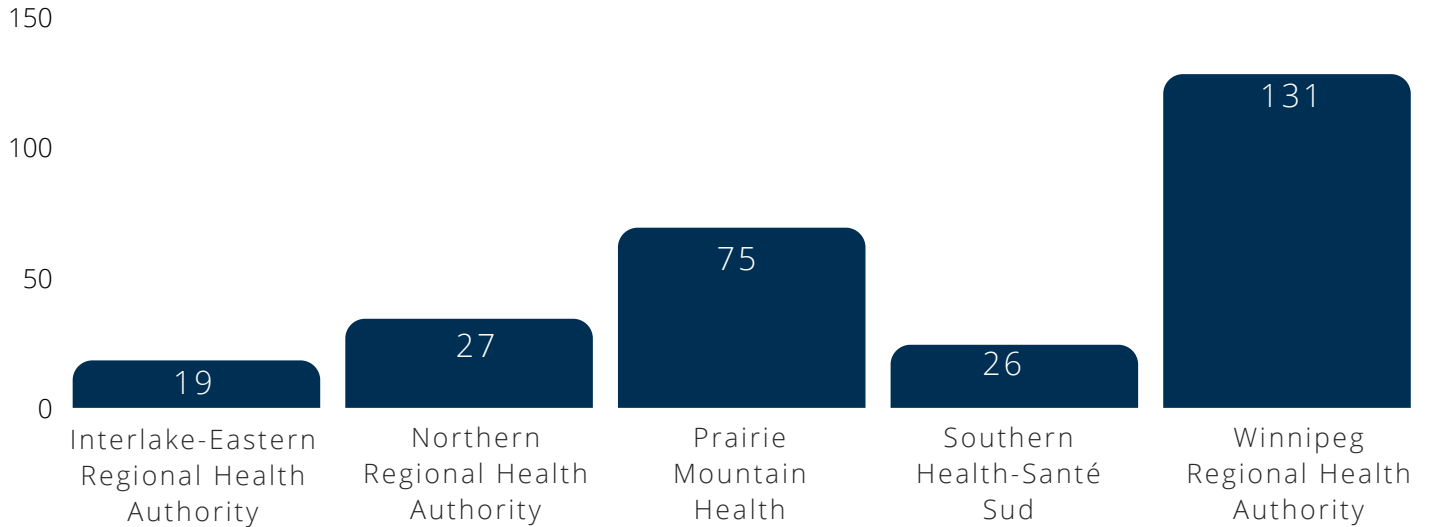
TYPES OF DELIVERY METHODS



SCHOOL NUTRITION PROGRAMS

NUMBER OF PROGRAMS SUPPORTED SHOWN BY HEALTH REGION

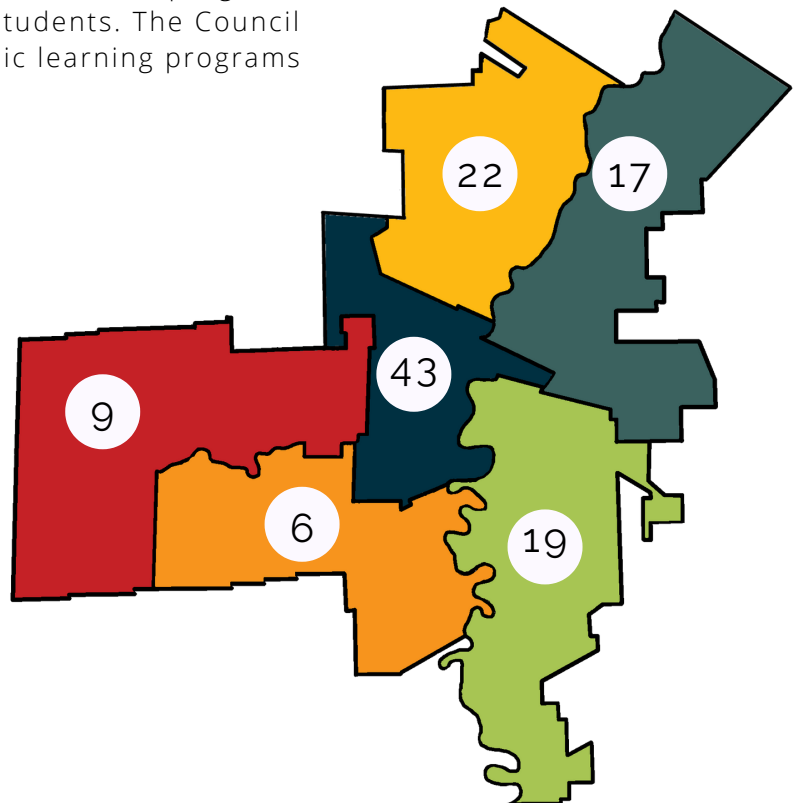
The Child Nutrition Council of Manitoba supports programs that reach school age children in all regions of Manitoba. The number of programs we support vary by health region.



NUMBER OF SCHOOLS SUPPORTED SHOWN BY SCHOOL DIVISION: WINNIPEG

In 2020-21 the Council supported **123** meal and snack programs in **121** Winnipeg schools, reaching **13,399** students. The Council also provided funding to **5** summer academic learning programs reaching **351** students.

- Louis Riel School Division: 19 of 40
- Pembina Trails school Division: 6 of 34
- River East Transcona School Division: 17 of 42
- Seven Oaks School Division: 22 of 25
- St James Assiniboia School Division: 9 of 26
- Winnipeg School Division: 43 of 80
- Division scolaire franco-manitobaine: 5 of 7
- Independent School Division: 2 of 39



SCHOOL NUTRITION PROGRAMS

NUMBER OF SCHOOLS SUPPORTED SHOWN BY AREA: OUTSIDE WINNIPEG

In 2020-21 the Council supported **150** meal and snack programs in **144** schools outside of Winnipeg, reaching **15,091** students.

NORTH 37

First Nation Schools: 7 of 57
Flin Flon School Division: 4 of 4
Frontier School Division: 22 of 40
Kelsey School Division: 2 of 5
Mystery Lake School District: 2 of 7

SOUTH EAST 28

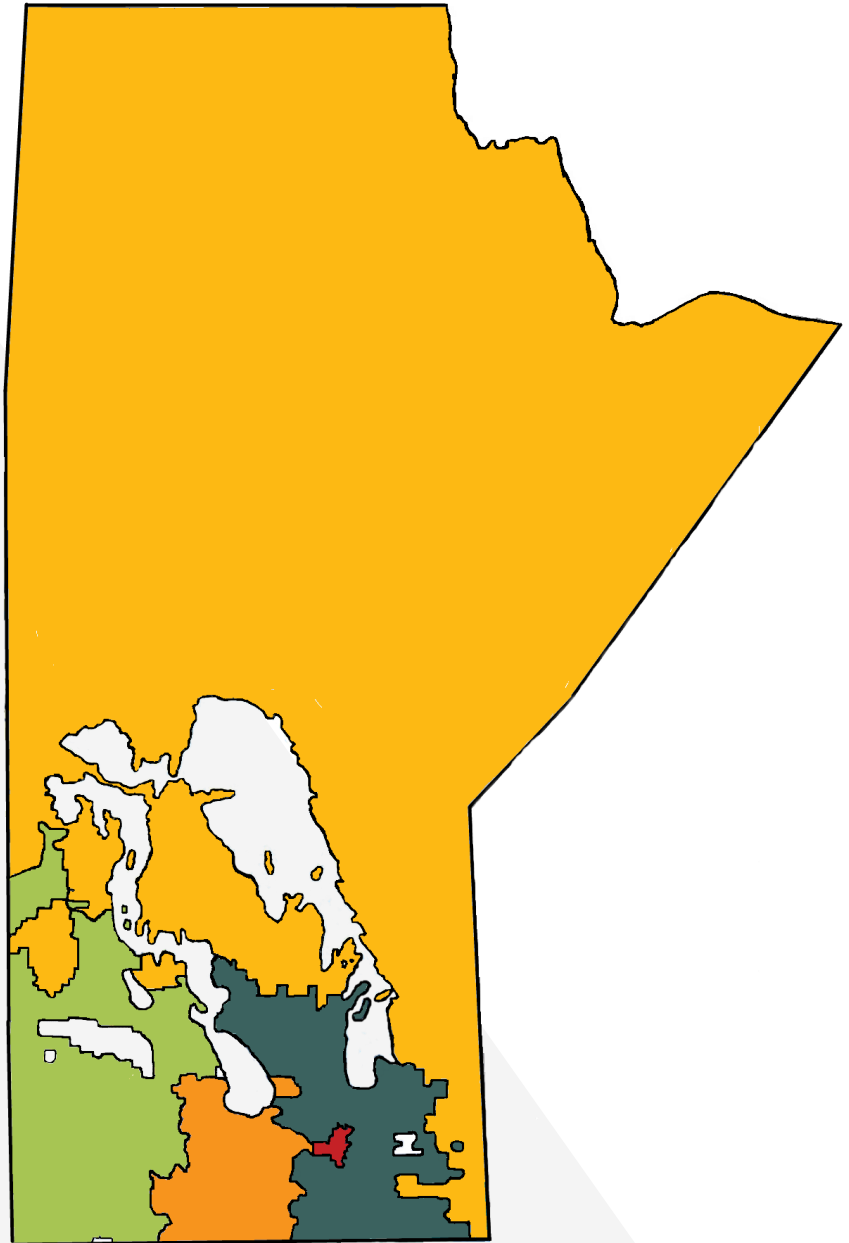
Evergreen School Division: 2 of 8
Hanover School Division: 0 of 19
Interlake School Division: 1 of 22
Lakeshore School Division: 3 of 10
Lord Selkirk School Division: 8 of 15
Red River Valley School Division: 2 of 14
Seine River School Division: 9 of 15
Sunrise School Division: 3 of 19
Whiteshell School Division: 0 of 2

SOUTH WEST 63

Beautiful Plains School Division: 0 of 15
Brandon School Division: 21 of 24
Division scolaire franco-manitobaine: 1 of 16
First Nation Schools: 3 of 57
Fort La Bosse School Division: 1 of 10
Mountain View School Division: 9 of 16
Park West School Division: 7 of 14
Rolling River School Division: 5 of 17
Southwest Horizon School Division: 5 of 13
Swan Valley School Division: 6 of 7
Turtle Mountain: 1 of 7
Turtle River School Division: 4 of 7

SOUTH CENTRAL 16

Border Land School Division: 6 of 16
Garden Valley School Division: 0 of 14
Pine Creek School Division: 6 of 14
Portage la Prairie School Division: 3 of 18
Prairie Rose School Division: 0 of 26
Prairie Spirit School Division: 0 of 29
Western School Division: 1 of 4



PROGRAM SUPPORTS

CONNECTING WITH PROGRAMS

Our team of Registered Dietitians are always available to help programs with any nutrition or program management questions they have. They scheduled and met with 98 schools for virtual site visits, and provided 142 schools with comprehensive receipt reviews and feedback on foods purchases.

LEARNING & NETWORKING

Although we missed having in-person workshops this year, we were still able to connect and offer opportunities for programs to learn from professionals and each other. We hosted 4 webinars where coordinators shared about their programs, and special guests shared nutrition information and resources.

- Networking Webinar
- Lunch is on The Menu
- Menu Planning for School Meal and Snack Programs
- Sharing Resources and Tools for Build a Nourishing School Environment

“

The webinars that I was able to participate in were fantastic. I appreciate the extra effort it took this year to ensure nutrition coordinators were still able to access professional development resources to further enrich our breakfast programs.

”

OAK LAKE COMMUNITY SCHOOL

PRINT & ONLINE RESOURCES

With new safety guidelines in place in September, schools were looking for ideas on how they could modify their program to meet those guidelines. After consultation with colleagues we prepared a series of resources to help programs get their program started.

- Serving Food Safely in Schools Series
 - Food Preparation and Service
 - Social Distancing
 - Sending Food Home
 - Cleaning and Sanitizing

“

I really appreciated the list of packaged foods available in grocery stores as well as what to look for on labels to ensure that we were providing nutrition food to our students. I also appreciated the webinar where other schools shared what they did and what they had to do differently this year because of covid-19.

COLLÈGE BÉLIVEAU

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As the year continued, we developed additional resources to meet programs' requests.

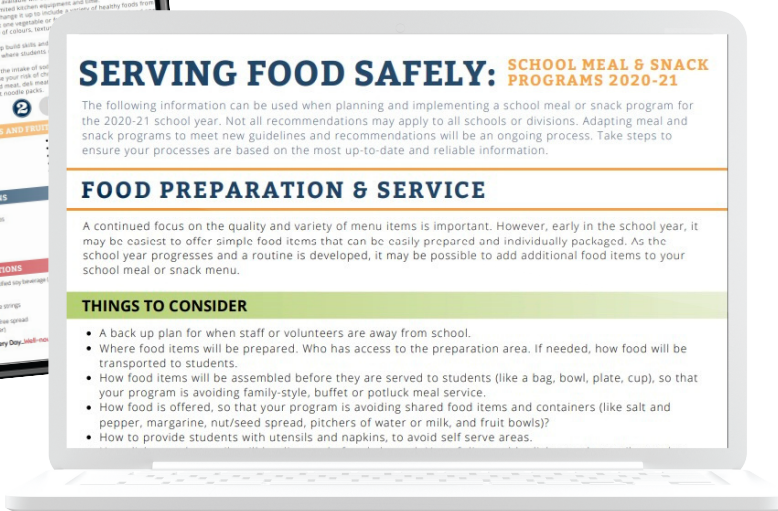
- Pre-Packaged Meal & Snack Items that Meet the MB School Nutrition Guidelines
- Ideas for Food Boxes & Sending Food Home
- Quick LUNCH ideas
- Prepared Lunch Ideas
- Items to Have on Hand for Emergency Lunches
- How Much Protein?

“

I did enjoy the connection with the Zoom meeting for a "site visit" this year, sometimes we feel pretty isolated out here, and it was very helpful to hear about other programs' struggles and solutions.

MACGREGOR COLLEGIATE

”



CONNECTING WITH COMMUNITY

The Council is a recognized voice for issues related to nutrition programs for school-age children in Manitoba. We have raised awareness about nutrition issues and helped guide decision-makers. We are always working on new partnerships, research, and opportunities to support programs.

COLLABORATING with school nutrition experts

Manitoba Food Environments for Early Learning & Schools Group (FEELS)

The CNCM dietitians co-chair the Manitoba FEELS Group. This group consists of dietitians across the province and supports the creation of a comprehensive, positive nutrition environment in all early learning/child care facilities and schools in Manitoba.

Coalition for Healthy School Food

The Council sits on the Steering Committee of the Coalition for Healthy School Food which is a growing network of over 170 non-profit organizations from every province and territory advocating for public investment in and federal standards for a universal cost-shared school food program.

EDUCATING future nutrition professionals

University of Manitoba & Manitoba Partnership Dietetic Education Program

The CNCM dietitians had the opportunity to present to Human Nutritional Sciences students as well as dietetic interns sharing information about school nutrition in Manitoba and the work of the Council.

BUILDING support for school meal & snack programs

Manitoba Egg Farmers

Manitoba Egg Farmers donated 6,500 egg coupons to the Council to distribute to programs this year, 163 programs received the egg coupons by mail in February.

Nüton

The Nüton Loyalty Grant provided an opportunity for Council supported schools to apply for a top-up grant if they participated in Nüton nutrition education programs or the School Milk Program.

RESPONDING to food insecurity during the pandemic

Manitoba Home Nutrition Learning Program

With the extension of the Home Nutrition Learning program, CNCM dietitians developed additional recipe and nutrition education booklets that were shared with more than 6,400 children who were receiving weekly meal boxes.

SHARING through the media

Print , TV & Radio Media

Child Nutrition Council of Manitoba has been interviewed or mentioned by media over the past year to discuss school meal and snack programs.

✱ [Winnipeg Free Press Apr 2020](#) ✱ [The Manitoba Teacher Oct/Nov 2020](#) ✱ [Manitoba School Counsellor Fall 2020](#) ✱ [Winnipeg Free Press Nov 2020](#) ✱ [Times Feb 2021](#) ✱ [The Herald Feb 2021](#) ✱ [CTV Feb 2021](#) ✱ [CTV Mar 2021](#) ✱ [CJOB Mar 2021](#) ✱ [CBC Radio Mar 2021](#) ✱ [Manitoba Hydro Apr 2021](#) ✱ [Working Together Spring 2021](#) ✱ [Winnipeg Free Press Jul 2021](#)

PROGRAM CHALLENGES

Overall, the 2020-21 school year was a challenging year for school meal programs. It took time to adapt to new health and safety guidelines. Operating programs became more challenging with fewer community and student volunteers, increased food costs, limited ability to fundraise, and with inconsistent student numbers. Fifty-four percent of programs reported the same or higher number of students attending the program daily, while forty-six percent reported lower attendance as compared to last year.



“Funding is always an issue for food programs including the breakfast and snack program we run at the school. Having the funding to meet the criteria for the Canada's Food Guide and child nutrition guidelines during Covid was a real struggle. We used fresh fruit everyday and accompanied that with a second item usually a granola bar, cheese and crackers or yogurt tubes, yogurt cups, cucumber and carrots when available.”

HASTINGS SCHOOL

“I feel like our MAIN challenge is the need for the program. There is so much demand.”

MARY DUNCAN SCHOOL

“Covid-19 and the school closures had a significant impact on the nutrition program delivery. We had to modify our program in order to meet all of the requirements and restrictions that were put in place. We had to find ways to meet the nutritional need of our students who were in remote learning, while at the same time maintain a safe working environment for staff and volunteers.”

STRATHCONA SCHOOL

“Although students normally participate in cooking for meal programs, we were unable to do this because of Covid safety procedures. We were also unable to operate breakfast club as usual and had to create a new concept for providing students with breakfast in the morning. This resulted in more preparation time needed for putting together breakfast bins for each classroom. The breakfast bins contained pre-packaged foods like granola bars, apple sauce, and fruit cups.”

CHIEF PEGUIS JUNIOR HIGH

Implementing COVID-19 safety procedures was reported as the MAIN challenge for 47% of programs.

Following that was school closures (10%), limited time to prepare and serve food (9%), Limited funding for food (9%).

OVERCOMING CHALLENGES

Schools were eager to share and learn from each other in order to deliver successful programs. At the mid term point, schools who were successful in receiving enough community grants and donations chose to have a portion of their CNM grant redistributed to other schools who needed extra support. An additional community donation in January from The Moffat Family Fund through The Winnipeg Foundation also helped schools who were struggling with high food costs and increased student numbers.



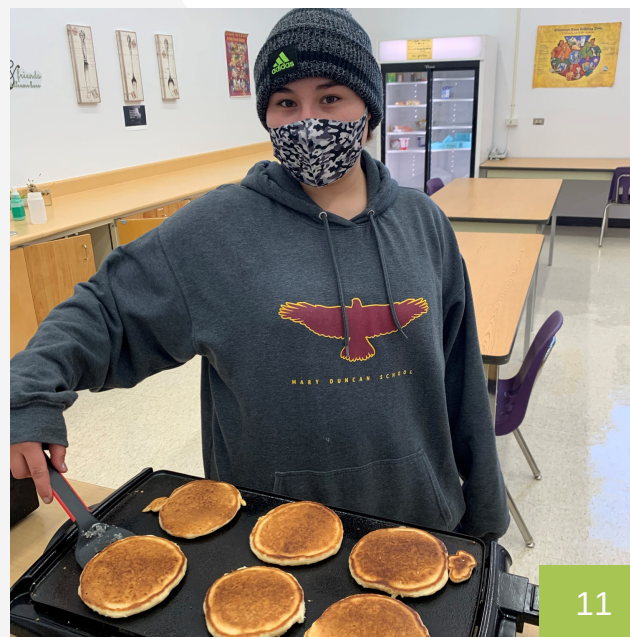
“ The Council was instrumental in enabling us to provide food hampers to remote learners which also included recipes for families. This ensured our learners continued to receive, breakfast, lunch and snack as they learned from home. ”

SARGENT PARK SCHOOL

% OF PROGRAMS SERVED	SERVED	SUCH AS
39%	cooked items	scrambled eggs, soup, hot oatmeal, casseroles
49%	baked items	muffins, quiche, loaves, baked oatmeal
65%	items requiring prep time	chopped vegetables and fruit, yogurt parfaits, boiled eggs, sandwiches, smoothies
86%	items requiring little prep time	whole fruit, cold cereal, whole grain crackers, yogurt cups
91%	items that came pre-packaged from the store	granola bars, cheese strings, yogurt tubes, fruit cups

“ I am happy to say that we were still able to introduce students and their families to new and nutritious foods this year. Even during school closures we had a number of at risk students attending who were able to access our program. We also delivered hampers many times this school year. Including our new "Kodiak Fresh", a spin off of Hello Fresh where students received a meal package with exact ingredients, recipes and even a video link for instruction on how to make new and nutritious meals from scratch. ”

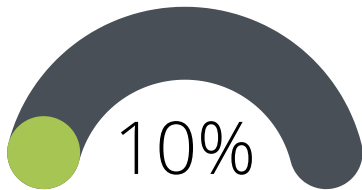
RIVER EAST COLLEGIATE



GROWING SUPPORT

There is an opportunity to do more. Currently, the support provided to schools to implement these programs is not enough. For the first time in the history of the Council, it was not possible to provide grants for new applicants because of limited funding. Financial challenges, now layered with the impacts of COVID-19 make the need for increased support that much greater.

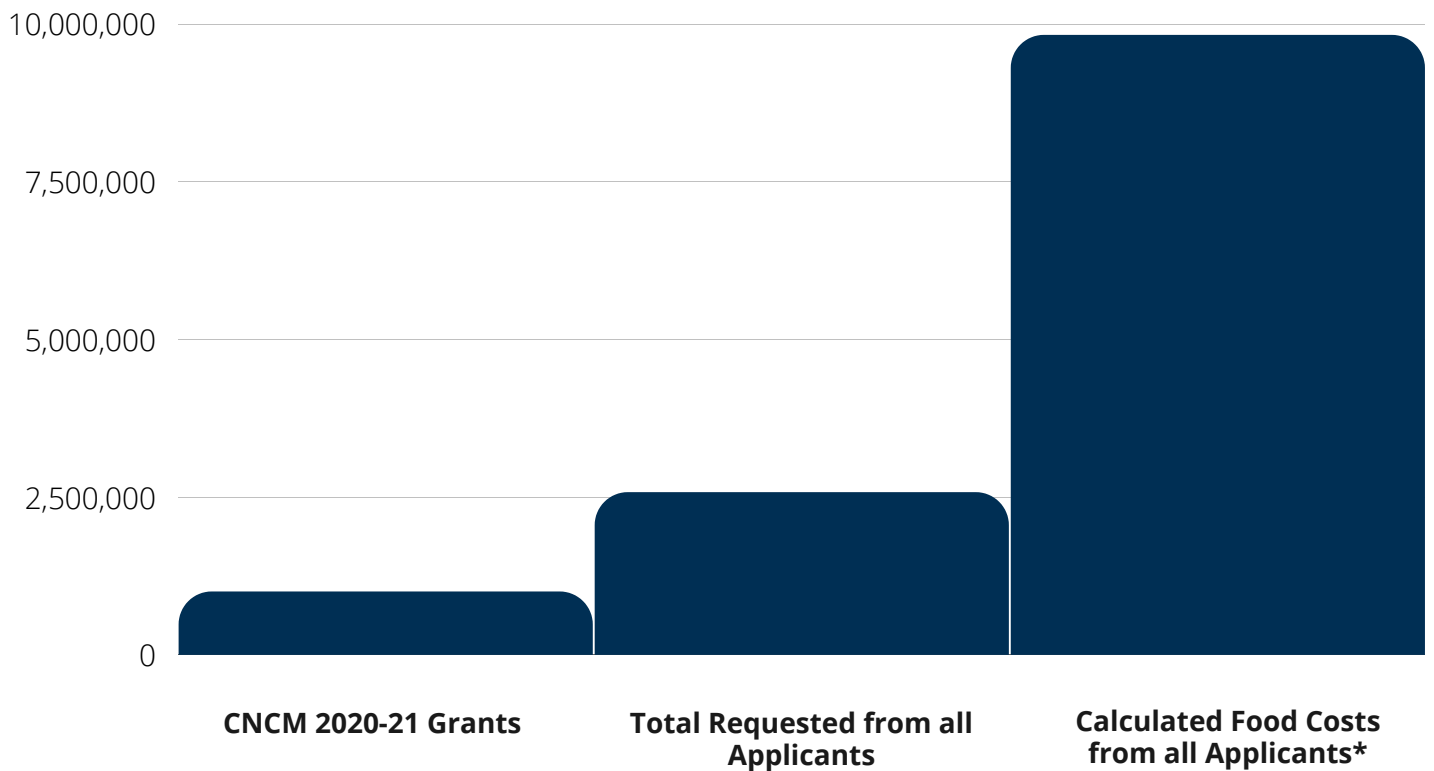
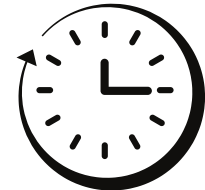
Grants supported 10% of program's calculated food costs



\$1,043,825

short of goal to fund programs at 20% of calculated food costs

16 schools with 1600 students added to a waitlist



*Calculated food costs are based on an amount-per-student formula that takes into consideration age and geographic region

“

This program directly impacts students' mental and physical health in a positive way by taking away the stress of not knowing when they will have their next meal, ensuring they get some healthy foods in their day and providing the nutrition required to learn and achieve success in school.

TECH-VOCATIONAL HIGH

”

SUPPORTERS

Sustaining Supporters (10+ Years of Giving):

- Province of Manitoba
- The Moffat Family Fund, The Winnipeg Foundation
- Manitoba School Boards Association

Champion Supporters (5-9 Years of Giving):

- Cambrian Credit Union
- Community Health Sciences, University of Manitoba
- Nüton
- Manitoba Egg Farmers
- Manitoba Hydro
- Manitoba Hydro Employees

Community Supporters (1-4 Years of Giving):

- All Charities Campaign
- Andison Family Foundation
- BASF Canada Inc.
- Cargill Canada
- Cargill Limited
- C.B. Powell Foundation
- Co-op Community Investment Fund
- Crosstown Civic Credit Union
- Frenchway Cafe
- Graham C. Lount Foundation
- Interlake-Eastern RHA \$5 Club
- Judi Ai
- North of 49 Apparel
- PayPal Giving Fund
- The Manitoba Teachers' Society
- The Winnipeg Foundation Sustainability Grant
- The Winnipeg Foundation One Time Community Grant
- Turningpoint Financial Services Corp
- Veron Consultants

Individual Donors (*monthly donors):

- | | | |
|----------------|----------------|--------------|
| • Benoit T | • Erin D | • Paul T |
| • Carol S | • Gail C* | • Peeranut V |
| • Caroline N | • Jacqueline B | • Peter P |
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| • David H | • Marilyn T | • Virginia M |
| • Deanna W | • Mary A | • Wendy B |
| • Debra F | • Paul K | • Wendy J |



“

I want to send a huge thank you to the donors! Without the support of this program our school community would definitely have been hungrier, as a result, learning would have been compromised. Through this grant, we were able to help our students worry a little less about where their breakfast/lunch was coming from. It was a relief for us to know we had the resources to provide healthier choices, especially with so many regulations put in place. So, THANK YOU!

FRONTENAC SCHOOL

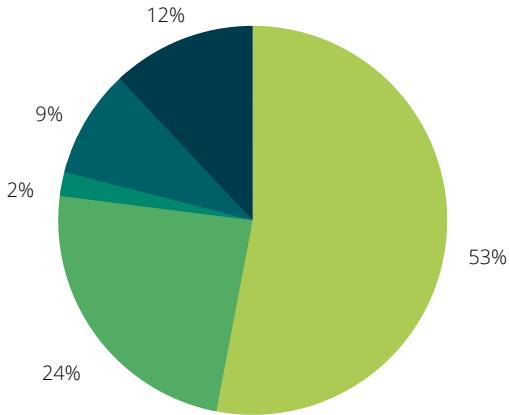
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Thank you to all of our anonymous donors and to everyone that donated through the All Charities Campaign, PayPal Giving Fund, and purchased a Stone Soup raffle ticket in support of Manitoba school meal and snack programs!

FINANCIAL

We're unique because we're based in Manitoba – and all of the funds we raise stay in this province, reaching children in all regions of Manitoba. In 2020-21, 98% of our income went directly to supporting school meal and snack programs.

OUR SOURCES OF FUNDING



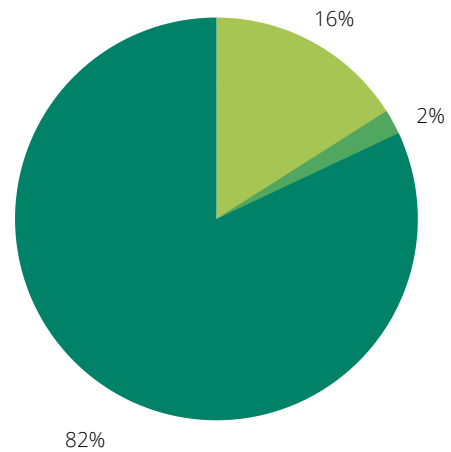
● Manitoba Education & Training	\$ 650,000
● Manitoba Health, Seniors & Active Living	\$ 301,000
● Manitoba Indigenous & Northern Relations	\$ 25,000
● The Moffat Family Fund through TWF	\$ 110,965
● Miscellaneous Grants & Fundraising	\$ 142,994

Total Revenue **\$ 1,229,959**

HOW WE ALLOCATE FUNDING

● Meal & Snack Programs	\$ 1,004,703
● Program Support	\$ 200,938
● Management & Administration	\$ 24,318

Total Expenditures **\$1,229,959**



9th Annual Stone Soup

A virtual success! With the help of the community, Council supporters and the Stone Soup Planning Committee over \$24,000 was raised.

ONLINE RAFFLE

Thank you to everyone who supported school meal and snack programs in Manitoba by purchasing a ticket. Over 5,800 raffle tickets were sold, for a total raffle pot of \$7,710. A lucky winner received 40% of the pot. A special thank you to Manitoba Hydro Employees for supporting the raffle and hosting a fun staff-led Stone Soup event of their own.

WAYS TO GIVE DONATION PAGE

With a generous contribution from The Manitoba Teachers' Society, we launched our newly developed Ways to Give donation page, which includes the Program Support Shop. This online donation store helps shed light on the importance of school meal and snack programs by highlighting the essential ingredients that are required to make these programs a success.

AWARENESS CAMPAIGN

Thank you to all the followers and supporters on social media who helped to raise awareness regarding the high need for regular nourishment in Manitoba schools to ensure all students have access to the supports they need to thrive in the classroom.



**EVERY CHILD
HAS A
RIGHT** to imagine a bright
future and to have what
they need to work
towards that.



STAY IN TOUCH WITH US!

✉ 191 Provencher Blvd. Winnipeg, MB R2H 0G4

☎ (204) 202-1233

✉ info@childnutritioncouncil.com

🌐 childnutritioncouncil.com

JOIN US ON SOCIAL MEDIA!

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