



# Annual Report

2022-2023

# Our Mission

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

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

# Our Vision

## Our Values

- 1 Nutrition for children that supports learning
- 2 Equity, Excellence, Education
- 3 Processes and structures that are inclusive, respectful, and caring
- 4 Social responsibility utilizing effective and efficient strategies
- 5 Innovation and flexibility with accountability



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 since 2001.

# Our Team



## 2022-23 BOARD OF DIRECTORS

### Wendy Bloomfield (Chairperson)

Trustee  
Seine River School Division

### Amanda Gurke

Community Connector  
Alonsa Community School

### Ian Joyce

Manager, Real Estate & Facilities  
Airport City Winnipeg

### Leanne Madder

Director of Communications  
IntouchCX

### Kirsten Mundle (Vice-Chairperson)

Teacher  
River East Transcona School Division

### Viola Prowse

Past Executive Director  
Child Nutrition Council of Manitoba

### Deborah. L. Smith

Director of Operations  
Shawenim Abinoojii Inc.

## 2022-23 STAFF TEAM

### Clara Birnie, RD

Community Dietitian & Program Grants Manager

### Maxine Meadows, RD

Community Dietitian & Operations Manager

### Janelle Wotton, RD

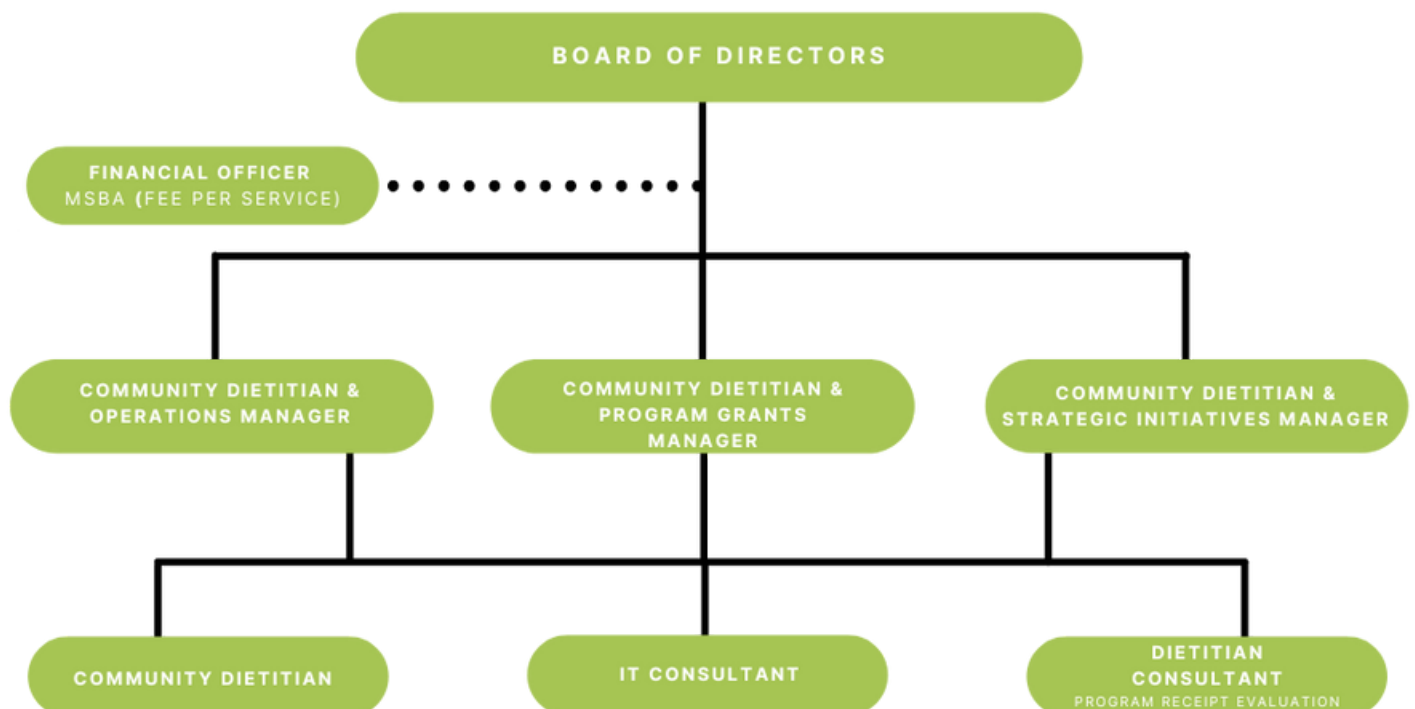
Community Dietitian & Strategic Initiatives Manager

### Mae Santos, MSc, RD

Community Dietitian (term)

### Carol Schnittjer, RD

Dietitian, Receipt Evaluation



# Message from the Council

The work of the Child Nutrition Council of Manitoba continues to gain prominence and understanding as the issues of child poverty and food security are on the minds of many in our communities. As the Chair of the Council for the past several years, it has been my privilege to see this organization grow and become a trusted leader in Manitoba with respect to school meal programs.

In September of 2022, we were thrilled to be notified by the Provincial Government that we were going to receive an additional \$1.3 million in annual funding. This increase in funding comes after six long years of advocating with government as to the dire need for more support for schools.

With the addition of a very generous donation from an anonymous donor along with a substantial increase in corporate and individual donations, we were finally able to increase the funding allocation to schools by a significant amount. This additional funding also allowed us to hire one more dietitian to support our schools.

Our small, but mighty staff, Maxine, Clara, Janelle and Mae continue to amaze our Board with how hardworking and dedicated they are to ensuring that children in schools have access to high quality and nutritious food on a daily basis. This spring, we had to bid a fond farewell to both Janelle and Mae who decided to move on to different career options. In July, we welcomed Allison Austman and Tegann McNiven. Allison is a registered dietitian and will be working directly with schools, while Tegann will be providing administrative and fundraising support to the Council.

Our Board of Directors has also had a few changes. In October, we regretfully accepted the

resignation of Sam Turenne, our Vice Chair. In the fall, we also recruited three new board members to expand the size of our board and as of December welcomed Ian Joyce, Deborah Smith and Leanne Madder. In August, Leanne regretfully resigned from the Board as her family has relocated abroad for work.

Since joining the Council in 2015 and later becoming Chair, I have found that this is one of the most rewarding, but challenging experiences I've had in a non-profit organization. The rewards come through the day-to-day work when we see how appreciative schools, children and families are with the financial and program support we are able to provide. The challenges, however, are never ending — the need grows day by day as more schools are starting to deliver school meal programs and more and more children, everyday, are accessing those programs. With the cost of food continuing to rise, we must continually ask for more funding from government, corporations and individual donors. With your help we can succeed — for the children!



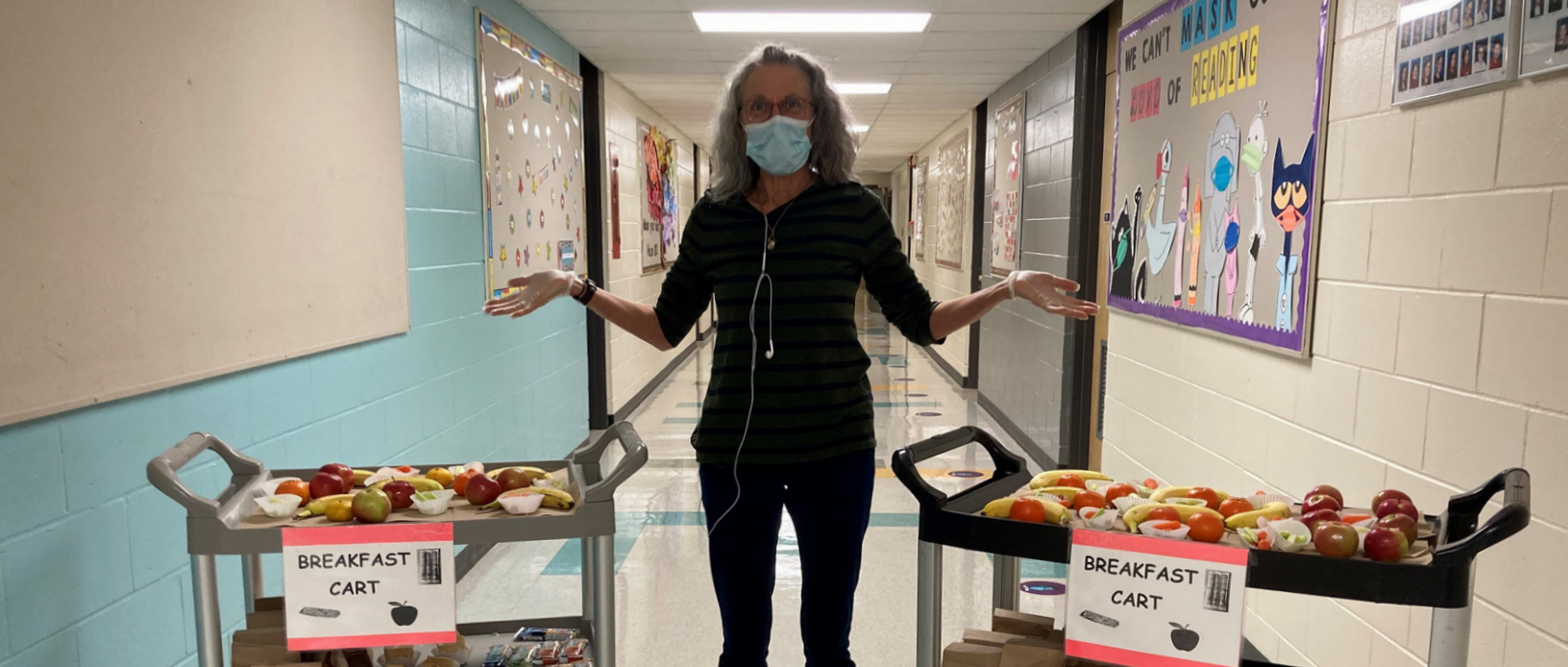
*Wendy Bloomfield*

**WENDY BLOOMFIELD**  
BOARD CHAIR



**“The need grows day by day as more schools are starting to deliver school meal programs and more and more children, everyday, are accessing those programs.”**





# A Year in Review

**314**

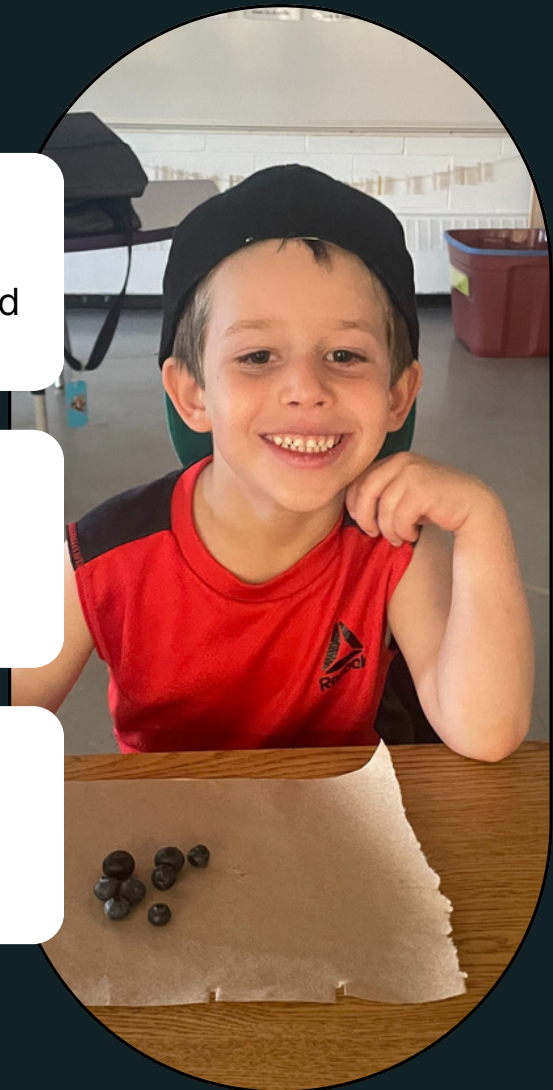
Meal and snack programs supported

**46K**

Students served daily

**2.7M**

Dollars in funding granted to schools



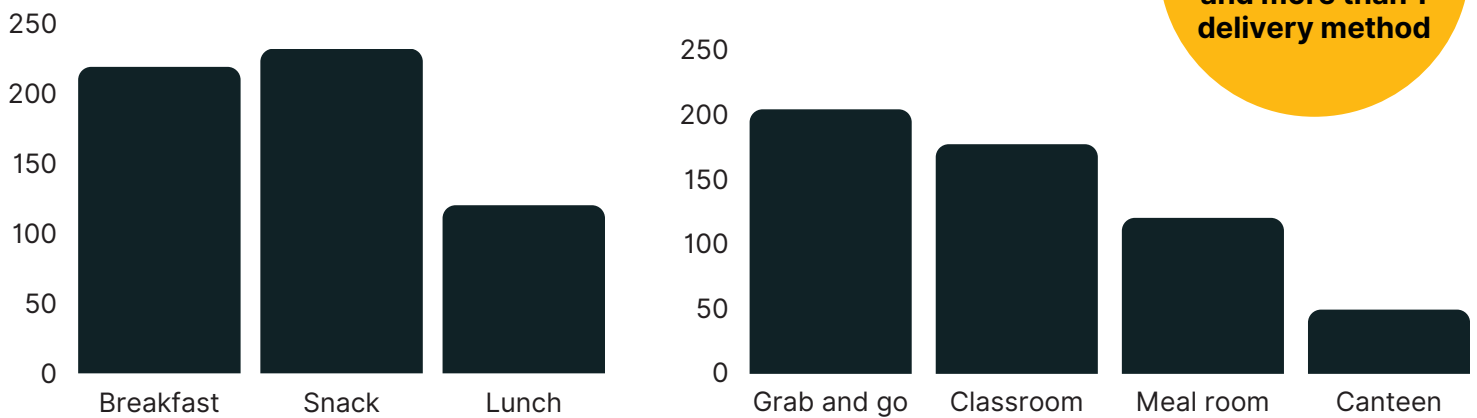
# School Nutrition Programs

In addition to the support from the Council, school meal and snack programs reported they were able to get additional support from school divisions and community donors. This included: **21,268** hours of volunteer time, **68,274** hours of staff time and **over \$371K** of food, supply and service donations. In addition, **210** schools received coupons for eggs from a partnership between the Council & Manitoba Egg Farmers.

## Program Types & Delivery Methods

Schools consider their unique circumstances to decide how to best deliver their programs to address the needs of their students. More than half of the schools supported by the Council chose to offer multiple programs throughout the day; a combination of breakfast, snack or lunch, in a variety of settings.

**65% of programs offered multiple program types and more than 1 delivery method**



# School Nutrition Programs

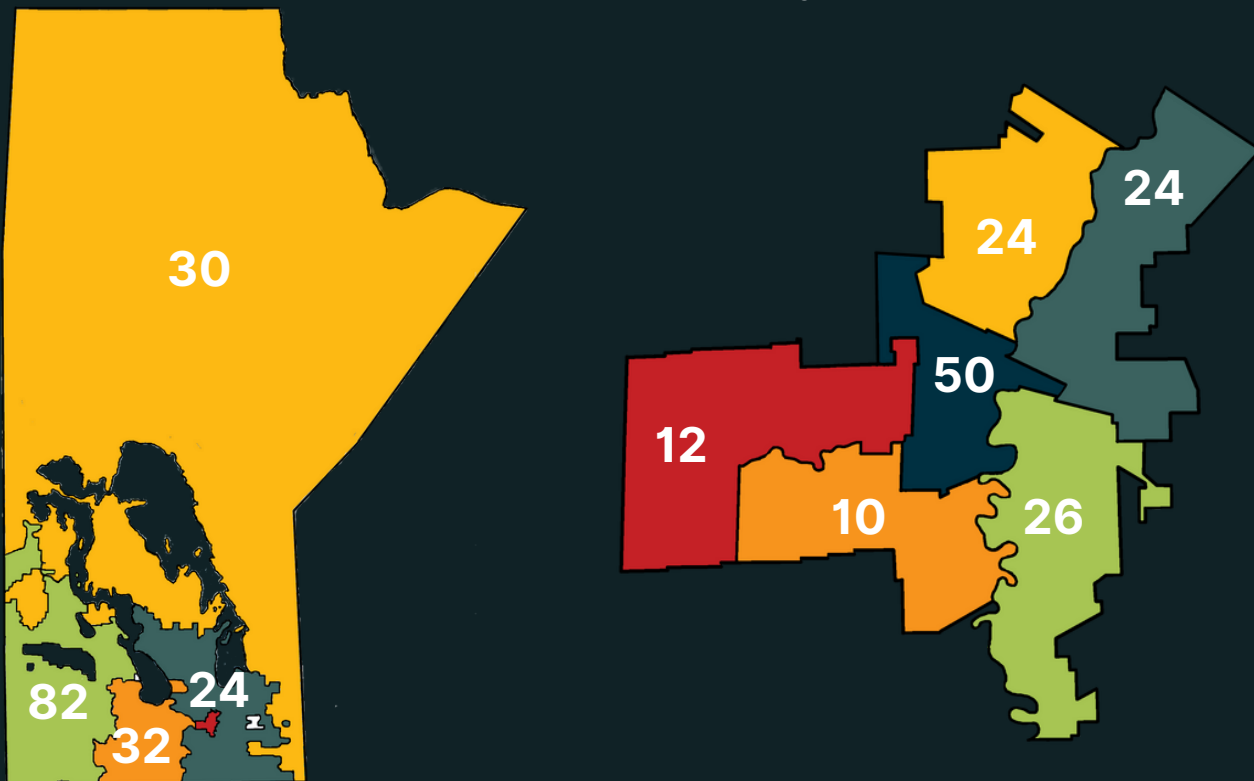
In 2022-23 the Council supported school meal and snack programs in every region of our province. Close to half of the programs are located within Winnipeg and just over half are located outside of Winnipeg.

*"Students seem more excited to learn after they have eaten, and participate more actively in classroom learning. Younger students have learned about healthy breakfast and food options they can choose which relates to healthy lifestyles curricular outcomes. Some students have improved their attendance and being on time for school and have expressed to classroom teachers that they like to make it to school in time for breakfast."*

*- Grade 1/2 Teacher: Archwood School*

**168** meal and snack programs outside of Winnipeg, reaching **22,807** students.

**146** meal and snack programs and **4** summer academic learning programs in Winnipeg, reaching **23,360** students.



*"We receive the right amount of assistance from CNCM during the school year and appreciate the involvement with our breakfast & snack program. Collaborating is key to helping run a successful program!"*

*-Brandon's Food for Thought*



# Program Support

The Council's Registered Dietitians are continuously working with the school programs across Manitoba to provide a wide range of supports to meet the diverse needs of the meal and snack programs. Our goal is to ensure that school meal and snack programs have the professional support they require to be able to provide effective programs that offer a variety of foods that meet the nutrition requirements of their students.

- 1 Site Visits**  
Our dietitians met with 90 schools in person and 114 over phone/video calls to answer questions, help solve problems, and share new ideas and resources.
- 3 Resource Development**  
In order to keep information relevant and to respond to the needs of school meal and snack programs, we are always developing and updating resources. In 2022-23 we developed 5 new resources and updated 13.

- 2 Receipt Reviews**  
We completed a comprehensive receipt review for 168 schools to provide feedback on food purchases.
- 4 Educational Webinars**  
We facilitated three webinars for school staff and volunteers. In the fall, we provided an orientation webinar for new programs. In February, Nita Sharda, RD presented on "Incorporating plant-based eating into school meal and snack programs" and in April, Getty Stewart presented on "Food Waste Prevention".



## Top Challenges Reported

Programs are continuously telling us about the positive impacts of CNCM's support and the lasting benefits it has on the students and families. We also want to hear about the barriers they are facing as this allows us to review how we support and advocate for our schools.

*"The biggest challenges are lack of kitchen space and lack of volunteer and staff. The needs for this program get bigger every year."*



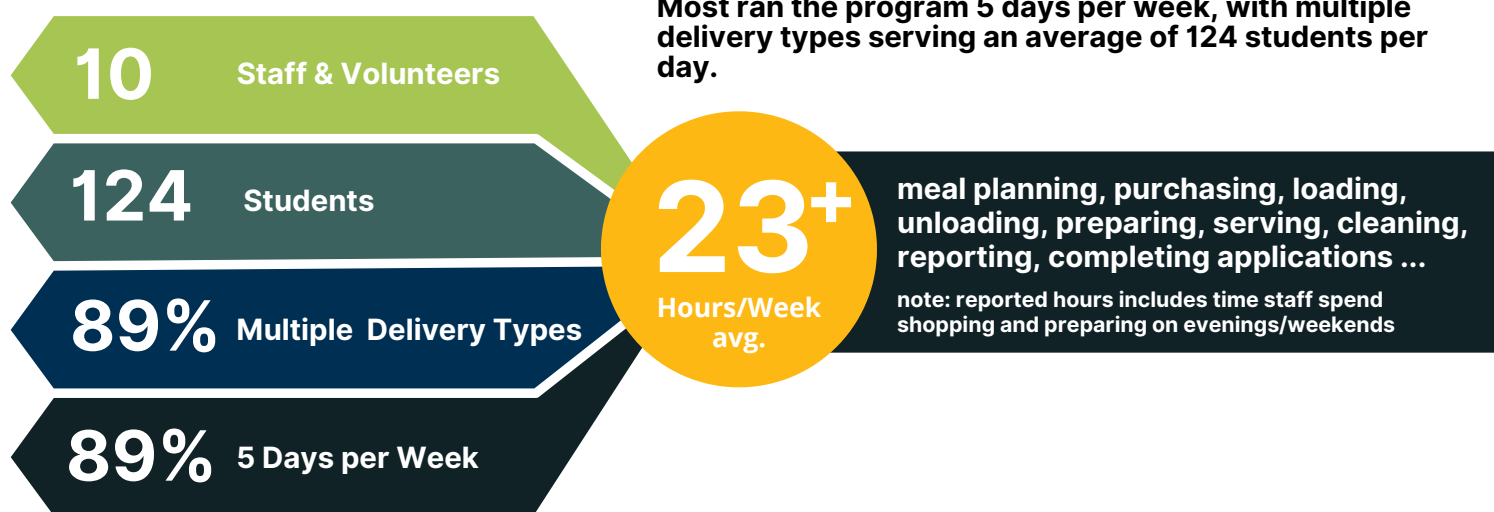


# Projects

The Child Nutrition Council of Manitoba strives to develop important partnerships and was fortunate to have students support our work while gaining experience to complete their studies.

- 1 How Much Time Does it Take?** - In April 2023, dietetic intern, Kiersten Buckert from the Manitoba Partnership Dietetic Education Program (MPP) analyzed the time it takes to operate a school meal and snack program in Manitoba. Kiersten collected data from 104 rural and urban schools in Manitoba and concluded that an investment in paid personnel is needed and is a critical component of school meal and snack programs' success.

**From the 104 schools surveyed, on average it took 10 staff/volunteers 23 hours per week to run the program. Of the 23 hours, 15% were unpaid staff hours, while 26% were community or student volunteer hours.**



## Here's what schools are saying:

- "If we had more time, we could be providing more healthier options and increase variety."
- "There is never enough time! It has become its own entity in our school that could use a full-time person just for it."
- "Time constraints associated with running nutrition programs at school - writing and finding grants for funding, recruiting volunteers, meal/menu planning, shopping, expense tracking/budgeting/, submitting receipts for reimbursement, scanning flyers for deals or negotiating potential deals with stores, exploring partnerships in the community to reduce food costs, etc."
- "Money needs to be allocated to staff."

- 2 Website Redesign** - Kelsey Stanford, a Master of Public Health student at Memorial University, Newfoundland completed a practicum placement with CNCM. She was tasked with reviewing and collecting relevant information around school food and the role CNCM plays in health promotion. Through literature reviews and interviewing stakeholders, she was able to organize and disseminate this information, which will be included in the redesign of CNCM's website in the fall of 2023.

# Financial

We continue to make meal and snack program grants and nutrition support a priority of our work. All funds raised stay in Manitoba, reaching children in all regions of the province.

## Our Sources of Funding

<b>83%</b>	Province of Manitoba*:	\$2,500,000
<b>17%</b>	Grants & Fundraising:	\$502,321
	<b>Total Revenue:</b>	<b>\$3,002,321</b>

## How we Allocate Funding

<b>89%</b>	Meal & Snack Program Grants:	\$2,671,212
<b>7%</b>	Program Support:	\$215,983
<b>4%</b>	Management & Administration:	\$115,126
	<b>Total Expenditures:</b>	<b>\$3,002,321</b>

\*Province of Manitoba funding from the departments of Mental Health & Community Wellness \$2,475,000 and Indigenous Reconciliation & Northern Relations \$25,000.



In 2022-23, the Council granted **\$2.7M** to Manitoba schools. The grants were able to cover approximately **20%** of calculated food costs. The total calculated food costs were estimated to be **\$15M**

While the people coordinating programs are extremely dedicated and resourceful, with increased funding, programs would be able to increase the **variety, amount, and nutritional quality** of food offered.

There are **51 programs on our waitlist**. This does not include the many other schools in Manitoba who would benefit from a meal and snack program.

# Supporters

## Sustaining Supporters 10+ Years of Giving

- Province of Manitoba
- Manitoba School Boards Association
- The Winnipeg Foundation
- Cambrian Credit Union
- Manitoba Hydro
- Manitoba Hydro Employees
- Nüton

## Champion Supporters 5-9 Years of Giving

- Access Credit Union
- Cargill
- Cargill, Inc.
- Graham C Lount Family Foundation
- Manitoba Egg Farmers

## Community Supporters 1-4 Years of Giving

- Andison Family Foundation
- Balmoral Hall - Youth in Philanthropy Committee
- Brandon Area Community Foundation
- Charleswood United Church
- Fillmore Riley LLP
- Interlake-Eastern RHA's Five Dollar Club
- Jewish Foundation of Manitoba
- Louis Riel Teachers' Association
- Manitoba Blue Cross
- Manitoba Teachers' Society
- Milk Man Distributors
- MLT Aikens LLP
- Mountain View Teachers' Association
- Parents for Public Education MB
- Pitblado Law
- Protect Education MB
- Qualico Acts of Kindness Campaign
- RavenLaw LLP
- Rob Fridfinnson Family Foundation
- Spletzer Family Foundation
- TDS Law
- TELUS Manitoba Community Board
- UFCW Local 832
- Urban Systems Foundation

## Individual Donors

Thank you to our anonymous donors including those who donated via PayPal Giving Fund

- Alison Burnett
- Allison Martens - In Memory of Ruth Penelope Martens
- Anonymous - Dedicated to all the new moms working through postpartum mental health challenges
- Anonymous - In Memory of Marv Terhoch
- Anonymous - In Memory of Jean Jones Brydon Schultz
- Arthur Bloomfield
- Betsy Ross
- Brenda Bage
- Brigitte Steinke
- Carol Schnittjer - In Memory of Paul Fieldhouse
- Caroline Nieuwenburg
- Deanna Wright
- Donna Eastoe
- Donna Meder - In Memory of Bernice Bekavac
- Freda Powell
- Gail Singleton
- Gisele Poirier & John Cole
- Jesse Snyder
- Kelly Hunter
- Kyle Holodryga
- Laura Shabaga
- Laurilyn Greig Haines - In Memory of Marion Fay Greig
- Lori Ebbitt
- Margaret Jackiew - In Memory of Mary Krysa
- Maureen and Leo Steinfeld
- Melanie Muehling
- Michelle Whetter

- Nello Altomare
- Ralph Currie
- Roger and Cathy Coss
- Samantha Turenne
- T. Tenbergen
- Tanya Pomaranski
- Terry Woods - In Honour of the 50th Wedding Anniversary of Viola and Dan Prowse
- Victor Dobchuk
- Viola and Daniel Prowse
- Virginia Martin
- William Cole
- William Hamlin
- Wendy Bloomfield

## Monthly Donors

- Anonymous - In Honour of Halia Dyrda
- Bernice McClintock
- Chris Dunn
- Edward Irvine
- Frances Bourque
- Gail Campbell
- Jacqueline Marques
- Jessica Deben
- Marion Guinn
- Megan Carson
- Rick Yunyk
- Rob Lanyon





# 11th Annual Stone Soup



Our province-wide Stone Soup Week brought 43 restaurants together to create signature soups with \$1 from every bowl sold donated to the Council. A raffle, held as part of the event, grew to \$3,285 with a lucky winner receiving 40%! The total amount raised was \$25.5K.

The public were able to plan their soups for the week through our newly designed Stone Soup website, which featured an interactive map with details from participating restaurants.

A special thank you to our social media influencers, Vivian Ma of @hungryinwpg and Lily Medynska and Josh Goossen of @wpgcats for helping us promote Stone Soup!

## Thank you to our participating restaurants!



## Thank you to our 2023 Stone Soup Sponsors!





# School Nutrition Programs

## **BORDER LAND SCHOOL DIVISION**

- Emerson Elementary
- Gretna Elementary
- Roseau Valley School
- Rosenfeld Elementary
- Ross L. Gray School
- Shevchenko School

## **BRANDON SCHOOL DIVISION**

- Alexander School
- Betty Gibson School
- Brandon's Food for Thought The Breakfast & Snack Program for Kids Inc.
- Earl Oxford School
- King George School
- Meadows School
- Neelin High
- New Era School
- Prairie Hope High School
- Riverview School
- Vincent Massey High

## **DIVISION SCOLAIRE FRANCO-MANITOBAINE**

- Collège Louis-Riel
- Division scolaire franco-manitobaine
- École Jours de Plaine

## **EVERGREEN SCHOOL DIVISION**

- Arborg Collegiate
- Riverton Collegiate
- Riverton Early Middle Years School

## **FLIN FLON SCHOOL DIVISION**

- École McIsaac School
- Hapnot Collegiate
- Many Faces Education Centre
- Ruth Betts Community School

## **FIRST NATION SCHOOLS**

- Chief Charles Thomas Audy Memorial School
- Chief Sam Cook Mahmuwee Education Centre
- Joe A. Ross School
- Keeseekoowenin School
- Kisemattawa Kiskinwahamakew Kamik School
- Mantou Sakahigan Kiskinamakewikamik

## **FIRST NATION SCHOOLS CONT.**

- Neil Dennis Kematch Memorial School
- Nisichawayasihk Neyo Ohtinwak Collegiate
- Otetiskiwin Kiskinwamahtowekamik
- Oxford House Elementary
- Peter Yassie Memorial School
- Pinaymootang School
- Sioux Valley School

## **FORT LA BOSSE SCHOOL DIVISION**

- Oak Lake Community School

## **FRONTIER SCHOOL DIVISION**

- Barrows Junction
- Black River Anishinabe School
- Brochet School
- Cold Lake School
- Cormorant Lake School
- Cranberry Portage Elementary
- Dauphin River School
- Duke Of Marlborough School
- Frontier Mosakahiken School
- Gillam School
- Gypsumville School
- Helen Betty Osborne Ininiw Educational Resource Ctr 19
- Jack River School
- Julie Lindal School
- Lakefront School
- Matheson Island School
- Mel Johnson School
- Minegoziibe Anishinabe School
- Ministic School
- Philomene Chartrand School
- Rorketon School
- Skownan School
- Thicket Portage School
- Wanipigow School
- Waterhen School

## **HANOVER SCHOOL DIVISION**

- Niverville High School

## **INDEPENDENT**

- Freedom International School
- Our Lady Of Victory School
- University Of Winnipeg Collegiate

## **INTERLAKE SCHOOL DIVISION**

- Teulon Elementary

## **KELSEY SCHOOL DIVISION**

- École Opasquia School
- Kelsey Community School
- Mary Duncan School

## **LAKESHORE SCHOOL DIVISION**

- Ashern Central School
- Ashern Early Years School
- Eriksdale School
- Fisher Branch Collegiate

## **LORD SELKIRK SCHOOL DIVISION**

- Daerwood School
- École Bonaventure
- Mapleton School
- Robert Smith Elementary
- Ruth Hooker School
- Selkirk Centennial School
- Selkirk Junior High
- Walter Whyte School

## **LOUIS RIEL SCHOOL DIVISION**

- Archwood School
- Collège Béliveau
- Dr. D.W. Penner School
- École Varennes
- Frontenac School
- General Vanier School
- Glenlawn Collegiate
- Glenwood School
- Hastings School
- Lavallee School
- Louis Riel S.D. Arts And Technology Centre
- Marion School
- Minnetonka School
- Nelson McIntyre Collegiate
- René Deleurme Centre
- St. George School
- Victor H.L. Wyatt School
- Victor Mager School
- Windsor Park Collegiate

## **MOUNTAIN VIEW SCHOOL DIVISION**

- Dauphin Regional Comprehensive Secondary
- Gilbert Plains Elementary
- Goose Lake High
- Grandview School
- Henderson Elementary
- Lt. Col. Barker V.C. School
- Mackenzie Middle School
- Whitmore School

## **MOUNTAIN VIEW SCHOOL DIVISION CONT.**

- Winnipegosis Elementary

## **MYSTERY LAKE SCHOOL DISTRICT**

- Burntwood Elementary
- Wapanohk Community School

## **PARK WEST SCHOOL DIVISION**

- Binscarth Elementary
- Decker Colony School
- Major Pratt School
- Miniota School
- Rossburn Collegiate
- Rossburn Elementary
- Strathclair Community School
- Waywayseecappo Community School

## **PEMBINA TRAILS SCHOOL DIVISION**

- Arthur A. Leach Junior High
- General Byng School
- Prairie Sunrise School
- R.H.G. Bonnycastle School
- Ralph Maybank School
- Westdale Junior High
- Westgrove School

## **PINE CREEK SCHOOL DIVISION**

- Austin Elementary
- Gladstone Elementary
- MacGregor Collegiate
- MacGregor Elementary
- William Morton Collegiate

## **PORTAGE LA PRAIRIE SCHOOL DIVISION**

- École Arthur Meighen School
- Fort La Reine School
- La Verendrye School
- North Memorial School
- Portage Collegiate Institute

## **PRAIRIE SPIRIT SCHOOL DIVISION**

- Prairie Mountain High School
- Ste. Marie School
- Thomas Greenway Middle Years School

## **RED RIVER VALLEY SCHOOL DIVISION**

- École Saint-Malo School
- Lowe Farm School
- Morris School

# School Nutrition Programs

## **RIVER EAST TRANSCONA SCHOOL DIVISION**

- Arthur Day Middle School
- Bernie Wolfe Community School
- Chief Peguis Junior High
- Donwood School
- École John Henderson Middle School
- École Munroe Middle School
- Hampstead School
- Harold Hatcher School
- John Pritchard School
- John W. Gunn Middle School
- Kildonan-East Collegiate
- Maple Leaf Elementary School
- Miles Macdonell Collegiate
- Murdoch Mackay Collegiate
- Polson School
- Princess Margaret School
- Radisson School
- River East Collegiate
- Salisbury Morse Place School
- Sherwood School
- Springfield Heights School
- Transcona Collegiate
- Valley Gardens Junior High
- Wayoata School

## **ROLLING RIVER SCHOOL DIVISION**

- Douglas Elementary
- Elton Collegiate
- Forrest Elementary
- Oak River Elementary
- Rivers Elementary
- Tanner's Crossing School

## **SEINE RIVER SCHOOL DIVISION**

- Arborgate School
- Collège Lorette Collegiate
- Dawson Trail School
- École Saint-Norbert Immersion
- École Sainte-Anne Immersion
- La Barrière Crossings School
- Parc La Salle School
- Richer School
- Ste. Anne Elementary School

## **SEVEN OAKS SCHOOL DIVISION**

- Amber Trails Community School

## **SEVEN OAKS SCHOOL DIVISION CONT.**

- Arthur E. Wright Community School
- Collège Garden City Collegiate
- Collicutt School
- École Belmont
- École Leila North Community School
- École Seven Oaks Middle School
- Edmund Partridge Community School
- Elwick Community School
- Forest Park School
- Governor Semple School
- H.C. Avery Middle School
- James Nisbet Community School
- Maples Collegiate Institute
- Maples MET School
- Margaret Park School
- Met Centre for Arts and Technology
- O. V. Jewitt Elementary
- R.F. Morrison School
- Riverbend Community School
- Seven Oaks MET School
- Victory School
- West Kildonan Collegiate
- West St. Paul School

## **SOUTHWEST HORIZON SCHOOL DIVISION**

- Deloraine School
- Melita School
- Pierson School
- Souris School
- Waskada School
- Wawanesa School

## **ST. JAMES-ASSINIBOIA SCHOOL DIVISION**

- Brooklands School
- Bruce Middle School
- Buchanan School
- Crestview School
- École Robert-Browning
- École Voyageur
- Hedges Middle School
- Heritage School
- Jameswood Alternative School

## **ST. JAMES-ASSINIBOIA SCHOOL DIVISION CONT.**

- Lakewood School
- Linwood School
- Stevenson-Britannia School

## **SUNRISE SCHOOL DIVISION**

- École Edward Schreyer School
- Powerview School
- Whitemouth School

## **SWAN VALLEY SCHOOL DIVISION**

- Benito School
- Bowsman School
- École Swan River South School
- Heyes Elementary
- Swan Valley Regional Secondary School
- Taylor Elementary

## **TURTLE MOUNTAIN SCHOOL DIVISION**

- Boissevain School

## **TURTLE RIVER SCHOOL DIVISION**

- Alonsa School
- École Laurier
- McCreary School
- Ste. Rose School

## **WESTERN SCHOOL DIVISION**

- Morden Collegiate

## **WINNIPEG SCHOOL DIVISION**

- Andrew Mynarski V.C. School
- Argyle Alternative High School
- Children of the Earth High School
- Collège Churchill High School
- Daniel McIntyre Collegiate Institute
- David Livingstone School
- Dufferin School
- École Luxton School
- École secondaire Kelvin High School
- Elmwood High
- Faraday School
- Fort Rouge School
- General Wolfe School
- Gladstone School
- Glenelm School

## **WINNIPEG SCHOOL DIV. CONT.**

- Gordon Bell High School Off-Campus Program
- Hugh John Macdonald School
- Isaac Brock School
- Isaac Newton School
- John M. King School
- Keewatin Prairie Community School
- Kent Road School
- King Edward Community School
- Lord Nelson School
- Lord Roberts Community School
- Machray School
- Mulvey School
- Niji Mahkwa School
- Norquay School
- Pinkham School
- Principal Sparling School
- R.B. Russell Vocational School
- Ralph Brown School
- River Elm School
- Rockwood School
- Sargent Park School
- Shaughnessy Park School
- Sisler High School
- Sister Macnamara School
- South District Off Campus
- Strathcona School
- Tech-Vocational High
- Victoria-Albert School
- Wellington School
- Weston School
- William Whyte School

# Stay in touch with us!

✉ 191 Provencher Blvd. Winnipeg, MB R2H 0G4


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✉ info@childnutritioncouncil.com

🌐 childnutritioncouncil.com

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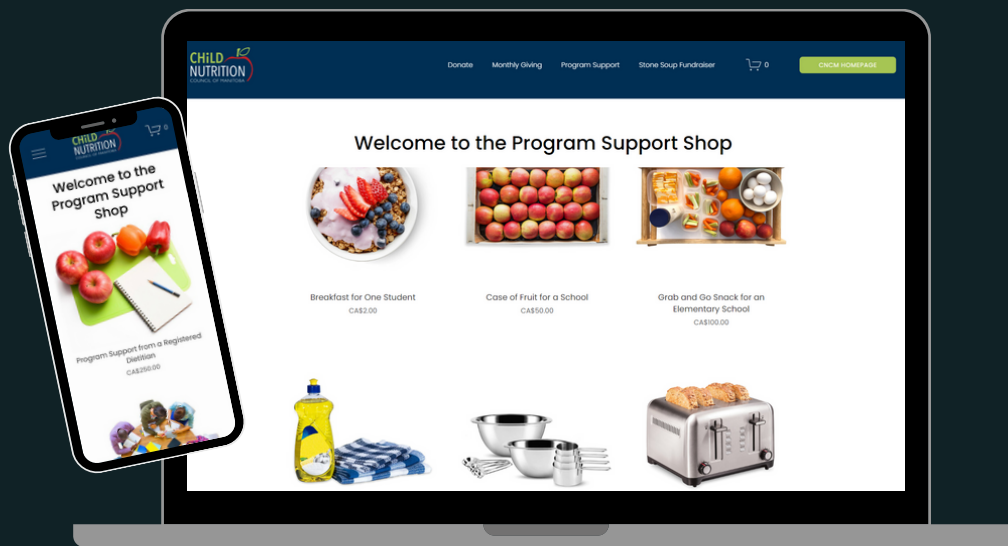
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 Child Nutrition Council of Manitoba

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