

2023-2024

annual report

Feeding families,
serving communities.



**PETER MCKEE COMMUNITY
FOOD CENTRE**
Centre D'alimentation Peter McKee



/petermckeecommunityfoodcentre

www.petermckeecentre.ca

Peter McKee Community Centre

You can't mention the McKee name in Greater Moncton, the southeast region, or for that matter the entire province of New Brunswick without somebody knowing exactly what family you are talking about.

Sports (most notably hockey), education, law, politics, religion, and numerous non-profit organizations are all segments of society that have been impacted by the McKee family.

Father Peter McKee was probably most well-known for his involvement in hockey, both as a player and a coach. A rising star at the junior level in the early '60s, he later played university and then senior hockey through the decade. In the '70s he could be found behind the bench of several high school and junior hockey teams, while performing during this time as a member of the Flying Father's hockey team that played across the country to raise money for charity.

"His involvement with hockey really afforded him the opportunity to impact others well beyond his parish followers" says Community Centre founder Dale Hicks. "You didn't have to be of the Catholic faith to be exposed to his mentoring and leadership. He was really well-known and respected by the community overall".

Brothers Mike and Paul were also heavily involved in hockey at the minor and high school level, coaching clinics, and hockey schools. "If you were involved in hockey at any level during the period covering mid-'60s to mid-'90s you most likely crossed paths with one or more of the McKee brothers at some point" explained Hicks.

Like Peter, Mike was in the priesthood for a period of time before taking up law, entering provincial politics, and later sitting as a Provincial Court Judge before his retirement. Paul now oversees a successful seafood business that provides employment for many. Just as important, sibling sisters Joanne and Isabelle were impacting young minds inside various classrooms from elementary to university. Mike was recognized with the Order of Moncton in 2019 while Isabelle was awarded the Order of New Brunswick in 2023.

"The entire family has devoted their careers and volunteer time to the betterment of individuals and community" says Hicks. "When looking for a name to put on the building in 2016, I didn't have to ponder too long when the name Peter McKee popped into my head. In fact, it extends beyond Peter and includes the entire McKee family. The Centre is so honored to have that name on the building".

Father Peter McKee passed away in January of 2006, a decade before his name adorned the front of the building located at 475 St. George Street in Moncton. "My only disappointment is that he wasn't with us to share in that moment" reflected Hicks. "I know he would have spent many hours interacting with the clients that benefit from the existence of the facility".



Father
PETER MCKEE



President's message

2023-2024 saw Monctonians facing the challenges of the rising cost of food, housing, and general living expenses. At the Peter McKee Community Centre, we witness first-hand the impact on working singles; single and two-parent families with children; refugees and immigrants new to our city; our student population; and an increasing number of seniors living on fixed incomes. We experienced a tremendous increase in the number of clients/families coming to the Centre who are struggling to make ends meet and asking for our help.

As expected, this has had a significant impact on our day-to-day operations, and placed additional stress on our financial resources, our facility, the availability of adequate, nutritious food, as well as the Centre's staff and volunteers required to meet this growing need.

That said, we have faced each challenge head-on and experienced many successes resulting from strong community support, realistic planning, and a solid team effort of staff and volunteers with tenacious and positive attitudes. Our Peter McKee/Rotary Community Garden has harvested fresh produce which has been distributed to Centre Clients, as well as, introduced many in our community to the benefits of urban gardening; we continue to develop awareness and build strong community relationships that allow us to obtain continuous donations of food and personal care products for distribution to those in need ... and, we continue to make progress.

The Peter McKee Community Centre is not only Moncton's Food Bank. We also provide onsite eye exams and glasses, cooking classes for all ages, dental hygiene advice and products, an on-site discount clothing store in partnership with Boutique Encore, as well as numerous corporate and individual volunteer opportunities to name just a few.

This cannot happen without vision, teamwork, and support. On behalf of the Board, I would like to sincerely thank the individuals, businesses, and organizations in our community. We could not exist without your support! Equally important, I thank the staff and volunteers of the Centre who are the heartbeat of our organization and work endless hours each week to serve the needs of our clients. Thank you for supporting local, and I look forward to seeing what we can accomplish in 2024-2025.

GARY JAMIESON
Board President

Annual report

April 1, 2023 – March 31, 2024

About Us (Then & Now)

The Peter McKee Community Centre Inc. (PMCC) was created in 2016 from the amalgamation of several local food banks who served citizens of Moncton. It was originally owned and operated by the Food Depot Alimentaire (FDA) between 2016 and 2021.

When FDA became the Provincial Food Distribution Center, serving all food banks throughout the province, it was imperative that the PMCC break away from FDA to avoid any conflict of interest. Therefore, the PMCC was established as a standalone non-profit charity effective April 1, 2021.

Since then, the PMCC has been completely responsible for their own operation, finances, staff, volunteers and community engagement. Unfortunately, it continues to face the challenge of educating the local community to the fact that the PMCC is no longer under the FDA umbrella. This is critical to the survival of the organization as local supporters had the long held understanding that the two entities were united under one organization which is no longer the case.

To raise much needed funds to support the finances of the organization, the Centre hosts local fundraising events, such as the Peter McKee Annual Golf Classic, the annual Peter McKee Community Centre 30 Days of Community Caring Campaign and the Peter McKee Annual Christmas Box Program. While work in this area remains, the community is gradually grasping the change and donations continue to increase year-over-year to support their local Food Bank.

Operated by a small staff, and with the aid of a dedicated group of volunteers, today the PMCC operates a food bank, community teaching kitchen, community garden, clothing outlet, and eye clinic which serves over 1,500 families in Moncton struggling to meet their financial and nutritional needs. Despite the continued challenges posed by the rise in inflation, our network has persevered with new ideas, generosity of donors, compassion, and innovative services.

Meet our team

Board members 2023-24

Past President	Dale Hicks
President	Gary Jamieson
Vice-President	Tom Bateman
Treasurer	Max Fahey / Mark Odishaw
Secretary	Janet Stevens
Member	Mindee Walker
Member	Karen Nelson
Member	Mike Boushel
Member	Scott Babineau
Member	Samantha Leger

NOTE: The information contained herein is related to the 2023-24 operation and may not reflect the current status of the organization.



Executive Director's message

Last year was one of exponential growth for our organization. As one of the largest food banks in New Brunswick, our records indicate a 24% increase over the previous year in our city's families reaching out for food insecurity support. Client demographics included a significant increase in the number of seniors and 1- and 2-parent working families with young children. Although it is a difficult reality, we are proud to have helped these families live a better life because of the Peter McKee Community Centre (PMCC).

Although the primary vision of the Centre is to provide access to nutritious food for everyone, we are always looking for new ways to create a healthier community. Last year, the organization became the first and only food bank in Canada to open an eye health clinic and provide optical care at no charge to clients who could not afford it otherwise. Our Medavie Community Kitchen held youth cooking classes throughout the school year and provided life skills programs to seniors and individuals with disabilities. Also, our onsite Rotary Garden provided clients with fresh produce throughout the growing season while educating volunteers and clients on the value, tranquility, and enjoyment of urban gardening.

PMCC is well known for its Peter McKee Centre Annual Christmas Box Project and last year nearly 1,600 families received a Christmas food box. This project is several months in the planning and has become one of the largest community initiatives in Moncton. Hundreds of people come together to help fill the boxes and deliver them to needy families leading into Christmas.

The greatest resource of our Centre is the volunteers that make all these programs possible. Without their dedication and passion for helping others, the organization would not offer the services it does. Of the 115 volunteers registered at the PMCC that work full-time, part-time and seasonal, a minimum of 25-30 individuals are required every day to keep the Centre going and we are so thankful for their commitment and dedication.

I also acknowledge and thank the volunteers that comprise the Board of Directors who dedicate much of their spare time to ensure the success of the Centre. The year ahead may be a mystery, and I have no doubt it will be challenging, but I'm enthusiastic about what we can achieve as a community.

With sincere gratitude,

CHRISTINE TAYLOR
Executive Director



Financial Support

How is PMCC Funded?

Statement of operations

During the 2023-2024 fiscal year, the PMCC's operational budget was \$750,000 which covered costs including:

Administrative Expenses	\$315,225
Food and Program Purchases	\$146,083
Fundraising Expenses	\$8,452
Medavie Kitchen Expense	\$11,938
Rotary Garden Centre Expense	\$21,357
Warehouse and Occupancy Costs	\$191,924
Other	\$52,868
TOTAL:	\$747,847

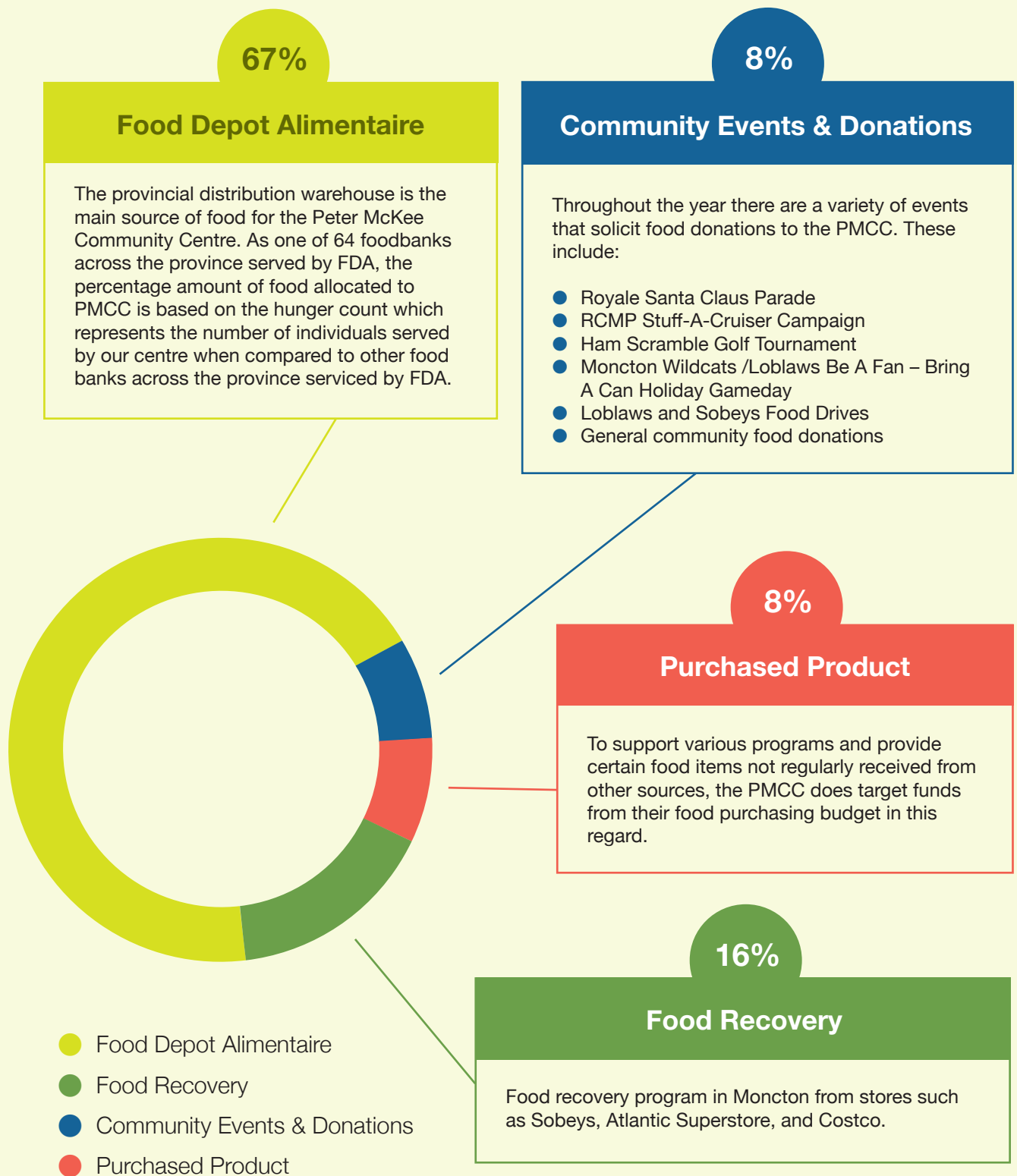
The funding to cover these expenses comes from a variety of sources as follows 2023-2024:

Donations	\$416,161
Fundraising Activities	\$64,886
Grants	\$210,480
Medavie Kitchen	\$30,014
Rotary Garden Sponsorship	\$19,614
Misc Other Income	\$87,079
TOTAL:	\$828,234

NOTE: Net profits will be invested into the food purchasing budget which was \$80,387 in this fiscal year.

Feeding Families: Where does our food come from?

In 2023-2024 year, a total of 1,575,528 pounds of food and personal care products were distributed to the clients of the Peter McKee Community Centre.





Serving the Community — More Than Just A Food Bank

The PMCC is constantly searching for ways to go above and beyond to support the community and our clients. They are critical community hubs where everyone can meet, connect, and find support services. The listing below illustrates programming offered by the PMCC that offers other assistance in addition to helping people meet one of their most basic core needs.

- Medavie Community Kitchen offers hands-on cooking and nutrition classes for adults as well individuals aged 8-15 in their “Junior Chef” Program.
- Boutique Encore operated by House of Nazareth offers our clients clothing items at discounted prices.
- Rotary Community Garden provides fresh vegetables to the food bank and allows the greater community to enjoy the benefits of the tranquil outdoor environment.
- Eye Clinic for clients looking for glasses at affordable prices or for free should they meet the criteria.
- Referrals and assistance on non-food related issues that can be addressed by other organizations in the community.

Annual Christmas Box Program

The long-standing Christmas Box Program was transitioned from FDA to the PMCC in the fall of 2022. This program is over and above the regular operation of the organization and is the largest community effort in Moncton over the holiday period.

Preparation for this event begins in early fall with the ordering of food for the boxes and confirming volunteer groups to help with logistics over a four-day period in the week leading up to Christmas. Family registration occurs a month before and advertising to raise the needed funds to fill and deliver two large food boxes (including a turkey/ham/protein) kicks in over a three-week period leading into the event.

The standalone budget for this endeavor is traditionally around \$136,000 and each year the community responds to make it happen!



Our #1 Asset – Volunteers!

The organization could not operate without the continued support of our community-minded volunteers. Open five days a week and serving upwards of 1,500 families a month requires a large contingent of volunteers. This last year over 100 individuals have contributed their time sorting food, picking up products, packing orders, answering phones, and contributing to the operations of the facility. Thanks to the ongoing assistance from our volunteers, we can extend our reach and continue to offer valuable services to those in need across our community.

“To be successful you need to start with a solid foundation, then from there you can succeed and help those that need it the most. Our volunteers here at the Peter McKee Centre have been and continue to be the backbone of our organization. Their ongoing weekly contributions of personal time make my job here so much easier” said Executive Director Christine Taylor.



Meet our staff

2023-24

Executive Director	Christine Taylor
Finance	Lindsay Butler
Warehouse Lead	Stella Cameron
Office Administration	Patrick Fontaine
Office Administration	Carolie Brown

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We really enjoy volunteering at the Peter McKee Community Centre. To see the smiles on people’s faces and how much they appreciate receiving food is very satisfying! It feels comforting knowing that they will not go hungry and we are making a real difference in their lives.

”

– Bob & Grace, volunteers

Frequently Asked Questions

Whether it is a lack of awareness or community engagement, there are often questions we must respond to on a regular basis. Some of the more frequent ones are:

WHAT IS THE RELATIONSHIP BETWEEN THE PETER MCKEE CENTRE AND FOOD DEPOT ALIMENTAIRE?

Food Depot Alimentaire is the provincial distribution warehouse and supports 64 food banks, numerous soup kitchens, and other non-profit organizations that are addressing food insecurity throughout the province. Peter McKee Centre is 1 of those 64 food banks that receives our percentage share of food that is distributed from the FDA warehouse. There is no governance oversight or dedicated financial support from FDA unless otherwise directed by major monetary donations from government, corporations, or Food Banks Canada.

SO DOES THE PETER MCKEE CENTRE BENEFIT DIRECTLY FROM THE FDA WEEKLY 50/50 DRAW?

The short answer is NO. The profits from the 50/50 draw belong to the FDA who may use a portion of those revenues to fund their operation which distributes food to member organizations, including PMCC.

HOW LONG HAS THE PETER MCKEE CENTRE BEEN SEPARATED FROM THE FOOD DEPOT ALIMENTAIRE?

This officially occurred on April 1, 2021. In the five years previous, the PMCC was under the umbrella of the FDA. The separation occurred when FDA became the provincial distribution center as appointed by Food Banks Canada.

HOW OFTEN IS THE PETER MCKEE CENTRE OPEN TO THE PUBLIC?

The PMCC is open five days a week (Monday – Friday) during normal business hours and also for a two-hour period on Wednesday evening between 5 pm and 7 pm.

HOW CAN I HELP?

There are a variety of ways you can support your local foodbank such as:

- Make a financial contribution and a tax receipt will be issued for any amount over \$20.
- Organize a food drive or some type of fund-raising activity at your church, place of work or neighborhood, or make an individual donation of food.
- Volunteer some of your time at the Centre. The PMCC relies on a large number of volunteers to sort food, stock shelves, interact with clients, maintain the building, or participate in the garden or community kitchen programs.



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www.petermckeecentre.ca