



NOURISH IN A NUTSHELL



IMPACT 2017-20

BY THE NUMBERS

Over the last three years, Nourish has supported healthy food access, food literacy, belonging, and civic engagement in Peterborough City and County.



1280 women served in 2019

3961 women served from 2017-2020



1103 diners served at community dinners from 2017-2020 with an average of **44 diners** per dinner, including neighbourhood dinners



Over 550 workshops provided from 2017-2020



Participants attended **3 Nourish activities** on average from 2017-2020



45 community gardens and **668 gardeners** in the City and County

FOOD ACCESS

Nourish improves food access by offering healthy, affordable, and dignified food options.



11924 JustFood boxes distributed from 2017-2020



\$6670 Nourish Market Dollars spent in 2019



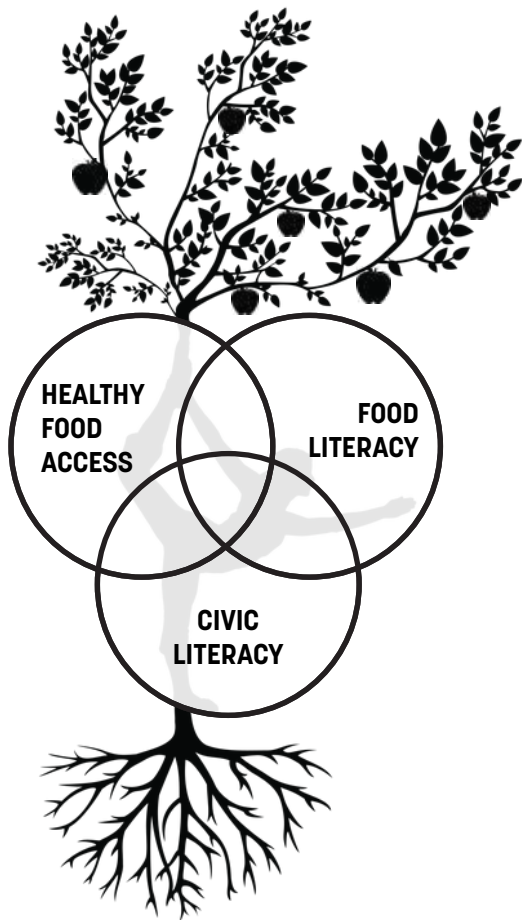
100 unique shoppers at the Curve Lake Market during the 2019 growing season

According to Jennie MacKenize, the Lakefield Farmers' Market's treasurer, "The Nourish Market Dollars Program has been an effective incentive enabling people to engage with local food producers and providers. Participants in Nourish workshops attended the Lakefield Farmers Market, met with local farmers and prepared food vendors, and made informed decisions about including healthy, locally produced food in their lives. This interaction is a result of the Nourish initiative and the continuation of the program reinforces these positive life changes for everyone."



FOOD LITERACY

Nourish promotes healthy food access, food literacy, and civic literacy through a wide array of programs that also give participants a chance to develop important community connections.



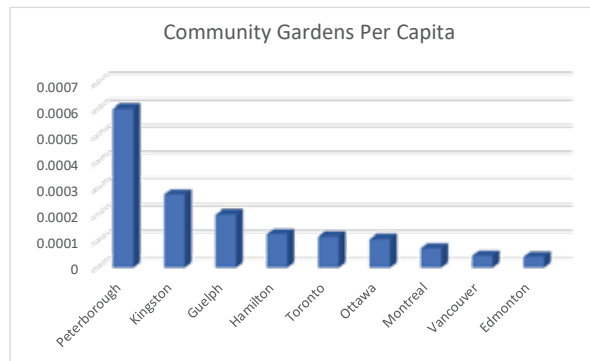
95% of surveyed participants **learned new skills** in Nourish workshops



70% of surveyed participants **consumed more fruits and vegetables** after attending Nourish workshops



Thanks to Nourish's work, Peterborough has **more community gardens per capita** than any other city in Canada



City	One Garden For Every X People
Peterborough	1664
Kingston	3619
Guelph	4998
Hamilton	8030
Toronto	8618
Ottawa	9342
Montreal	13850
Vancouver	23235
Edmonton	25531

BELONGING

Nurturing a sense of belonging among participants is core to all the work Nourish does, whether you're in the garden, the kitchen, or at the dinner table.



Nourish provided **207 opportunities to connect** in 2019, and **628 opportunities to connect** from 2017-2020



Nourish held **9 community dinners** in 2019, and **25 community dinners** from 2017-2020



Nourish served **nearly 1500 snacks or meals** in 2019, and over **4300 snacks or meals** from 2017-2020



Over 85% of surveyed participants **made friends** in Nourish workshops



Over 90% of surveyed participants **felt they belonged to a community** after attending Nourish workshops



Nourish volunteers contributed **nearly 12000 hours** of their time from 2017-2020



CIVIC ENGAGEMENT

Civic engagement is key to making the kinds of systemic changes required to end food insecurity. Nourish encourages participation at all levels of government.



38 seniors attended our **Peer Navigators** series in the City and County

Democracy Talks

22 participants attended Nourish's **Democracy Talks** series to **promote civic engagement** during the **2018 provincial election**

EAT think VOTE

Nearly 70 people attended our **Eat Think Vote** dinner to discuss **federal and local food system recommendations**

CARE HOPE VOTE

Dozens of local community members participated in our **Care Hope Vote** campaign to **promote civic engagement** during the **2019 federal election**



Over 60 participants received Nourish's **Hungry for Income** training



SOCIAL MEDIA

Nourish uses its social media presence to change the conversation about food insecurity. Through various campaigns, Nourish reaches thousands of people and challenges misperceptions about poverty while promoting basic income policy.

Followers:

Facebook - 1679
Twitter - 1341
Instagram - 616

Demographics:

Women: 77%
Men: 23%



Average Monthly Twitter Impressions: 22,200
Average Daily Facebook Reach: 200-1000

2017-2020 Website Users: 33,535
2017-2020 Website Page Views: 131,789

Social Media Highlights:

Performance for your post		
2,213 People Reached		
115 Reactions, comments & shares		
20 Like	4 On post	16 On shares
12 Wow	4 On post	8 On shares
22 Sad	7 On post	16 On shares
12 Angry	0 On post	12 On shares
13 Comments	6 On Post	8 On Shares
36 Shares	34 On Post	2 On Shares
8 Photo views	8 Link clicks	109 Other Clicks

64 #FactFriday posts on Twitter and Facebook with over 53,000 Twitter impressions

7 #BasicIncomeWeek posts on Twitter with nearly 43,000 Twitter Impressions


Hungry for Income participants featured by Basic Income Canada

Nourish's second annual Advocacy Advent Calendar featured by Feed Opportunity

RECOGNITION

New Canadians Centre is at New Canadians Centre.
25 May · Peterborough · 🌐

Community Development Worker Reem Ali with Becky Rogers Community Partner of the Year (Peterborough) Award recipient the Nourish Project




Nourish Project, Laura Rock Gaughan and Liara Horsinger · 1 share

Like Comment Share

Write a comment...

BECKY ROGERS COMMUNITY PARTNER OF THE YEAR (PETERBOROUGH)



L to R: Amanda Harrison and Joëlle Favreau from the Nourish Project

The goal of the **NOURISH PROJECT** is to cultivate strong healthy communities through innovative programming around eating, cooking and growing food.

The Nourish Project team has been instrumental in the advancement of the Newcomer Kitchen Peterborough. The project provides the space for newcomer women to come together as a collective and learn how to make an income by cooking and selling recipes that remind them of home. With the help of Nourish, they learned from women entrepreneurs from local food businesses such as **BE Catering**, **Black Honey** and the **Seasoned Spoon**. Trainer Amanda Harrison has worked closely with staff to help the group to develop recipes and work on product consistency; learn safe food handling and best kitchen practices; understand conflict resolution and group decision processes; establish commitment to the group; and build their English language skills.

The Nourish Project has also worked with our clients on other initiatives such as conversations about inclusion with the **Growing Belonging** project, the cultivation of community gardens, the **Cooking Out of the Box** series, and the **Cooking with Nourish** workshops for newcomer youth. We are proud to acknowledge the Nourish Project as the **Becky Rogers Community Partner of the Year (Peterborough)**.

Nourish received the New Canadians Centre's Becky Rogers Community Partner of the Year Award* and the Sustainable Peterborough Healthy Communities Award**



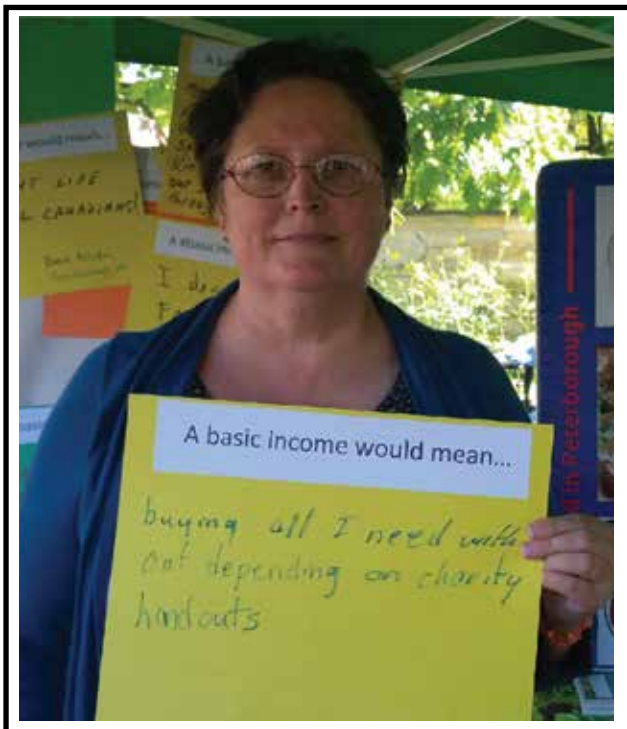
*<http://nccpeterborough.ca/wp-content/uploads/2019/06/AGM-2018-report.pdf>

**<https://sustainablepeterborough.ca/community-partners/partnership-recognition-event-and-awards/2018-event-and-awards/>

GROWING CONFIDENCE & INVOLVEMENT

The Nourish model's greatest strength is the ability to create meaningful opportunities for participants to gain new skills and develop leadership capacity. Nourish brings everyone to the table - especially those most affected by the issues - and amplifies those voices to work towards change.

“ I would never talk in front of a crowd before but since the “communications” session, **I have come out of my shell.** ”
- Peer Navigators Participant



According to Dr. Mary Anne Martin, “Nourish continues to attract the attention of researchers across the province for its unique model. It bridges the classic division between meeting basic needs and changing systems by meaningfully engaging participants with food, each other, and their community. This process fosters the agency and skills that people need to shape the systems at the heart of their struggles.”

“ **My voice is stronger. I have more courage to speak up. I have to speak to be able to be a voice for change.** ”
- Your Story Your Voice Participant

Find us at: www.nourishproject.ca