

MEMPHREMAGOG FOOD BANK

# ACTIVITY REPORT

## 2024-2025



BANQUE  
ALIMENTAIRE  
Memphrémagog

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# MISSION AND VALUES

## MISSION

To provide food assistance to residents of the Memphrémagog MRC who are in need, in order to help improve their living conditions.

## VALUES

- **Respect** : Guides our behavior, enabling us to create a welcoming environment where helping others, listening and openness are at the heart of our concerns.
- **Integrity** : Guides our choices and actions in compliance with rules, laws and ethics in order to earn and maintain the trust of the entire community.
- **Effectiveness** : Enables us to carry out our mission through sound management, the commitment of all, and the implementation of means to maximize the return to the community.
- **Altruism** : Fosters empathy, encourages self-sacrifice and the use of our talents in the service of others.



# A TRIBUTE TO OUR CHAIRMAN



**MICHEL  
MORISSET**  
CHAIRMAN OF  
THE BOARD



It is with a heavy heart that we announce the passing of **Michel Morisset**. After a courageous battle with illness, Michel left us on May 1, 2025, surrounded by his loved ones.

For six years, Michel was a pillar of the Memphrémagog Food Bank. Elected Chairman of the Board in 2020, he brought an inspiring and dynamic vision to our organization. His passion for agri-food, his relentless quest for efficiency and his unwavering leadership made him a steadfast advocate of a food bank accessible to all those in need.

Michel's departure creates a huge void on our board of directors. We will miss his presence, his commitment and his determination.

**Thank you, Michel!**



# MESSAGE FROM THE VICE-CHAIRMAN OF THE BOARD



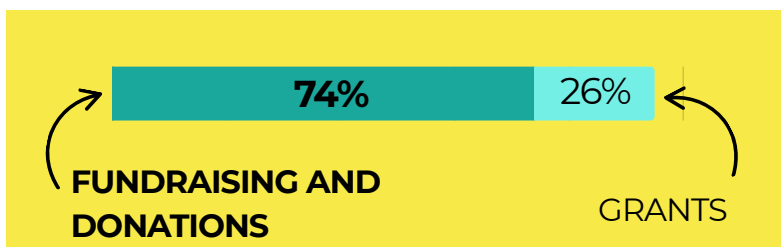
**MAREK  
WAKULCZYK**  
VICE-CHAIRMAN  
OF THE BOARD

Did you know that **74%** of our operating funds come from fundraising and donations? Our community can be proud of its support for its neighbors. That's **495 478 meals distributed** to our fellow citizens. Thank you so much!

The past year has unfortunately confirmed the persistence of economic turbulence, which translates into an increase in the number of families and individuals requiring our assistance. It is in this context that the renovation of our spaces is so important. Despite the typical little surprises when inspecting old walls, progress is already encouraging. Acquiring new donors, both in terms of food and funds, will remain a top priority to meet our needs and minimize our renovation debt.

The success of all our projects depends on the strength of our team. The BAM is privileged to count on exceptionally competent management and team, and would not function without our dedicated volunteers. They invest their precious time so that we can achieve our goals. They are the very essence of what we do, and their generosity is a daily source of inspiration.

In conclusion, a huge thank you to all the institutions, companies and citizens of the region who, through their contributions, enable us to continue our mission and fight food insecurity in our community.



# MESSAGE FROM THE GENERAL MANAGER

The year 2024-2025 was a period rich in challenges and opportunities. As part of our strategic planning, we have developed a number of initiatives to improve our services and better meet the growing needs of our community.

Faced with a **20.6% increase in demand from our users**, we decided to renovate our premises to accommodate this ever-growing population. As a result, our social grocery store will double in size, an ambitious project that would not be possible without the unfailing support of our valued donors. Thanks to their fundraising efforts and our on-going major fundraising campaign, we will be able to realize this transformation.

I would like to express my deepest gratitude to our volunteers, employees and **spokesperson, Pascale Wilhelmy**. Without their commitment and dedication, our mission, which we hold so dear, could not continue day after day.



**KARINE  
BEAUPRÉ**

GENERAL MANAGER



**20.6% increase in  
requests for food  
aid by users**

# THE BOARD OF DIRECTORS

The board of directors is made up of seven highly committed professionals who met formally six times during the 2024-2025 year. At each meeting, members receive a general report from management, a financial report and a statistical report on services offered and food received and distributed.

This year, the Board worked on a number of projects, including our major fundraising campaign, the consolidation of our services and the planning of a renovation to our premises. The availability, attentiveness and involvement of each member of the board of directors proved to be of paramount importance in supporting management and the entire team in achieving BAM's mission.

Finally, over 22 of our 61 members attended our AGM last year.

Many thanks!



Michel  
Morisset

**Chairman -  
Retired  
professor,  
Laval Uni.**



Marek  
Wakulczyk

**Vice-Chairman -  
Investor,  
Consultant TDV  
Solutions**



Chantale  
Roy

**Treasurer -  
FCPA, Retired  
Professor,  
Sherbrooke Uni.**



Yves  
Gosselin

**Secretary-  
Retired civil  
engineer**



Élisabeth  
Têtu

**Administrator -  
Audioprosthesis**



Christian  
Coupal

**Administrator -  
CEO Scholer  
Industriel Inc.**



Louise  
Beaudin

**Administrator -  
Management  
consultant**



# OUR TEAM

The team is actively working to enhance our services and better align them with the needs of our users. We are making sure that residents in all 17 municipalities of the Memphrémagog MRC are informed about our services and understand that they can turn to the BAM for food assistance if needed.

**KARINE BEAUPRÉ**  
GENERAL MANAGER

**CAROLINE COUTURE**  
ADMINISTRATIVE ASSISTANT

**PASCAL LAURIER**  
OPERATIONS DIRECTOR

**JULIE BOURGAULT**  
CASE WORKER

**ELOÏSE BROCHU**  
CASE WORKER

**JOSÉE FONTAINE**  
WAREHOUSE HANDLER

**MADELEINE LAVALLÉE**  
WAREHOUSE HANDLER

**ANTHONY DUBOIS**  
WAREHOUSE HANDLER

**JUDITH MAROIS-JONES**  
COMMUNICATIONS  
CONSULTANT

**Sara Couprie**, social grocery store manager, **Émy Lemay**, case worker with Canada Summer Jobs, and **Maxime Rouleau**, trainee in Social Work Techniques also worked with us in 2024-2025. Thank you!

# VOLUNTEER INVOLVEMENT

In 2024-2025, our **70 volunteers** once again distinguished themselves through their dedication to our organization. In all, these exceptional individuals contributed **nearly 6 627 hours of volunteer work**, an **increase of 62%** over the previous year.

Their commitment to our cause is inspiring and much appreciated. Their work and passion have a positive impact on our community, and we are endlessly grateful for their contribution, week after week.



**70**  
volunteers

**6 627 hours**  
of volunteer work

**Increase of 62%**  
in hours logged



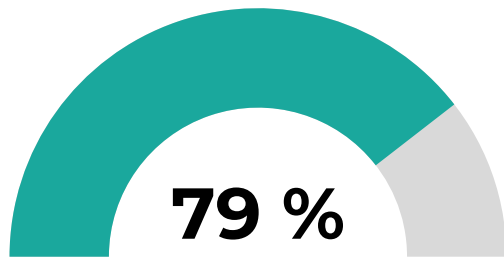
**THANK YOU!**

# FOOD DISTRIBUTION SERVICE

**198 191 kg**

**of food have been donated to our users.**

The Memphrémagog Food Bank offers three main services: grocery packages, daily on-site food distribution “La Dépense” and deliveries. We collect unsold food from our suppliers and redistribute it to our users free of charge. This way, the whole community works together to reduce food waste while feeding those most in need.

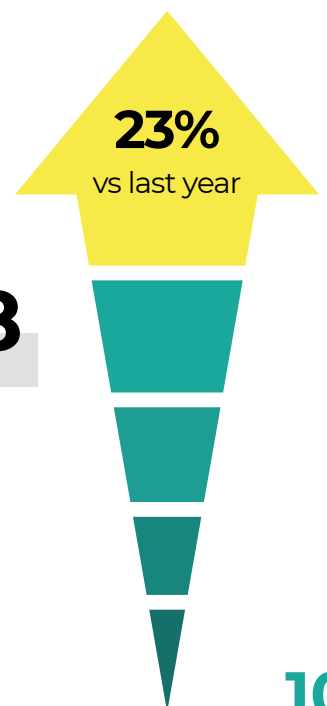


**of the food collected** was redistributed directly to families by the BAM, for a total of **5 140 grocery packages**. A total of **871 households** were served, comprising of **1 784 people**.

The BAM collected food from:



**= 495 478**  
MEALS DISTRIBUTED





# FOOD DISTRIBUTION SERVICE

## Other services

### Delivery service

Over the past year, our food aid delivery service provided 1 272 grocery packages to families who were unable to visit the Memphrémagog Food Bank.

**1 272**  
grocery  
packages

### La Dépense

A daily on-site food distribution offered to the whole community. Throughout the year, we handed out over 15 649 kg of food. We welcome on average 27 people each day.

**39 123**  
meals  
distributed

### Christmas baskets

The distribution of 1 055 Christmas baskets was coordinated by the BAM, in collaboration with 12 MRC organizations.

**1 055**  
Christmas  
baskets

### Départ Canon program

As of March 31, 2025, 116 families with young children and living in a financially precarious situation were enrolled in the Départ Canon food aid program. This year, the program was able to feed 140 children aged 0 to 5.

**116**  
families

### TELUS snacks program

Nutritious snacks are offered to 427 children attending primary and secondary schools during the school year. Since 2023, the BAM has continued to distribute snacks throughout the summer to support the nutrition and healthy development of young people.

**427**  
children and  
teenagers



# FOOD DISTRIBUTION SERVICE



## Redistribution to organizations

**The Memphrémagog Food Bank provides food to 17 organizations and projects in the MRC.**

- Missisquoi North Volunteer Centre
- Carrefour Jeunesse-Emploi Memphrémagog
- Centre d'écoinitiatives populaires (CÉPOP)
- Knights of Columbus of Magog
- Cuisines collectives Memphrémagog
- Équipe Ressources Relais
- Maison de la famille Memphrémagog
- Moisson Estrie
- Back-to-school baskets (Souper du Partage)
- Probex (summer camp)
- Espace M
- Zone Libre Memphrémagog

### **We also redistribute to:**

#### **1 secondary school:**

- École secondaire La Ruche (Magog)

#### **4 self-serve fridges:**

- Community fridge (Magog)
- Touski's mange (Saint-Étienne-de-Bolton)
- Community fridge (Eastman)
- Community fridge (Stanstead)

## Réseau Urgence Énergie Estrie (RUÉE)

There is a possibility of receiving monetary assistance to defray part of the cost of the energy bill thanks to the subsidy granted by CARITAS.

# CHRISTMAS BASKETS CAMPAIGN

In December, the Memphrémagog Food Bank coordinated the distribution of Christmas baskets in several municipalities of the Memphrémagog MRC.

**1 055**

**CHRISTMAS BASKETS AND  
VOUCHERS DISTRIBUTED**



## **An initiative made possible by the participation of 12 organizations:**

- Missisquoi North Volunteer Centre
- Stanstead Volunteer Center
- Knights of Columbus of Magog
- Knights of Columbus of Omerville
- Souper du Partage committee
- Axe 21 Church
- Students from École secondaire de la Ruche
- Parish of Beulah United Church in Ayer's Cliff
- Parish of Notre-Dame-du-Mont-Carmel
- Parish of Sainte-Élisabeth Church in North Hatley
- Parish of St-Paul United Church in Magog
- Partage Sainte-Catherine

**A huge THANK YOU to everyone who helped  
make this campaign a success!**



# FUNDRAISING CAMPAIGNS

June/July

## Come out in style in Magog

During the summer, we launched a brand new draw with the invaluable collaboration of **PAL+**. The \$468 prize package included an overnight stay at Hotel Versō, a cruise for 2 aboard the Grand Cru and breakfast at the Kóz bistro. The initiative attracted nearly 500 participants and increased our subscribers at the same time!

**\$ 4 537 raised**



November to January

## Feed Everyday Life

Thanks to the generous participation of **Bitfarms** and **the Beaulieu Parent family**, all donations received during the campaign were doubled, enabling us to feed our community with good, healthy, nutritious food.

**\$ 16 785 raised**



THANK YOU 

# FUNDRAISING CAMPAIGNS

## December

### The Media Food Drive

As usual, the provincial event invited the public to fight hunger by donating money and food at pre-determined locations, or by contributing online or by SMS.

Our employees and volunteers organized a street collection on Thursday, December 5 in Magog, in collaboration with the dynamic teams from **Le Reflet du Lac** newspaper, **Cogeco Media**, **Michelin Magog**, **Usi-Home** and the **Fantastiques** organization. It was another great event, with lots of fun and lots of donors!

**\$ 24 837 raised**



## Since January

### Major fundraising campaign

The “**Let’s feed our people**” campaign aims to support the renovation of our social grocery store and optimize our food storage to better meet the growing needs of the community. This major project will enable us to **double the number of users we help** and redistribute the equivalent of **75 000 additional meals each year**. That's a huge difference!





We would like to thank all our donors for their commitment to our vision of BAM's future!

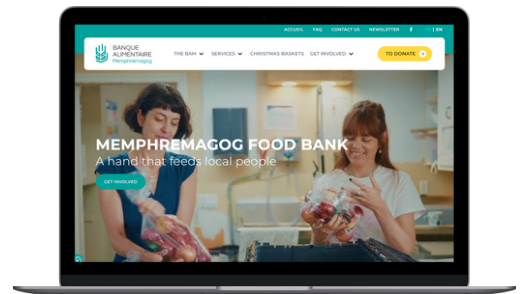


# COMMUNICATION AND MARKETING

From May onwards, the involvement of Judith Marois-Jones as a communications consultant enabled us to structure our internal and external processes, develop advertising campaigns and promotional tools, and set up fundraising and partnerships with the business community.

## A few achievements

-  Update branding on website, promotional materials, fundraising and commodity tools
-  Production of video capsules to pay tribute to our volunteers and promote the major fundraising campaign
-  Design of a seasonal newsletter
-  Creation of Instagram and LinkedIn pages, content harmonization and community management on social media



**20% INCREASE IN  
FACEBOOK  
SUBSCRIBERS**



## Year-round media coverage

Our general manager and our spokesperson, Pascale Wilhelmy, gave numerous interviews to the print and electronic media to raise awareness of the alarming rise in the number of people in need of food aid in the region. In all, our organization was mentioned **99 times in the local media this year!**

Our projects also attracted attention, such as our nutritious snack program (in collaboration with TELUS), the renovation of our social grocery store, the Media Food Drive and the launch of our major fundraising campaign.

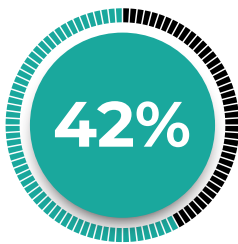




# SOCIAL GROCERY STORE

A social grocery store offers users a wide choice of products. They can choose what they need, in all dignity, just like in a typical grocery store. The range includes fresh produce (fruits and vegetables, dairy products), frozen foods (meat, ready-made meals) and dry goods (flour, pasta, cereals). At the BAM, users receive everything free of charge.

A recent survey\* of our users revealed that:



**of users lack food every month**

Although our social grocery store **provides 320 grocery packages a month**, demand continues to grow. Fortunately, the renovation of the social grocery store will enable us to double the number of grocery packages offered.



## ASSOCIATIVE AND DEMOCRATIC LIFE

The BAM actively seeks the commitment of its members and wants to know the opinion of its users.



**SOCIAL COMMITTEE**

The BAM fosters harmonious relations between the board, salaried staff and volunteers.



**USER COMMITTEE**

The BAM provides opportunities for users to express themselves and be heard.



**A DEDICATED TEAM**

The BAM draws on the experience of its staff, solicits their expertise and encourages democratic participation.

*\*Survey conducted in July 2024*

# AFFILIATION AND CONCERTATION



*Affiliation makes us stronger*

**Affiliation and participation in several meetings with the following organizations and committees:**

- Memphrémagog Community Development Corporation
- Memphrémagog Food Security Committee



**CDC**  
CORPORATION DE DÉVELOPPEMENT  
COMMUNAUTAIRE MEMPHRÉMAGOG



**The BAM is also a member of :**

- Moisson Estrie
- Regroupement des organismes communautaires de l'Estrie (ROC Estrie)
- Memphrémagog Chamber of Commerce



**MOISSON  
ESTRIE**



CHAMBRE  
DE COMMERCE  
MEMPHRÉMAGOG



**ROC**  
estrie

# STRATEGIC PLAN

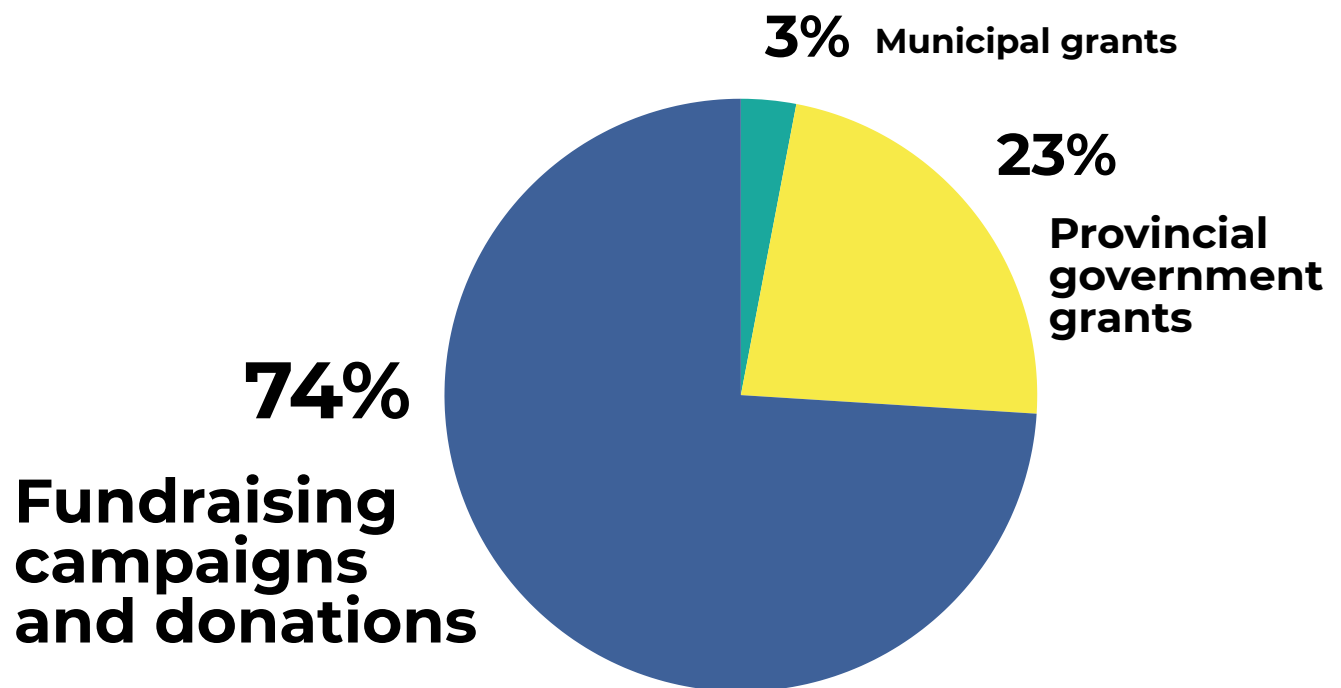


## TRIENNIAL PLAN 2024-2027

- Address food insecurity throughout the Memphrémagog MRC;
- Generate the resources necessary for our mission;
- Maintain and improve physical facilities, equipment and information systems in anticipation of adapting and increasing our service offering;
- Ensure that our team of employees and volunteers is up to the task of delivering our services;
- Promote the Memphrémagog Food Bank throughout the MRC.

# FINANCING

Almost three-quarters of BAM's funding comes from donations and fundraising.



## Our major partners



*Centre intégré  
universitaire de santé  
et de services sociaux  
de l'Estrie – Centre  
hospitalier universitaire  
de Sherbrooke*



**La  
guignolée  
des  
médias**



**Le Comptoir Familial de Magog**



# FINANCING

## Our major donors



Michel Lessard  
Family



Jean Paul Dufresne  
Foundation



MANY DONATIONS COME FROM INDIVIDUALS AND COMPANIES

# THANKS TO OUR PARTNERS

We would like to extend our warmest thanks to all the individuals, organizations and valued donors, some of whom require anonymity, who have contributed to the success of the Memphrémagog Food Bank's mission.



**Centre  
hospitalier  
Memphrémagog**



**Dépanneur  
chez Ben**



**MANOIR  
MAGOG**



# THANKS

We're very grateful for the involvement of our partners, who have made it possible for our mission to shine through in images and words.

Le Re<sup>e</sup>flet  
du Lac



PROJECTIONS  
LIBRES

THE  
**RECORD**





# CONTACT



## MEMPHRÉMAGOG FOOD BANK

📍 581 Sherbrooke street, Magog, QC J1X 2S4

☎ (819) 868-4438

✉ info@banquealimentaire.ca

🌐 www.banquealimentaire.ca

### OPENING HOURS

#### OFFICES

Monday to Thursday: 8:30 to noon / 1 p.m. to 4 p.m.  
Friday: 8:30 to noon

#### SOCIAL GROCERY STORE, BY APPOINTMENT

Monday: 1 p.m. to 3:30 p.m.  
Tuesday: 1 p.m. to 3:30 p.m.  
Wednesday: 9 a.m. to 11 a.m. / 1 p.m. to 3:30 p.m.  
Thursday: 1 p.m. to 3:30 p.m.  
Friday: 9 a.m. to 11:30 a.m.

#### LA DÉPENSE (SURPLUS)

Monday to Friday: 10:30 to noon  
(581 Sherbrooke street)