

ACTIVITY REPORT



2025-2026

Memphremagog
FOOD BANK

*Expanding to better feed : a year of
transformation and collective pride*



**BANQUE
ALIMENTAIRE**
Memphrémagog

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MISSION AND VALUES

MISSION

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

VALUES

- **Respect** : Guides our behaviours by allowing us to create a welcoming environment where mutual support, 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 preserve the trust of the entire community.
- **Efficiency** : Enables the fulfillment of our mission through sound management, the commitment of all, and the implementation of means to maximize community returns.
- **Altruism** : Fuels our empathy, encourages self-giving, and promotes the use of our talents in service of others.

MESSAGE FROM THE PRESIDENT



**MAREK
WAKULCZYK**

PRESIDENT OF
THE BOARD OF
DIRECTORS

I struggle to find the right words to express the incredible impact of our community's commitment over the past year. Supercalifragilisticexpialidocious? (Thanks, Mary Poppins!)

First of all, 30 major donors quickly helped raise the missing \$730,000 for the renovation. That's wonderful! Saving approximately \$50,000 in anticipated loan interest will allow us to distribute even more meals to those in need. Goodbye asbestos, rotting wood, and leaks! Hello to a more comfortable building for volunteers, where food donations are better preserved and warmer lighting brings a little comfort to our users.

Furthermore, knowing that 81% of our operating funds come from our fundraising campaigns among our neighbours, we are always proud to be part of such a generous community.

Thanks to you, 527 878 meals were distributed last year! This promotes a happier mood, better learning, and little by little, makes the world a better place because of you. It's beautiful here, in many ways.

The BAM is fortunate to have an exceptional management team and staff, and could not function without the dedication of its volunteers. A big thank-you to the 96 volunteers who generously give their time to fight hunger alongside us.

Finally, a tremendous thank you to all the institutions, businesses, and citizens of the region whose contributions allow us to continue our mission and combat food insecurity in our community.

MESSAGE FROM THE GENERAL MANAGER

The year 2025–2026 was marked by mobilization, adaptation, and solidarity. In a context where food assistance needs remain significant, we pursued our mission with determination in order to offer increasingly humane and accessible support to our community.

This year, we continued to evolve our services and spaces to better respond to the realities of the individuals and families we accompany. These advances were made possible thanks to the precious support of our donors, partners, and volunteers, whose commitment makes a real difference every day.

I wish to highlight the strength of the collective work that drives our organization. Every action taken by our team, our volunteers, and our partners contributes to creating a welcoming and caring environment for those who walk through our doors. It is thanks to this solidarity that we can continue to move forward and have a concrete impact in our community.



**KARINE
BEAUPRÉ**

GENERAL MANAGER

BOARD OF DIRECTORS

The board of directors is composed of seven highly committed professionals who met formally six times during the 2025–2026 year. At each meeting, members receive a general report from management, a financial report, and a statistical report on services offered and food items received and distributed.

For a second year, the board worked on several files including our major fundraising campaign, the consolidation of our services, and the planning of our space renovation. The availability, attentiveness, and involvement of each board member proved of paramount importance in supporting the management and the entire team in fulfilling the BAM's mission.

Finally, more than 22 of our 119 members attended our Annual General Meeting last year.

Thank you !



OUR TEAM

The team actively works to improve our services and better align them with the needs of our users. We ensure that residents of the 17 municipalities of the Memphremagog RCM are informed of our services and understand that they can turn to the BAM for food assistance when needed.

KARINE BEAUPRÉ
GENERAL MANAGER

CAROLINE COUTURE
ADMINISTRATIVE ASSISTANT

PASCAL LAURIER
OPERATIONS DIRECTOR

JULIE BIBEAU
CASE WORKER

ERNICA MERZIUS
CASE WORKER

JOSÉE FONTAINE
WAREHOUSE HANDLER

MADELEINE LAVALLÉE
WAREHOUSE HANDLER

GÉDÉON LEROUX
SOCIAL GROCERY STORE
MANAGER

LÉONIE GAMACHE
COMMUNICATIONS OFFICER

MARIE-FRANCE BOUCHER
EVENTS OFFICER

Éloïse Brochu and Julie Bourgault, case workers, also worked with us in 2025–2026. Thank you!

VOLUNTEER INVOLVEMENT

We would like to highlight the invaluable dedication of two deeply caring individuals who truly make our mission shine. Thank you to our spokesperson, Pascale Wilhelmy, for her loyalty and the great sensitivity with which she carries our voice. We also wish to thank our very first official ambassador, Yanouk Poirier, who places his leadership and precious network at the service of our cause.



In 2025–2026, our **96 volunteers** once again distinguished themselves through their dedication to our organization. In total, approximately **10 421 hours of volunteer work** were completed by these exceptional individuals, **an increase of 57%** compared to the previous year.

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

96
volunteers

10 421 hours
of volunteer work

57 % increase
in hours completed



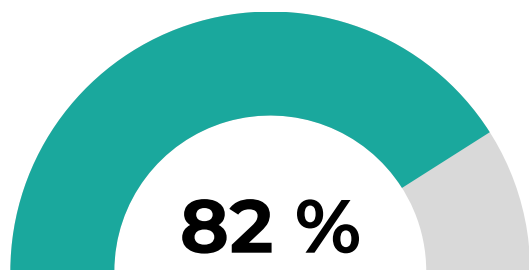
THANK YOU !

FOOD DISTRIBUTION SERVICE

211 151 kg

of food were delivered to users.

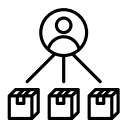
The Memphremagog Food Bank offers three main services: food assistance, surplus distribution at "La Dépense," and home deliveries. We collect unsold goods from our suppliers and redistribute them to users free of charge. In this way, the entire community works together to reduce food waste while feeding those most in need.



82% of collected goods were redistributed directly to families by the BAM, for a total of **5 529 food assistance** interventions. In total, **872 households** were served, comprising **1 744 people**.

The BAM collected goods from :

31 suppliers



3 organizations



1 hospital



=

527 878

MEALS DISTRIBUTED

FOOD DISTRIBUTION SERVICE

OTHER SERVICES :

Delivery service

Over the past year, we made 1 042 deliveries to individuals who were unable to visit the Memphremagog Food Bank in person.

1 042
deliveries

La Dépense

A daily distribution of goods offered to the entire community. Throughout the year, we provided more than 19 960 kg of food. Each day, we welcome an average of 30 people.

49 900
meals distributed

Christmas baskets

The distribution of 1 000 Christmas baskets was coordinated by the BAM, in collaboration with 10 organizations in the RCM.

1 000
baskets distributed

Départ Canon program

As of March 31, 2026, 123 families with young children living in financial hardship were registered in our Départ Canon food assistance program. This program provides food for children aged 0 to 5.

123
families

Snack program

Nutritious snacks are offered to children attending elementary and secondary schools during the school year. Since 2023, the BAM has continued distributing snacks throughout the summer to support the nutrition and healthy development of youth.

27 920
snacks distributed

16 %

FOOD DISTRIBUTION SERVICE



Redistribution to organizations :

The BAM provides food to 17 organizations and projects in the Memphremagog RCM including :

- Centre d'Action Bénévole de la Missisquoi-Nord
- Carrefour Jeunesse-Emploi Memphremagog
- Centre d'écoinitiatives populaires (CÉPOP)
- Chevaliers de Colomb de Magog
- Cuisines collectives Memphremagog
- Équipe Ressources Relais
- Maison de la famille Memphremagog
- Moisson Estrie
- Probex (Day camp)
- Espace M
- Zone Libre Memphremagog

Also distributed to :

3 schools :

- École secondaire La Ruche (Magog)
- École aux Adultes (Magog)
- École Saint-Jean-Bosco (Magog)

4 self-serve fridges :

- Frigo communautaire (Magog)
- Touski's mange (Saint-Étienne-de-Bolton)
- Frigo communautaire (Eastman)
- Frigo communautaire (Stanstead)

Réseau Urgence Énergie Estrie (RUÉE)

Users can receive financial assistance to cover part of their energy bill through a subsidy granted by CARITAS.

CHRISTMAS BASKET CAMPAIGN

Once again this year, the BAM had the privilege of coordinating the distribution of Christmas baskets for the residents of the Memphremagog RCM. Thanks to this initiative, many families going through a difficult time received a generous supply of groceries, allowing them to celebrate the holiday season with joy and in complete dignity.

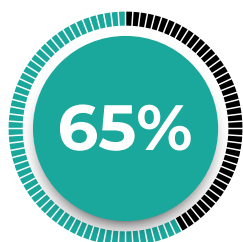


This initiative was made possible thanks to the participation of 10 organizations :

- Centre d'Action Bénévole de la Missisquoi-Nord
- Centre d'Action Bénévole de Stanstead
- Chevaliers de Colomb de Magog
- Souper du Partage committee
- Students from l'école secondaire La Ruche
- Paroisse Beulah United Church d'Ayer's Cliff
- Paroisse Notre-Dame-du-Mont-Carmel
- Paroisse Sainte-Élisabeth de North Hatley
- Paroisse St-Paul United Church de Magog
- Partage Sainte-Catherine

A huge THANK YOU to everyone who contributed to making this campaign a success !

A survey conducted in January 2026 among our participants revealed that :



Of users lack food at Christmas

This assistance brought genuine comfort, allowing them to focus on other essential needs while welcoming their loved ones with dignity and kindness.



FUNDRAISING ACTIVITIES

April to June 2025

50-50 Raffle

In April 2025, we launched our very first 50-50 lottery over a two-month period. A key initiative of our major fundraising campaign.

\$11 580 raised



October 2025

Caring Auction

For the very first time, we organized a two-week online auction featuring more than 80 items from local and Canadian businesses.

\$13 027 raised



THANK YOU



FUNDRAISING ACTIVITIES

April 2025 to March 2026

Community drives

Throughout the year, various businesses and citizen groups organized donation campaigns on behalf of the food bank. We are fortunate to count on such an active and dedicated community.

\$50 378 raised



December 2025

The media food drive

On December 4, our employees and volunteers led a street collection in Magog alongside four valued partners: Le Reflet du Lac newspaper, Cogeco Média, Michelin Magog, and UsiHome. A day filled with smiles and generosity.

\$23 112 raised



**THANK
YOU**



COMMUNICATIONS AND MARKETING

June 2025 marked an important milestone for our organization with the creation of our first Communications Officer position. This new resource allowed us to consolidate and sustain the strong foundations established by consultant Judith Marois-Jones.

Our communications tools by the numbers :

FACEBOOK

Followers

1 460

Views

309 891

Interactions

5169

+
20 %
Subscriber
growth

INSTAGRAM

Followers

125

Views

13 997

Interactions

383

+
42%
Subscriber
growth

LINKEDIN

Followers

176

Impressions

9 667

+
61%
Subscriber
growth

NEWSLETTER

Followers

498

Issues

4 x per year

Open rate

77%

+
144 %
Subscriber
growth

WEBSITE

Views

27 100

New users

15 509

In 2025, our communications efforts paid off. All our platforms experienced encouraging growth in both audience and engagement — results that reflect our community's growing interest in our mission.

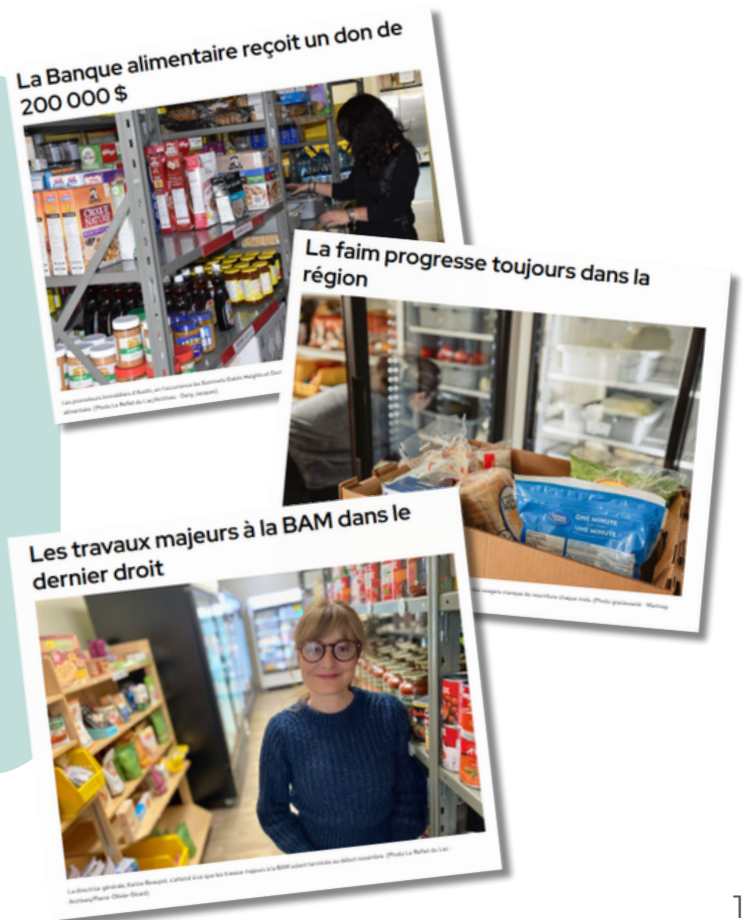
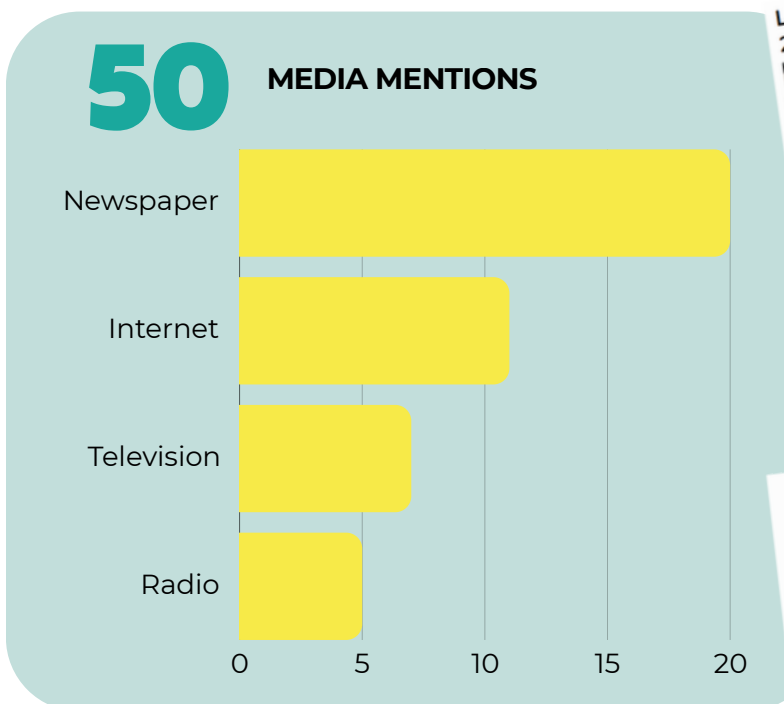
COMMUNICATIONS AND MARKETING

Media coverage

In 2025–2026, the Memphremagog Food Bank enjoyed remarkable media presence. According to an analysis conducted in the EUREKA database, our organization was mentioned in 50 articles and news reports between April 1, 2025 and March 31, 2026.

The inauguration of our social grocery store in January 2026 was the media highlight of the year, attracting attention from provincial outlets such as Radio-Canada, TVA Nouvelles, and Noovo, in addition to our regular regional media.

This visibility reflects the relevance of our mission and the trust that media organizations place in the Memphremagog Food Bank as a reliable source of information on food insecurity in the region.



COMMUNICATIONS AND MARKETING

Inauguration of our Social Grocery Store

On January 27, 2026, we celebrated the expansion of our social grocery store at an emotionally charged press conference.

In response to the growing rise in need, this major project allowed us to double our floor space. This modernized and more welcoming space gives us the means to serve a greater number of families in the Memphremagog region, while preserving each person's dignity and autonomy.

This inauguration, shared with dignitaries and partners from the region, is the result of an exceptional outpouring of solidarity. None of it would have been possible without the generosity and unwavering commitment of our donors.



CIVIC AND DEMOCRATIC LIFE



From the moment the **Le communautaire à boutte** movement launched, the BAM expressed its support. Better funding is essential to allow us, collectively, to respond to current social crises.

We took part in a day of mobilization in front of the office of Minister for Orford, Gilles Bélanger. We remain united for the well-being of our community and hope that the community sector's heartfelt plea will be heard.

AFFILIATION AND COLLABORATION



Affiliation makes us stronger.

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

- Corporation de développement communautaire Memphrémagog
- Comité de sécurité alimentaire Memphrémagog



CDC
CORPORATION DE DÉVELOPPEMENT
COMMUNAUTAIRE MEMPHRÉMAGOG



The BAM is also a member of :

- Moisson Estrie
- Regroupement des organismes communautaires de l'Estrie (ROC Estrie)
- Chambre de commerce Memphrémagog



CHAMBRE
DE COMMERCE
MEMPHRÉMAGOG



ROC
estrie

STRATEGIC ORIENTATIONS

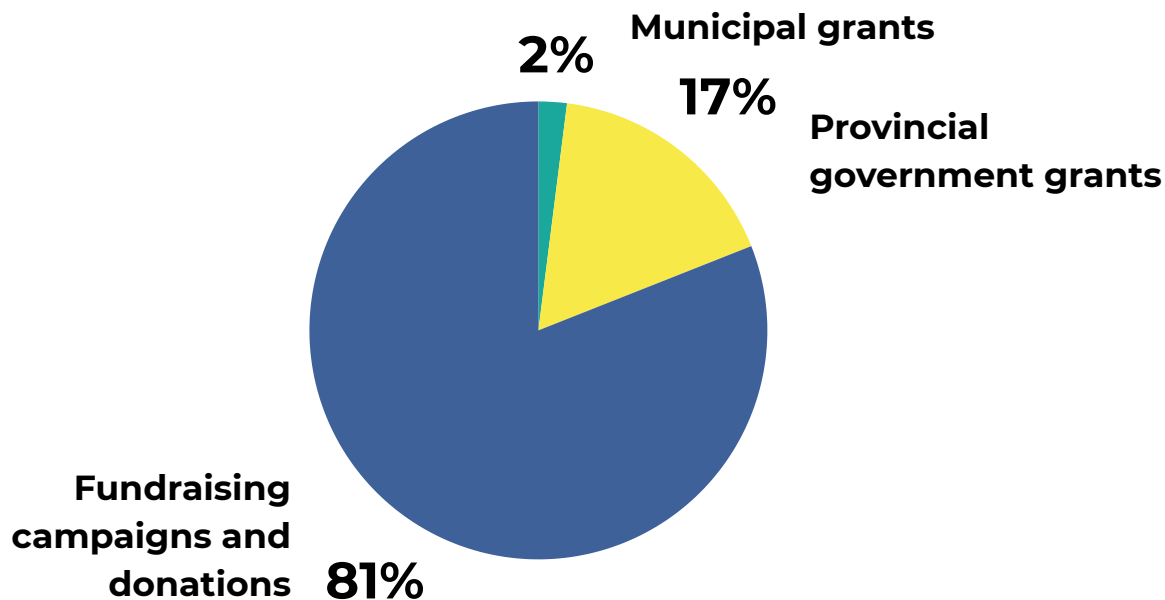


Three-Year Plan 2024-2027

- Address food insecurity throughout the Memphremagog RCM;
- Generate the resources necessary for our mission;
- Maintain and improve physical facilities, equipment, and information systems to adapt and expand our service offering;
- Ensure a team of staff and volunteers equal to the level of services offered;
- Promote the Memphremagog Food Bank throughout the region.

FUNDING

The vast majority of the BAM's funding comes from donations and fundraising.



Honorary Partners

Programme d'aide financière
au développement des
infrastructures d'entreposage

Pour les membres de



Financé par



FUNDING

Major Partners

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

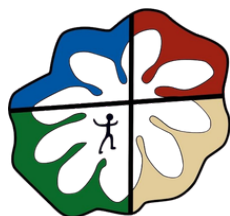
Québec 

La
guignolée
des
médias


FONDATION
FAMILLE
LAMARRE

Fondation Canadienne  FCSCJ

Le Comptoir Familial de Magog



Centre intercommunautaire
Quatre Saisons inc.



FONDATION
Famille LÉGER

Marie-Josée Roy &
Fondation Macasté



Fondation
de l'Hôpital de Memphrémagog

FUNDING

Major donors

FAMILLE
BEAULIEU
PARENT



Guignolée
des Trois Lacs

Fondation
Famille Piché

Gaétan Martel

Famille
Michel Lessard

Fondation
Jean Paul Dufresne

Fonds Carmelle et
Rémi Marcoux

ACKNOWLEDGEMENTS

We warmly thank all the individuals, organizations, and generous donors — some of whom wish to remain anonymous — who contributed to the success of the Memphremagog Food Bank's mission. We also thank our food suppliers, including :



ACKNOWLEDGEMENTS


We are also very grateful for the involvement of partners who helped spread our mission through images and words :



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