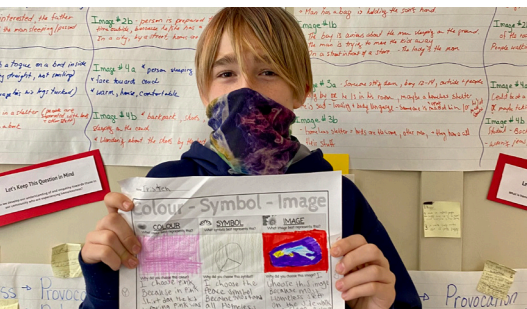


“ *We believe success is not about what you accomplish in your life, it’s about what you inspire others to do* ”



# COMMUNITY EMPOWERMENT

ANNUAL REPORT 2021-22

Key Metrics:

Total people impacted: **22,658**

Volunteer hours: **4,716**

Active members: **59**

Projects: **5**

Faculty advisors: **9**

Annual operating budget: **\$70,296**

Grant Funding: **\$43,500**

# UNUSUALLY GOOD

## THE PROBLEM

An estimated **4 million Canadians**, including **1.4 million children**, struggle to access healthy food and yet, **36 million tonnes of food** is wasted in Canada every year.

Every year, **500 million apples** in Canada go to **waste**, for one purely aesthetic reason, they don't fit the grocery store standard.



## THE SOCIAL ENTERPRISE

### Our first initiative: Fruit Snaps!

We worked with Okanagan farmers to rescue unwanted apples and transformed them into delicious, shelf-stable apple chips. Through a partnership with the North Okanagan Valley Gleaners, a not-for-profit food processor group dedicated to alleviating hunger, we created an innovative way to dehydrate the rescued apples and convert them into nutritious snacks that were delivered to local schools, food banks, and developing countries such as Ukraine, Guatemala, Armenia, and North Korea.

During this year's operations:

- We donated **38,000 servings** of apple chips
- Saved **35,000 pounds** of apples from going to waste
- Diverted **70 tonnes** of CO2 emissions
- Saved **13 million litres** of water



Following our success with Fruit Snaps, we turned our attention to a second product: **Apple Juice!** We started producing a high-quality juice with an extended shelf life using unwanted apples.

Our initial success with the apple juice led us to formally brand and launch the **Unusually Good Food Company**, an organization dedicated to doing some good with those unusual apples to **reduce food insecurity and fight climate change**.

So far this year, we have:

- Designed **new** packaging and retail point-of-purchase materials
- Expanded our distribution to **13 retail locations** across **5 BC cities**
- Generated over **\$15,000** in revenue



## GIVING BACK

We forged a partnership with our local school district and Food for Thought to increase our apple chip donations.

- Providing our nutritious apple chips to **51 schools**
- Impacting **22,000 students**

We collaborated with several local schools to launch a social entrepreneurship program to teach elementary and high schools students about social, environmental, and economic issues in our community. Students have the opportunity to run their own social enterprise by picking apples, distributing apple chips, and selling juice to raise funds for their school lunch program.

### Metrics:

	Last Year	This Year	Next Year
Individuals Impacted	3,194	22,000	108,500
Revenue Earned	\$5,500	\$15,148	\$41,647
Water Saved (L)	3,780,000	13,049,842	78,600,000
Food Waste Diverted (Lbs)	22,000	35,000	211,000
CO2 Avoided (MT)	44.00	70.72	426.00

## FUTURE PLANS

### 1 Year Goal:

- Partner with 3 other Gleaner facilities across Canada to produce over 200,000 apple chip servings a year.

### 2 Year Goal:

- Create a fully zero-waste project by transforming our apple pomace byproduct into a revenue generating product.

### 5 Year Goal:

- Creating our own facility to meet the growing demands for our products and services.



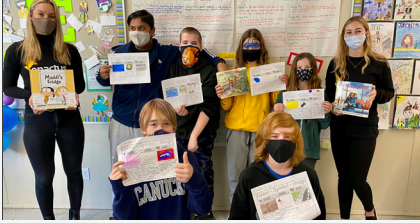
2022 TD Entrepreneurship Challenge Regional Champion



2022 Scotiabank Climate Change Challenge Regional Champion



# ADDITIONAL PROJECTS



Innovative teaching resources on relevant topics society is currently facing.

**Metrics:**

- **165** students impacted this year
- Created modules on homelessness, sustainable fashion, and social media and cyberbullying.
- **\$960** in revenue generated



An initiative that provides free workshops to immigrant and refugee youth on essential career and job skills.

**Metrics:**

- **47** students impacted this year
- **\$3,000** in grants received
- 2022 CWB Financial Education Challenge Runner-up



In collaboration with the Ki-Low-Na Friendship Society's Original Born Art (OBA), Elevate connects with Indigenous youth interested in becoming artists with native culture, traditions, and protocols, to provide a mechanism to start their own business or career.

**Metrics:**

- **10** students impacted this year
- **\$2,500** grants received from Shaw Youth Accelerator
- **3** youth started their own businesses and **2** found part-time work



## UNITED NATIONS SUSTAINABILITY GOALS

WE ARE DIRECTLY CONTRIBUTING TO



## THANK YOU

TO OUR COMMUNITY SPONSORS AND PARTNERS

