



Vancouver Fruit Tree Project

Reporting On Our Most Successful Year

2020 ANNUAL REPORT

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A Message from our President



Maddie Hague, President

"We are deeply grateful for the way in which our entire community comes together to make the VFTP possible!

From our staff to volunteers; pick leaders to Vancouver Food Runners; tree owners to our community partners, this amazing project could not happen without each member of our little ecosystem doing their part.

Thank you as well to our donors and partners at Windfall Cider for enabling us to do this work! Together we learn about, and redeem the value of Vancouver's urban orchard.

We honour local bounty by sharing it with those who need it, creating a sense of connection to one another and this land."

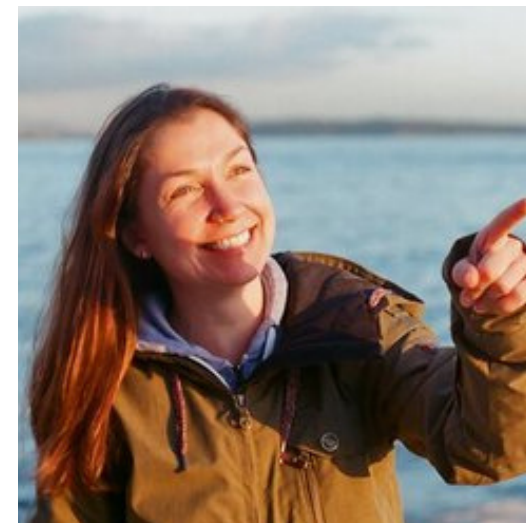
Our Team



Farah Motani
COORDINATOR



Ryan Thummel
FRUIT RESCUE TEAM LEAD



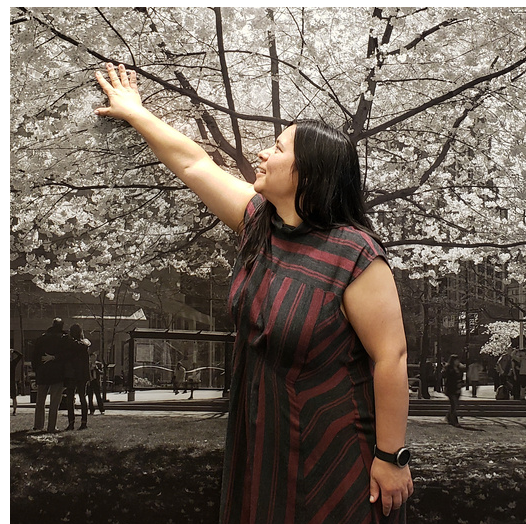
Maddie Hague
PRESIDENT



Tanya Schwab
VICE PRESIDENT



Roxci Bevis
TREASURER



Wendy Corneau
SECRETARY



Ailsa Beischer
MEMBER AT LARGE



Sara Mimick
MEMBER AT LARGE



Marie Labitté
MEMBER AT LARGE



Alba Zhou
MEMBER AT LARGE



Manon Balard
MEMBER AT LARGE

Impact #1

Community Partners



Our 16 Community Partners

**Atira Women's
Resource Society**

**Beulah Garden
Homes**

**Carnegie
Community Centre**

**Cedar Cottage
Neighbourhood House**

**CityReach
Care Society**

**Downtown Eastside
Women's Centre**

**Family Services of
Greater Vancouver**

**Frog Hollow
Neighbourhood House**

**Grandview Woodland
Food Connection**

Jewish Family Services

**Kits Neighbourhood House
& Steeve's Manor**

**Mount Pleasant
Neighbourhood House**

New Chelsea Society

**Renfrew-Collingwood
Food Security Institute**

**Strathcona
Community Centre**

YWCA

5,000 COMMUNITY MEMBERS SERVED

.....
Incl. at-risk youth, low-income seniors, and those experiencing homelessness

16 COMMUNITY PARTNERS SERVED

.....
Incl. 4 new partners

8,670 LBS OF FRUIT DISTRIBUTED

.....
100% growth Y-O-Y compared with 2019

99 FRUIT DROP-OFFS

.....
100% growth Y-O-Y compared with 2019



Each season, our community partners generously share feedback about the impact of our fresh fruit distribution.

VFTP team uses their feedback to identify what's working well in our operational model and opportunities for continuous improvement. This reciprocal feedback loop ensures we're meeting the needs of our partners and the clients they serve.

Once again, responses were heartening in 2020. All of our community partners reported they were *very satisfied* with the service our team and volunteers provided this season.

Don Crawford, **New Chelsea
Housing Society**

“Although we just started partnering with VFTP, the tenants of Chelsea Tower are extremely happy with the fruit they received and it made quite an impression on all of us here at the Tower. We look forward, hopefully, to next season and an abundance of harvest.

It makes a difference in the quality of life for a lot of our seniors to have fresh fruit in their diet and they are very appreciative of your hard work and the donors as well.”

Alyssa Muzyk, **Mount Pleasant
Neighbourhood House**

"VFTP has been a humongous help to us.. This year, in response to the Covid 19 pandemic, we launched a new Emergency Meals program, aiming to provide food to those in the community who were having difficulty accessing it, be those physical difficulties, financial difficulties, or otherwise. The Vancouver Fruit Tree Project has helped us include nutritious fruit alongside our prepared meals in our deliveries, which has been tremendously positive for those receiving the meals.

Being able to enjoy a freshly picked apple or plum has been a real treat for our participants, and I am so grateful to the wonderful staff and volunteers at the Fruit Tree Project that have made this possible."

Sylvia Elliott, **Directions Youth Services,
Family Services of Greater Vancouver**

“I want to thank the Vancouver Fruit Tree Project for supporting us and providing beautiful fruit to the community we serve.

Your donations are much appreciated and have been distributed to our clients as snacks, desserts, and dinner components during the pandemic.

Thank you for all you do!”

Ian Marcuse, **Britannia & Grandview
Woodland Food Connection**

“The Grandview Woodland Food Connection and Britannia Community Centre are very appreciative of the Vancouver Fruit Tree Project fruit donations that have benefited our COVID Emergency Food Delivery. We have received some generous amounts of apples, grapes and pears that we have included in our food boxes that have been distributed to over 500 households in East Vancouver since mid March.

The addition of this wonderful local and organic fruit is greatly appreciated by the many households receiving this food and hugely supports their health and well-being and has taken a bit of the edge off personal COVID related struggles including food insecurity issues.”

Impact #2

Volunteers



156

ACTIVE
VOLUNTEERS

.....
Out of 810 contactables

95%

GROWTH IN ACTIVE
VOLUNTEERS

.....
Y-O-Y compared with 2019

129

NEW VOLUNTEER
APPLICATIONS

.....
To grow our community

2

ONLINE EVENTS

.....
Incl. our Season Wrap-Up
Party featuring Lori Snyder





Volunteers are the backbone of our picking operations. As such, we encourage and promote ongoing feedback throughout the season and send an in-depth survey at the end of the harvesting season.

Overall, volunteers reported a positive experience. Some noted disappointment at not being selected for fruit picks/able to participate due to the time of the pick.

Their feedback clearly indicates a desire to further engage with VFTP and participate in additional picks. For us, it represents a great opportunity to scale-up our impact and serve additional community partners and their clients.

Cory, Volunteer Fruit Picker

"It's so wonderful to know this beautiful bounty was shared with the community at Collingwood House.

My first pick with VFTP was such an amazing experience! And so much fun! I'm so grateful to have the opportunity to be part of this wonderful project. Looking forward to helping out with more picks this summer!

Thank you to all the VFTP team for all the great work you are doing!"

Rudi, Volunteer Fruit Picker

"Congratulations on such a successful season, especially under such challenging circumstances. Your clear, positive emails were always a joy to receive, and your energy a beacon of steady on! Life continues! Fruit is still ripening, and then ready to pick, and nourish us all! Bravo!

Building community and sharing bounty - the perfect reminders of where we are going together."



Impact #3

Tree Owners

85

ACTIVE
TREE OWNERS

.....
Out of 312 contactables

80%

GROWTH IN ACTIVE
TREE OWNERS

.....
Y-O-Y compared with 2019

46

NEW TREE OWNER
APPLICATIONS

.....
Incl. 38 participants this season



TREE OWNER SPOTLIGHTS

CITY OF VANCOUVER

.....

3 PICKS

UBC TRIUMPH

.....

1 PICK



Tree owners are integral to our work - without their generosity, there'll be no fruit to distribute.

They open the doors to their property for our volunteers to harvest the extra bounty of fruit.

This year again, our tree owners were highly pleased with the professionalism, dedication, and work ethic of our volunteers and Team Leads.

Georgia Scott, **Tree Owner**

"VFTP is a wonderful organization that is health promoting in so many ways: it sources locally for fruit, sometimes accessing the bounty of heritage trees, and delivers delicious and nutritious, organic fruit to lower income families and non-profits. It prevents waste and promotes sustainability.

As a volunteer organization, it brings a diversity of people together to collaborate and connect socially.

The volunteers who picked the pears from my tree were very respectful of the garden and all protocols. They carefully picked the fruit and cleaned everything up.

I am so happy that the fruit did not end up in a compost and went to such a worthy cause. I hope to continue working with Vancouver Fruit Tree project for many years to come."

Nancy Forrest, **Tree Owner**

"Just a note to say how pleased I was that you were able to fit the harvesting of my fruit trees into your schedule on a Saturday.

The team did a wonderful job and picked about 80 lbs of pears and apples for the Grandview-Woodland Food Network, plus two large bowls of fruit for my own use.

I look forward to donating a similar crop of fruit again next year.

Please stay in touch with me when harvesting starts in 2021. Thank you."

Megan Reiter, Tree Owner

“VFTP performs an essential service as far as I’m concerned.

Without you, we would drown in figs every summer! It’s perfect that we’re able to call on you to come and pick all our excess fruit and get it to people who can make good use of it.

It’s easy making the arrangements and we’ve never had any issues with the crews that come to pick.”

Joan Storland, Tree Owner

"[The pick] was a wonderful event for all of us and your crew was outstanding!

Professional, personal, respectful and so hard working! We are deeply grateful and will absolutely call next time!"

Our New Partnerships



Food Runners helped distribute the picks from the Tree Owners homes to our community partners.

Their volunteers were key to lessening the workload of our Teams Leads and to ensure fruit was distributed evenly amongst our partners.

Check out their website if you want to volunteer, donate or receive food:

<https://www.vancouverfoodrunners.com/>



Thanks to our Windfall Cider, 100L of cider has been produced by apples donated by VFTP to promote our mission and raise awareness on food insecurity and food waste.

Check out their next taste room coming up soon in North Vancouver:

<https://windfallcider.ca/>

Our Supporters - Thank you for your generosity

163% GROWTH IN
FUNDRAISING ACTIVITIES

.....

Y-O-Y compared with 2019

\$5,000 - \$9,999

BC Gaming

Second Harvest

Breakfast Club of Canada

\$500 - \$999

Windfall Cider

4 NEW INSTITUTIONAL
SUPPORTERS

.....

\$1,000 - \$4,999

Rotary Arbutus

\$1 - \$499

Individual donors



Vancouver Fruit Tree Project

2020 ANNUAL REPORT

THANK YOU!

Join us and help share the bounty of
Vancouver's backyard

www.vancouverfruittree.com

604-618-8527

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