

Mobile Grocery Store

Scarborough Food Security Initiative

CRA Charity Registration Number :
73783 7476RR0001

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PAY-WHAT-YOU-CAN MODLE

FEED SCARBOROUGH

Over the span of four years, Scarborough Food Security Initiative (Feed Scarborough) went from packing 50 food hampers in a volunteer's backyard to becoming a lifeline for 8,500 people each week, with 25% of those being children.



There is an undeniable link between food and well-being, recognizing the impacts it has on physical and mental health. People who experience food insecurity are 250% more likely to deal with depression and anxiety and the fear of not knowing where your next meal is coming from can be debilitating. An array of factors have deeply burdened the most vulnerable: unaffordable housing, inflations, low wages and a pandemic have created an environment where the average Canadian has to negotiate with the cost of food just to make ends meet.

Feed Scarborough's vision is to see a hunger-free, resilient Scarborough. To accomplish this we empower the community through innovative solutions to poverty reduction through dignified access to food. We advocate for and believe that good, healthy food is a human right. Feed Scarborough uses a comprehensive multi-facet approach to food insecurity through: emergency food support, long-term impact strategies focusing on poverty reduction and advocacy and research.



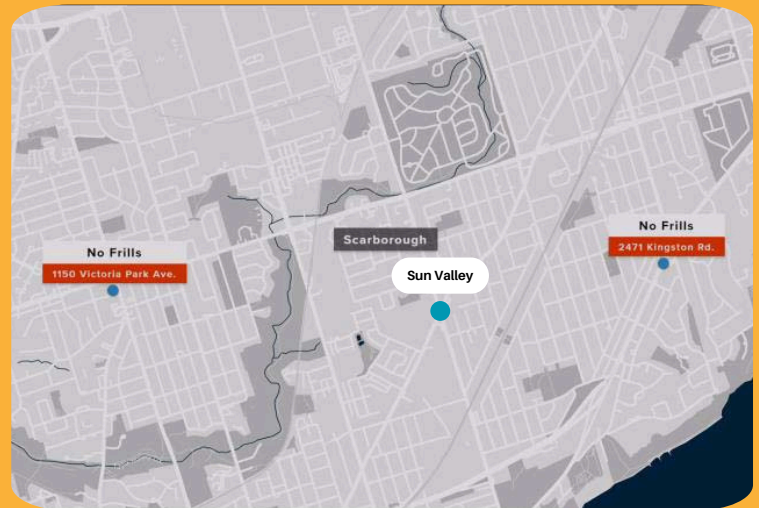
Scarborough is Changing

As the city is facing a housing crisis, Scarborough has the potential to welcome more people and more businesses. Over 1,000 developments have been proposed in Scarborough as of February 2024. There is a magnitude of opportunities that come with this investment.

In growth of this size, social gaps leave the most vulnerable with additional barriers. With over 1,000 new development comes the evolution of a community. The land sits vacant while permits and zoning are approved. Important infrastructure is removed to make way for the buildings and the community is left without doctors offices, transit hubs, and grocery stores.

Feed Scarborough is dedicated to addressing food insecurity through innovative solutions and focuses on breaking down barriers. We are excited to share our newest solution to addressing the growing number of food deserts through our Mobile Grocery Store. A pay-what-you-can store that adapts to the growing development in Scarborough by leaving no one behind.

Case Study



In the summer of 2023, a local grocery store called Sun Valley closed its doors after 40 years of business. The land was purchased for redevelopment and now sits vacant with an estimated 2 years before development will start.

As seen in the image above there is now 5.1km between the two grocery stores of similar or less price. It is a 45 minute transit ride that requires you to take 2 or 3 buses.

From one grocery store to the other, you pass through 3 Neighbourhood Improvement Areas.






WHAT IS A FOOD DESERT?

A food desert is an urban area in which it is difficult to buy affordable or good-quality fresh food.

Below is a map of Scarborough's current food deserts. Out of these food deserts _____ are located in Neighbourhood Impoverment Areas (NIA). An NIA is identified as an area that needs to strengthen it's social, economic and physical conditions to deliver local impact for city-wide change.

Challenges Food Deserts Bring

-  Lack of healthy foods can affect a communities overall health.
-  Poor transportation can hinder someones ability to access Healthy food.
-  Public policy does not take into account the evolution of a community during development.

Our Solution

Our Mobile Grocery Store will visit identified food deserts once a week to bring fresh healthy food options to each community. It will be a pay-what-you-can model to break the stigma associate with food banks while also ensuring people have access.

Transit can be a huge barrier to accessing food. By bringing food to communities we are reducing transit costs and time that can greatly impact someone's ability to access healthy food.

Case Study

In Canada, we waste 58% of the food we produce. It is enough food to feed every Canadian for 5 months.

Feed It Forward is a pay-what-you-can grocery store located on the West end of Toronto. They rescue surplus food and turn it into nutritious meals.

Since opening in 2018, the grocery store has worked to adapt to the customer's budget. To make this program successful education around only taking what you need is vital. "visitors are encouraged to take just what they need, and only pay what they can, even if that's no money at all".

The majority of people aren't looking for free. Feed it Forward certainly has faith in people with means to cover those who don't. They stated in eight months running with a pay-what-you-can restaurant "balanced out" in the end.



RETROFIT BUDGET

Task	Notes	Costs
Wrapping the bus	Need to remove TTC Colouring	\$14,000
Bus Retrofit	Remove electrical and seating. Install infrastructure: shelving, tables, barriers.	\$25,000
Electrical	Rewiring the bus to withhold the added appliances. Including a generator.	\$10,000
Technology	Registration and check out technology. Adding Wifi, digital screen technology, and navigation system.	\$4,000
Refrigerators	2 x bolted into the floor	\$8,000
Freezer	bolted into the floor	\$5,000
Total Funding		\$66,000

This is the projected cost to get the program up and running. There is the opportunity for recognition on the outside of the bus that will travel throughout Scarborough at least 5 days a week.



OPERATIONAL BUDGET

Task	Notes	Costs
Labour	Operator Labour (Incl MERC and Benefits) AZ Driver	\$88,350
Maintance	Annual Bus Maintenance	\$6,000
Gas	Projected Gas for Operations	\$25,000
Internet	To operate our inventory system \$75/month	\$900
Marketing	Marketing & Promotion	\$3,500
Food Subsidy	Offset the cost of food for those who are unable to pay	\$52,000
Total Funding		\$175,750

This is the projected annual cost to ensure that everyone is informed and has access to healthy, nutritious food. The transit bus requires a specific licensed driver to ensure that the bus is operating under the appropriate safety and guidelines.





Program Impact

Access to Healthy Food

Negotiating with your food can have long-term impacts that can be costly in the long run. We estimate to serve 50 - 100 people each day through this program.

Education

75% of people who are food insecure don't access resources. It is important to educate the community about what food does for you and destigmatize asking for help. It is also an opportunity to show how unity supports overall growth and responsibility by encouraging people to pay what they can.

Locations

The Mobile Grocery Store will visit 10 food deserts each week. It will also be used as an educational tool to discuss what food insecurity is and the various tools used to address it.

Social Change

Millennials and Gen Z are conscious of their purchasing power and are more likely to support initiatives that work toward social change. People accessing this grocery store aren't necessarily people who are low-income but people who want to make a lasting impact.



Design and Layout

View our virtual tour [here](#).

VIEW FROM EXTERIOR

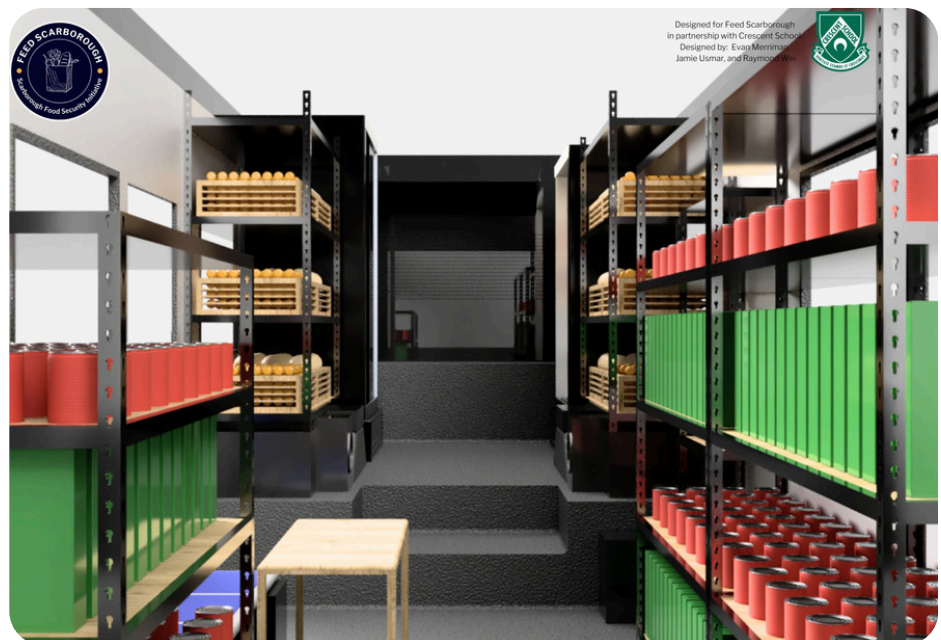
Image displays the entrance and exit of the grocery store.



VIEW FROM INTERIOR

Inside view from the entrance of the bus.

Non-perishable items are located on the lower level shelves



Feed Scarborough partners with Crescent School, an independent boys' school in Toronto, for community outreach initiatives. As part of a recent project, a group of three Crescent Upper School students conceived a design for the Mobile Grocery Store. Images of their design are shown [here](#).



Design and Layout

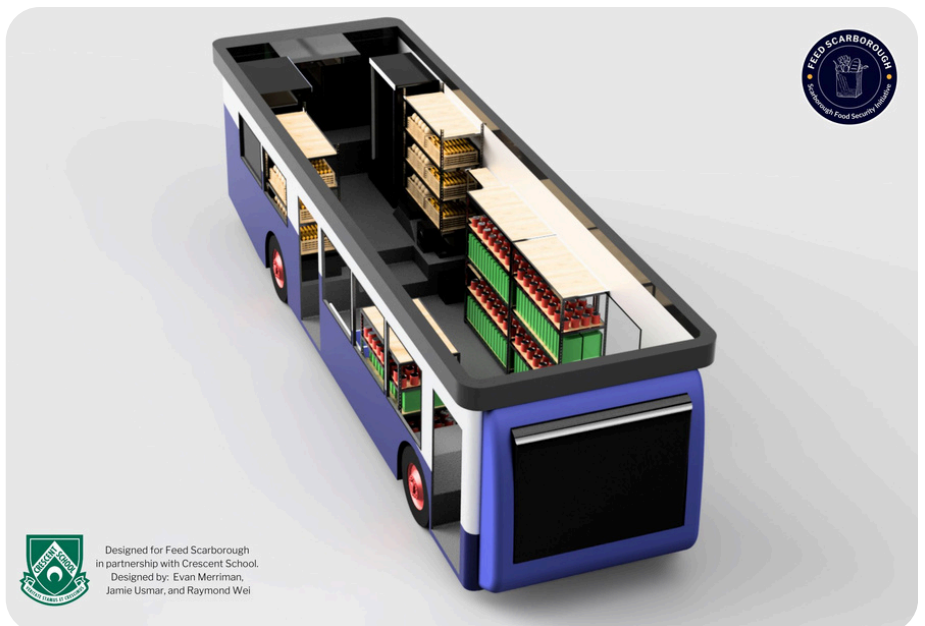
INTERIOR VIEW

On the upper level, you can see a fridge and freezer. This allows us to serve perishable items such as milk, eggs, and yogurt.



INTERIOR VIEW

Shelving on the lower level will extend the full length. The upper level will offer produce in addition to perishable items.



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HOW TO GET INVOLVED

Individuals can donate through their online portal with CanadaHelps which allows you to indicate which area of focus you would like your donation to support. If you know of any retailer that would like to get involved in this initiative or are interested in getting more involved please contact Robin Sagi at robin@feedscarborough.ca or call 416-936-9375 ex 3.

Together we will see a hunger-free, resilient Scarborough.

