



# EAST END FOOD HUB



The East End Food Hub is a collaborative space powered by a partnership between Applegrove, the Leslieville Farmers' Market, Nourish East End, and East End United Regional Ministry, with funding support provided by the City of Toronto. Together, we work to strengthen our community by providing programs and services focused on food security, entrepreneurship, and community building.

## TOGETHER. NOURISH. COMMUNITY.

At the East End Food Hub, we create a resilient and inclusive local food system that increases access to fresh food, supports emerging food businesses, teaches essential food skills, provides emergency food assistance to those in need, and brings people together. We believe that through food we can build stronger connections and foster well-being in our community.



SUPPORTED BY THE CITY OF TORONTO



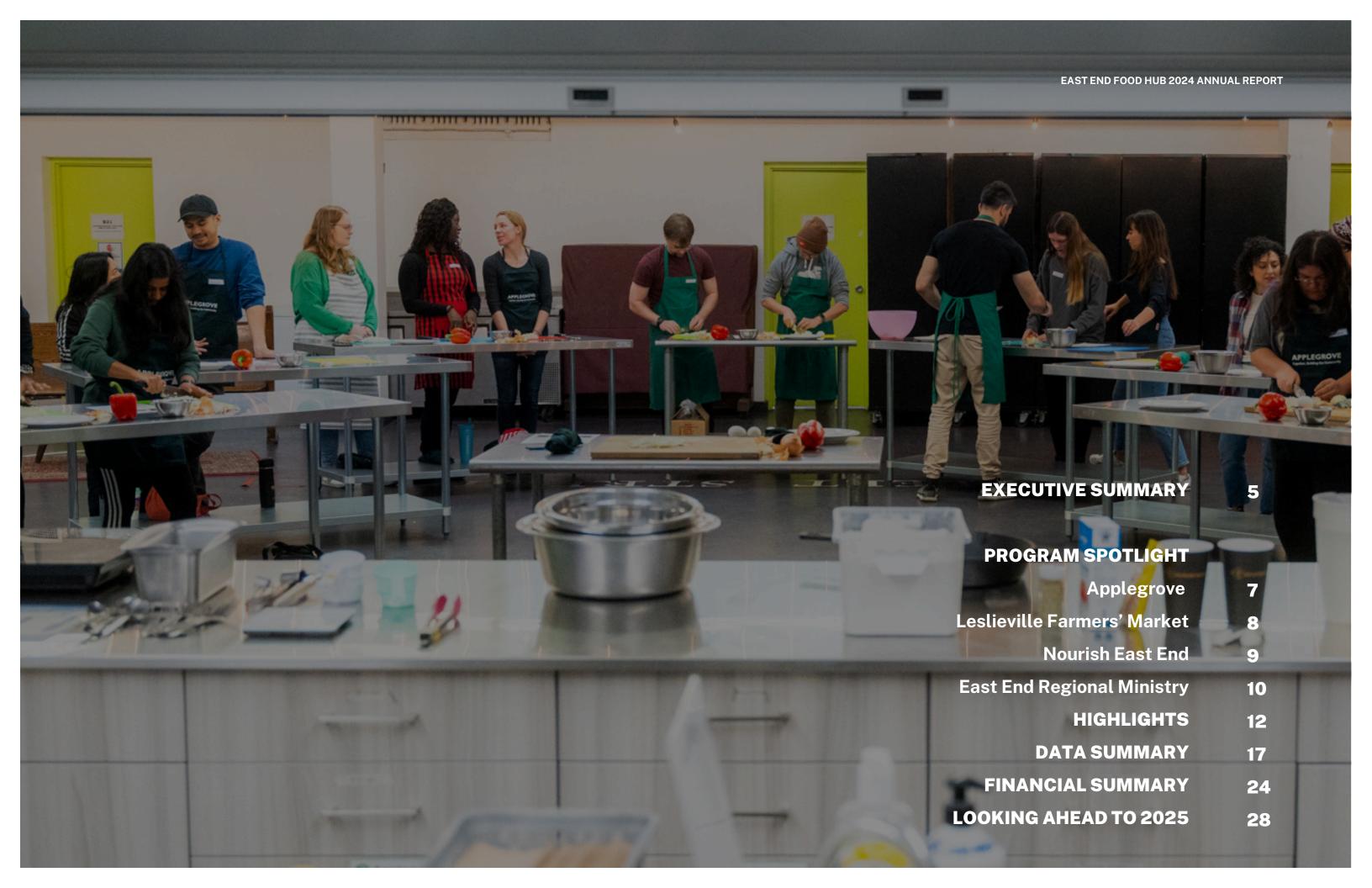


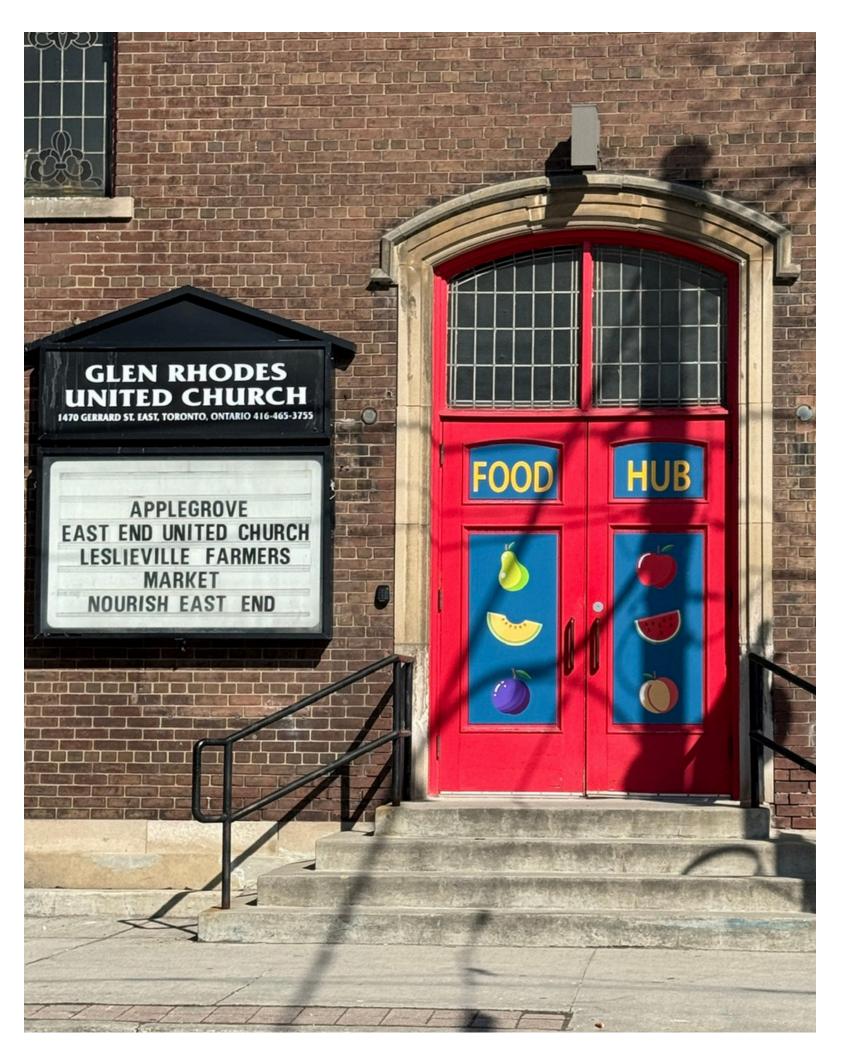




The East End Food Hub acknowledges and recognizes the land that we are on, which is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is still home to many Indigenous Nations from across Turtle Island, including First Nations, the Inuit and the Métis. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit. In considering this history, we also acknowledge the deep impact of colonization on Indigenous peoples and the role played by industrial agriculture and our modern food system. We're committed to listening, learning and building connections to support Indigenous-focused programs and initiatives. We stand with Indigenous communities and other groups who experience marginalization.

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# EXECUTIVE SUMMARY

In 2024 we continued to strengthen the foundation for the East End Food Hub and grow together. As partners we advanced our vision of a thriving, inclusive hub rooted in food, community, and shared leadership. Our areas of focus included advancing our joint governance model, testing new programs, exploring social enterprise, and activating the Sanctuary as a vibrant community venue and market-hall.

### **Key Achievements:**

- Implemented a joint action plan focused on communications, programming, facility use, funding and partnership
- Expanded the scope of our Operations Committee to coordinate logistics, communications and space management
- Launched a new joint East End Food Hub website and social media feeds

- Upgraded the commercial kitchen to further support food production, events, and community use.
- Introduced new programs, including cooking workshops, a community cafe for seniors and Spark services
- Reinvested Leslieville Farmers' Market Basecamp proceeds into supporting Food Hub operations
- Initiated a design visioning process for the future of the Sanctuary, the largest and most meaningful space in the building

### **Looking Ahead**

In 2025 we'll be launching the Sanctuary as a community venue & market-hall, further expanding community programs, services and supports, growing revenue through social enterprise and continuing to build a vibrant community at the Food Hub.

Daniel Taylor, Project Manager, Neighbourhood Food Project

Susanne Burkhardt, Executive Director, Applegrove



"As a small-scale sustainable farm, winter is usually the toughest time of year for us. Being part of the East End Food Hub's indoor market has been a game changer; it provides us with a way to continue connecting with our customers, move our produce, and generate income during the offseason. It's not just a market, it's a lifeline for farms like ours."

**Steve, Fifthtown Farms** 



### **APPLEGROVE**

#### **PROGRAM HIGHLIGHTS**

**Food Champions:** This keystone program continues to make meals and build connections.

applegrove

**Seniors Cafe:** Launched a welcoming monthly gathering space for seniors to connect and build community.

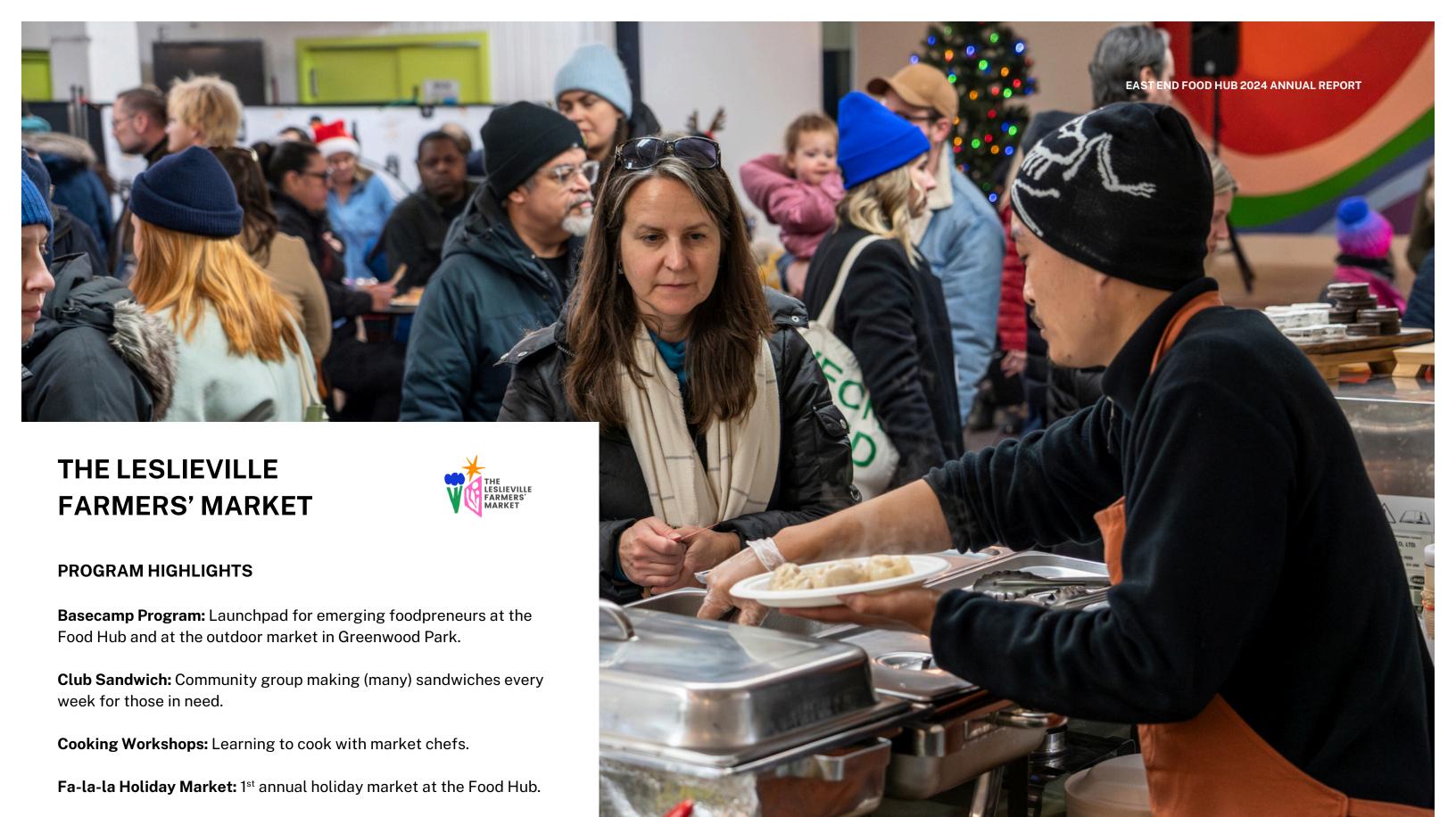
East End Music Fest: The debut of an annual fundraiser featuring East End musicians and artists.

Summer at the Hub: Our staff moved to the Hub during renovations at our main site.

EarlyOn: This program grew steadily throughout the year, supporting an increasing number of local kids and families.

Senior Programs: Seniors programs at the hub in 2024 included Yoga, Meditation, Knitting & Crochet, Games Days and Line Dance!





Launching weekly markets: Preparing to launch weekly indoor

farmers and artisan markets in 2025.



serving over 500 people/week.

**Community Dinners:** Hosting free monthly community dinners open to all, providing over 120 meals/month.



neighbourhood.

Choir: A vibrant and welcoming group of singers that blend sacred and secular repertoire (from Benjamin Britten to Lady Gaga) and bring depth, beauty, and joy to our services and special events.

Design Charrette: Launching a community design process for the Sanctuary.



"Cooking at the Leslieville Farmers' Market has always been a big part of my business, but teaching at the Food Hub opened up a whole new side of things for me. I never thought I'd be running classes, let alone enjoying it so much. It's helped me grow my business, connect with the community in a deeper way, and develop new skills I didn't think I had. The process to get started was easy, and it's been amazing to work with people who genuinely care about food and community."

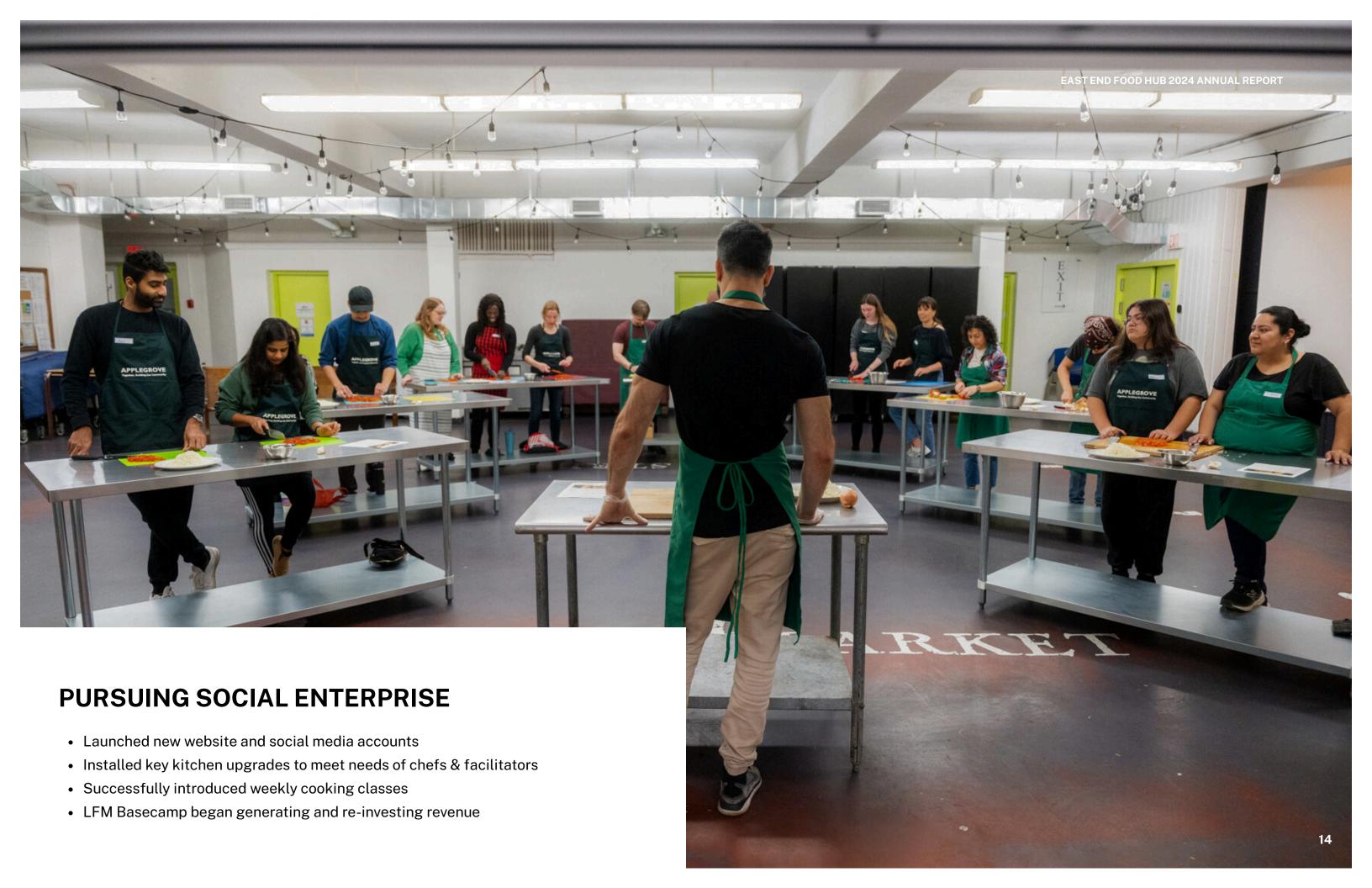
**Chef Nicolas, House of Empanadas, Facillitator** 





### **GROWING OUR PARTNERSHIP**

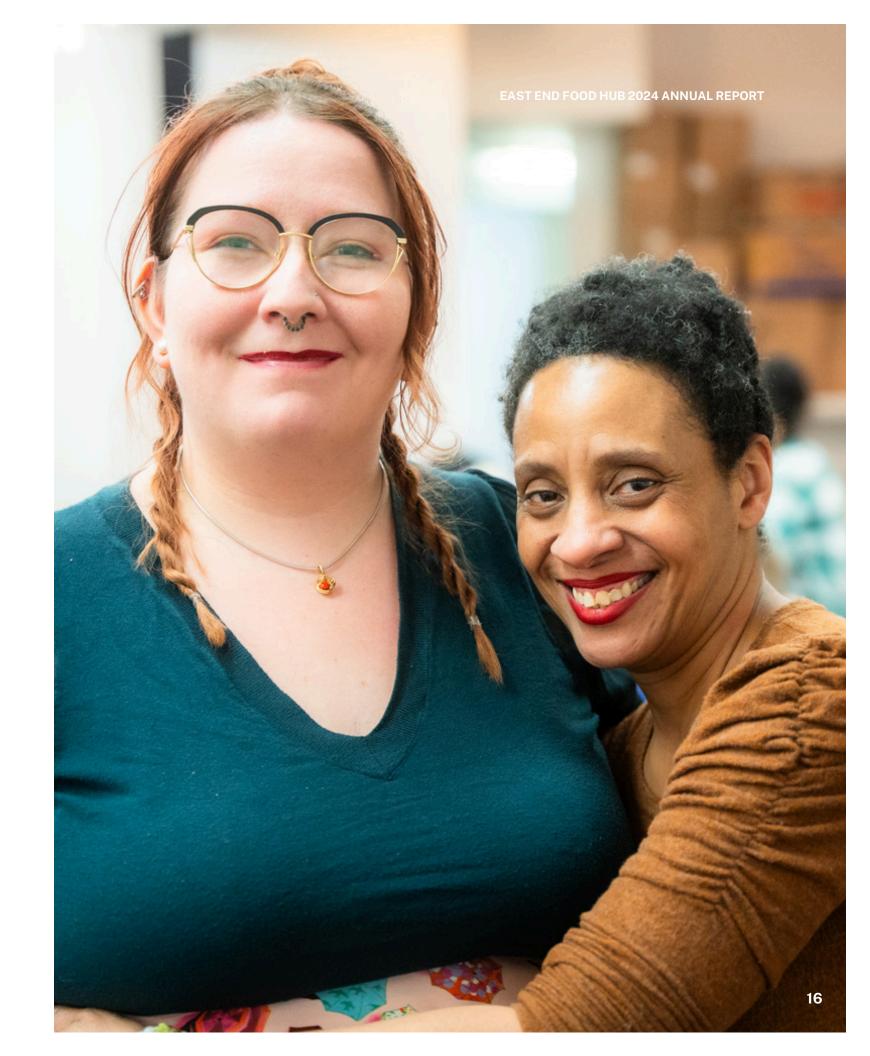
- Developed and completed 2024 joint action plan
- Updated Terms of Reference for joint Governance Committee
- Empowered joint Operations Committee to play a more central role managing the East End Food Hub
- Advanced revenue-sharing model for space rental and joint activities
- Created joint asset management approach to guide the shared use of facility and partner assets
- Piloted joint community programming





"We might wear different hats and come from different organizations, but at the East End Food Hub, we're all pulling in the same direction. What started as just crossing paths in the hallway has turned into a real partnership. We've become a solid team, helping each other out, solving problems together, and making the space better for everyone. That's the magic of this place, it brings people together."

Jo-Anne, Club Sandwich



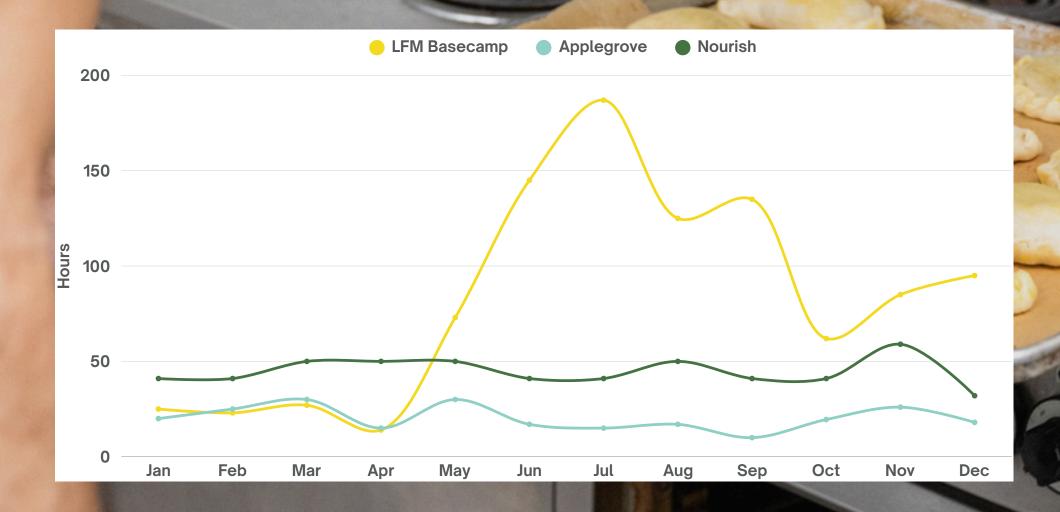




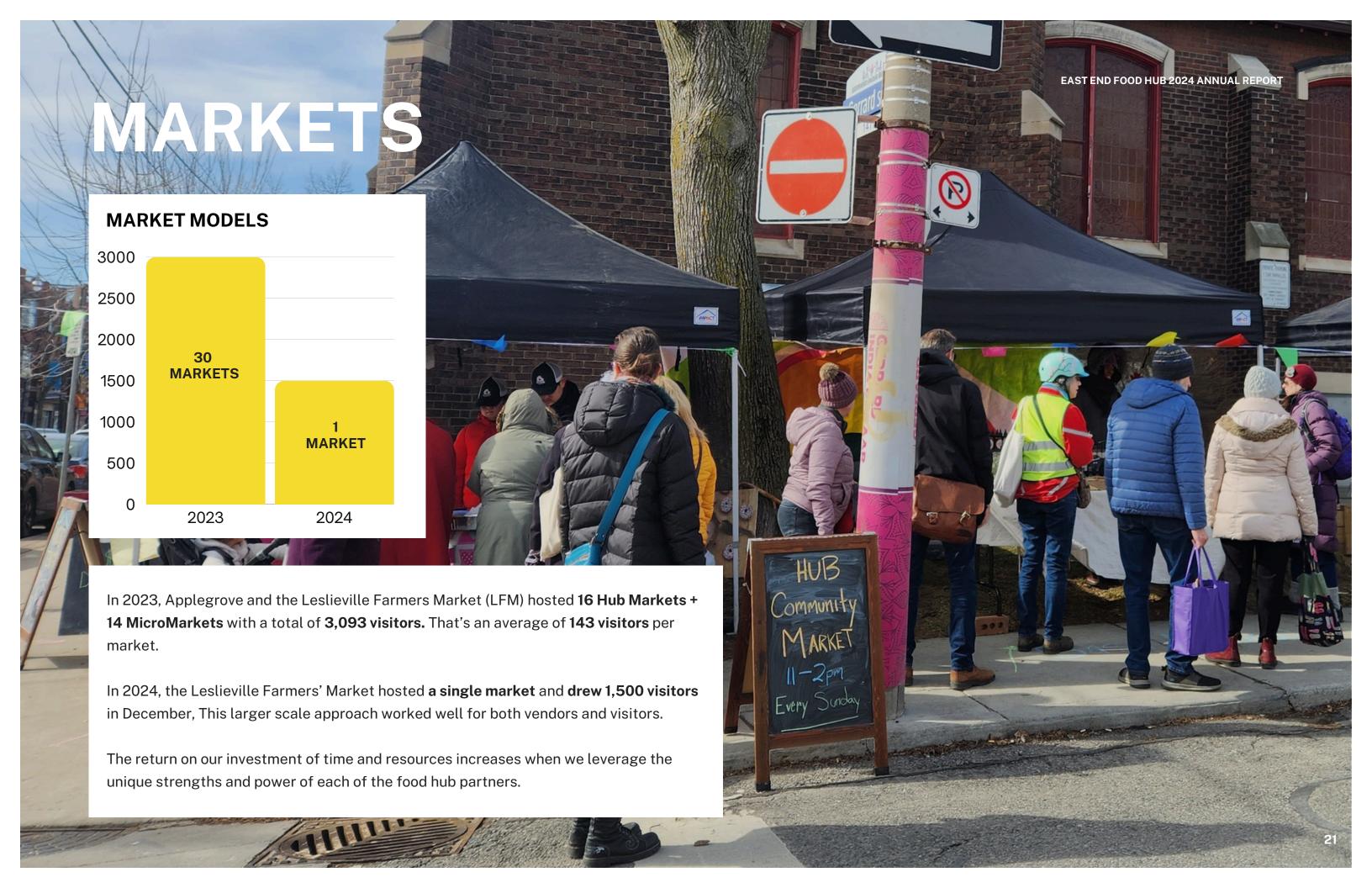


**EAST END FOOD HUB 2024 ANNUAL REPORT** 

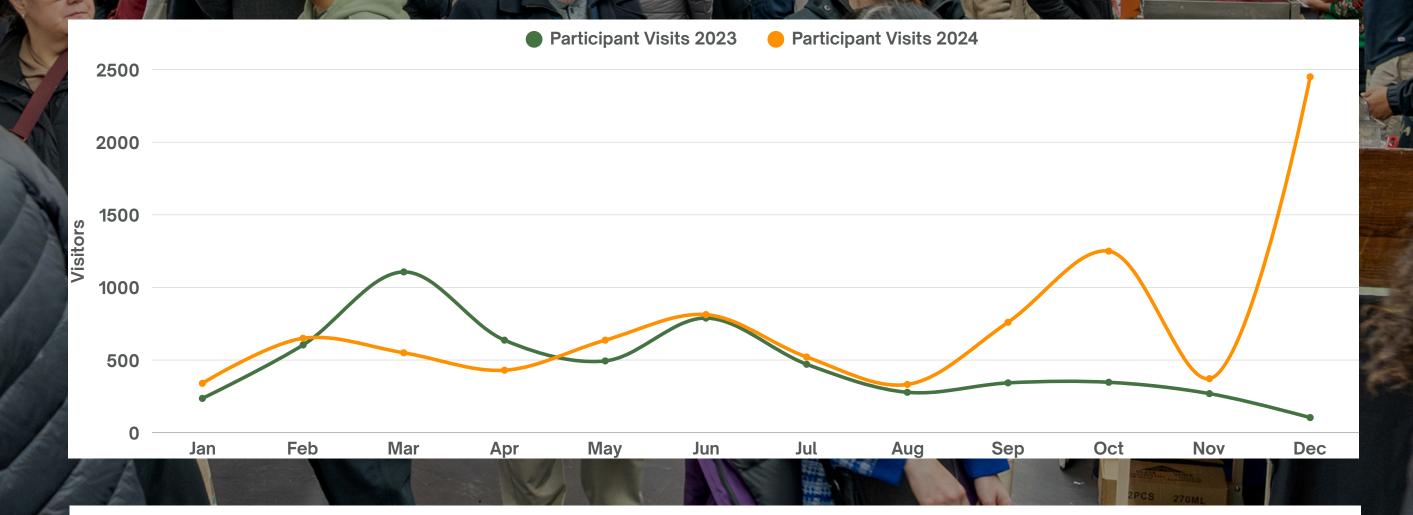
# COMMUNITY KITCHEN



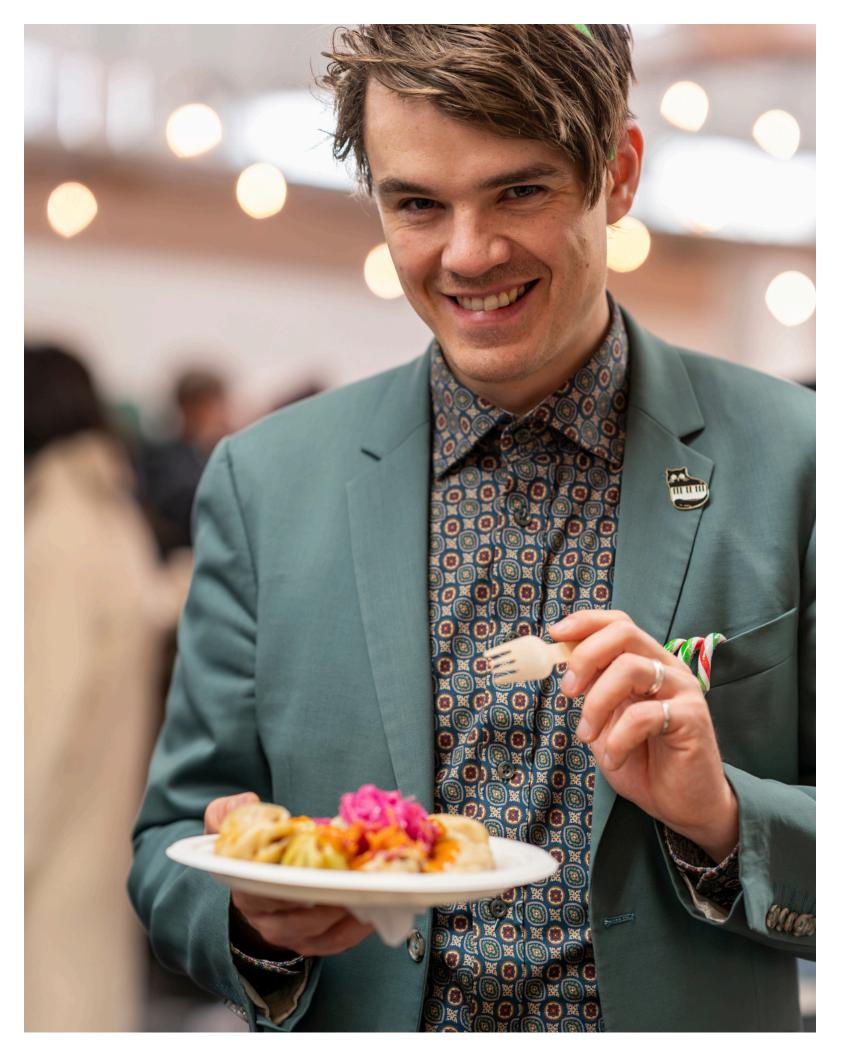
- **The LFM Basecamp**, a social enterprise pilot program run by the Leslieville Farmers' Market continues to be the **biggest user** of the food hub's commercial kitchen.
- But there is **still capacity** while the summer months are by far the busiest, there is still excess capacity **during winter.**



# VISITS (2023 & 2024)



- Our investment and preparation in 2024 paid off with a significant increase in participation in the Fall and Winter when the Sanctuary launched as community venue and market-hall
- Late-year spike in participation in the graph above is from a single concert and a single market.
- We expect this trend to continue into 2025, and project that the number of people passing through the food hub's doors wil increase by almost 150% due to greater use as a community venue.



"As a music student, finding welcoming places to play, especially paid gigs, isn't easy. Performing at the Food Hub was not only a great experience, but it also made me feel valued as an artist. It's truly special to be a part of events like this, which foster such a strong sense of community. I can't wait to play here again.

**Nathanial, Pianist, Humber Music Student** 

# FINANCIALS

### **Dedicated Funding**

The East End Food Hub is a partnership initiative coordinated by Applegrove and the Neighbourhood Food Project, operator of the Leslieville Farmers' Market. Core funding support for partnership coordination, facility coordination and day to day operations is provided by the City of Toronto. These funds provide a resource base that is supplemented by additional revenues generated through grants, donations, space-use fees, social enterprise and other activities. This makes up the dedicated funding for the food hub initiative.

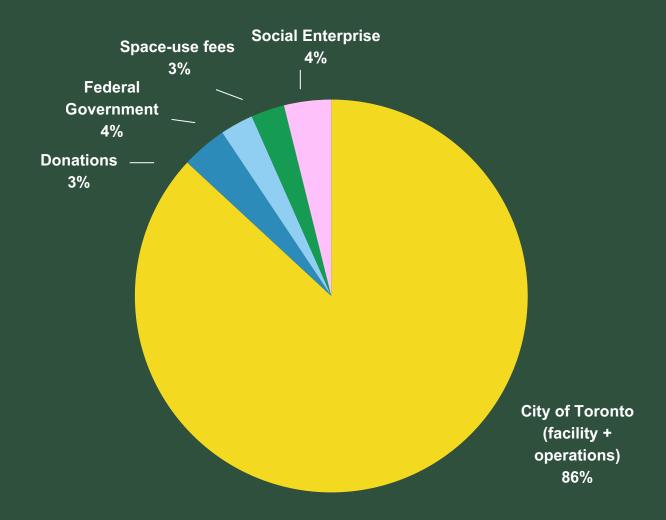
#### **Partner Contributions**

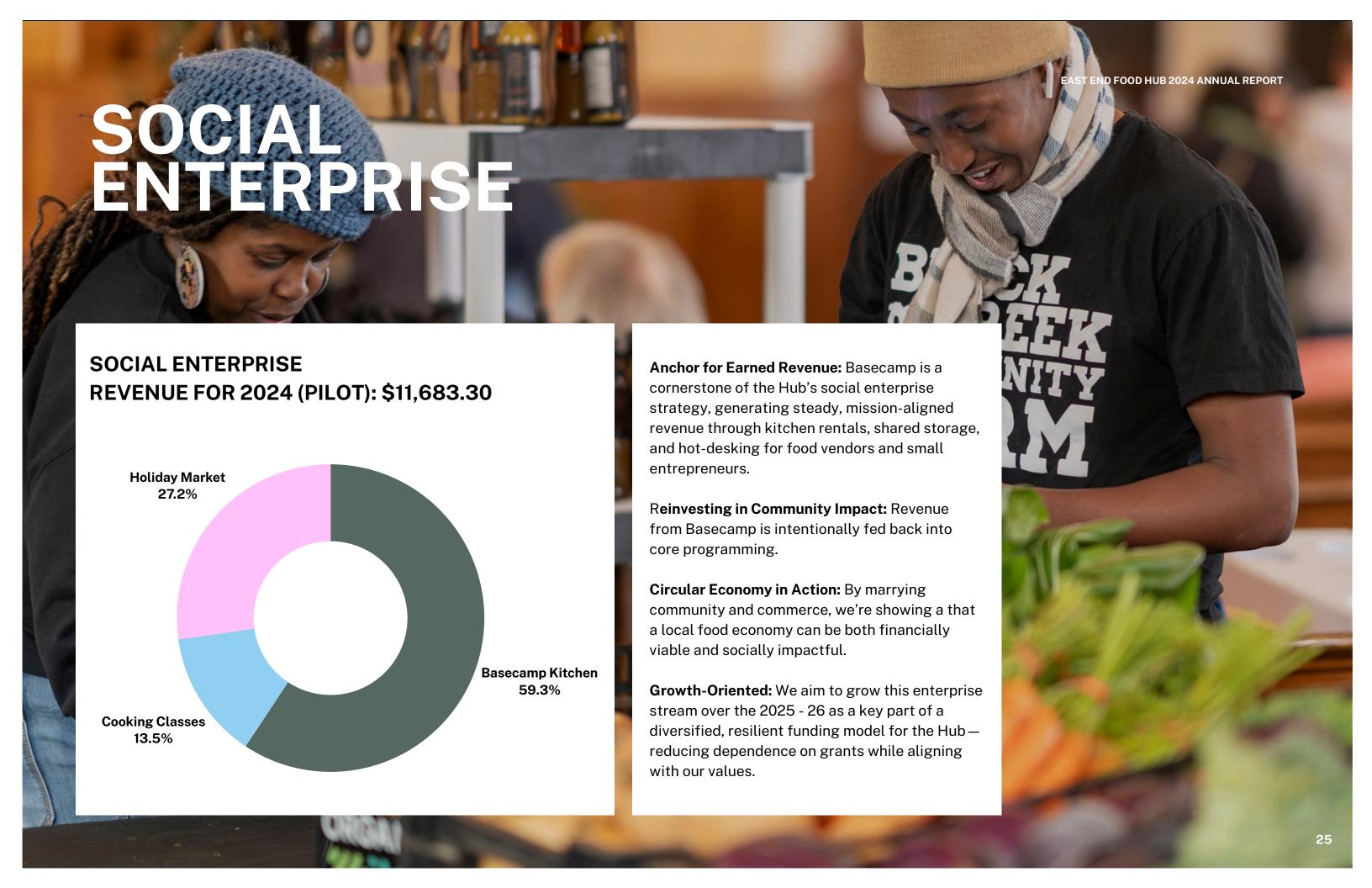
Each of the core partners contributes resources to the overall work and impact of the East End Food Hub through the programs and services they offer independently and with other partners, using their existing funding. By working together, the partners are also able to access and leverage additional revenue and support opportunities that would not otherwise be available to them - this supports them and the food hub as a whole.

#### **In-Kind Contributions**

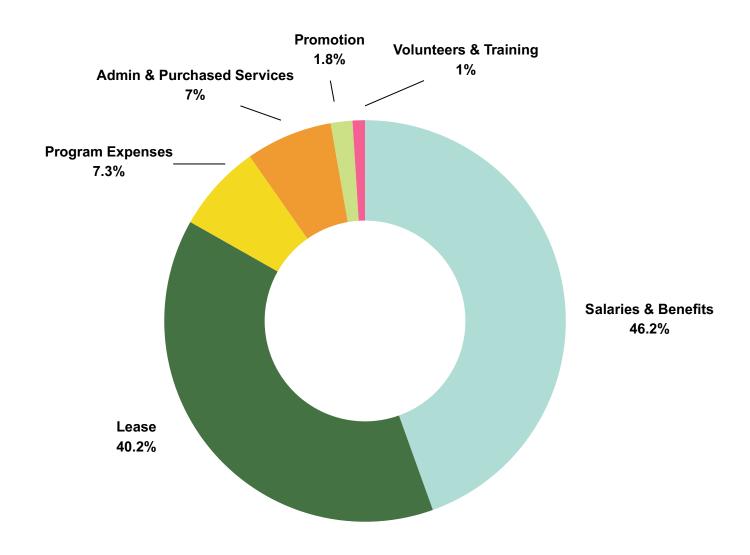
The East End Food Hub and its core partners are resourced by an significant and diverse kind contributions made by individuals, community groups, local businesses and others. Some examples include bread to make thousands of sandwiches, chefs who teach cooking and food skills, office equipment and supplies from businesses, equipment donations, thousands of volunteer hours and SO much more. These in-kind donations have tremendous financial and practical value - at the same time they are priceless because they represent community.

## 2024 DEDICATED FUNDING \$301,221





# **EXPENDITURES BY CATEGORY**



2024 EXPENSES \$292,095

\*Dedicated funds



"LFM's Basecamp gave me more than just an affordable kitchen; it gave me a place to grow. I'm able to cook, teach, and build real connections with the community, all in one space. The food industry can be overwhelming, especially when you're just starting out, but the team at the Food Hub is patient, professional, and really makes things feel possible. They've created a space where people like me can thrive."

**Chef Camille, Deeply Rooted** 

