



WECAN
Food Basket
Society

WECAN FOOD BASKET SOCIETY OF ALBERTA

ANNUAL REPORT

2025 - 2026

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OUR TEAM

Board Executive

Chair- Jennifer Scherer
Secretary- Jessica Odyjewski
Treasurer- Dana Davies

Board Directors

Carol Reed
Keith Kasha
Eliza Odyjewski
Latitia Satam
Rawaan Ibrahim
Courtney Gouthro
Jyening Rose
Mildred Ncube

Staff

Program Manager- Joseph Flesch,
Program Manager- Alyssa Schroth (on mat leave)
Program Manager- Gemma Renz (on mat leave)
Program Coordinator- Karlee Bryson

ACKNOWLEDGEMENTS

LAND



WECAN Food Basket Society operates in the Traditional Territories of many Indigenous Peoples, including Cree, Saulteaux, Niisitapi (Blackfoot), Metis, and Nakota Sioux.

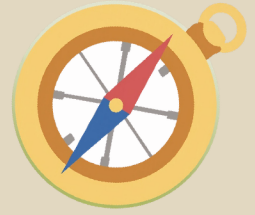
We not only operate on the lands that have been used to sustain Indigenous Peoples for centuries, but we also are grateful for the depth of knowledge shared by traditional and cultural values that are incorporated into our foodscapes and WECAN's program such as cooperation, sharing, nutrition, celebration, and so much more.

Colonization negatively affected the traditional eating patterns, nutrition, and health status of Indigenous Peoples, ultimately leading to physical, social, economic, and psychological disadvantages, which is important to acknowledge as our work in creating affordable healthy food options for ALL is impacted and will continue to be impacted by these historical events.



WECAN ORGANIZATION

Mission, Vision, & Values



VISION STATEMENT

WECAN Food Basket Society believes every household should have access to enough food to meet their nutritional needs for a good and healthy life.

MISSION STATEMENT

WECAN Food Basket Society builds a community of volunteers that uses the power of bulk buying to provide our members with healthy food baskets once a month so that together we can all eat.

VALUES STATEMENT

WECAN Food Basket Society Decisions are guided by the values of Respect, Community, Empowerment, Inclusivity, and Integrity.

- **Respect:** WECAN believes every person has a worthwhile contribution to make. Membership is available to anyone, and members are valued and treated with respect and appreciation.
- **Community:** WECAN connects with local communities to be accessible to our members. We create connections within communities to build relationships and work towards our common goal of food security.
- **Empowerment:** WECAN supports the ability of people to take steps toward greater food security for themselves and their families.
- **Inclusivity:** WECAN strives to make it easy for people to access healthy and nutritious food. We value the diversity of WECAN members and invite people of all cultures, abilities, and identities to participate.
- **Integrity:** WECAN commits to doing what is right, practicing transparency and honesty, and following through on our commitment to providing healthy and nutritious food to our members

WECAN ORGANIZATION

JEDI Statement



JUSTICE, EQUITY, DIVERSITY, INCLUSION STATEMENT

WECAN believes that every person has the right to access enough nutritious food to live a good and healthy life. We recognize that food insecurity is a symptom of systemic inequities. We believe ensuring food security reflects our commitment to building social justice. Anyone can be a member of WECAN.

We commit to:

- Identifying and eliminating barriers to accessing our program.
- Having diverse leadership which reflects the diversity of our members and ensuring that our members have a voice in leading WECAN.
- Building relationships and partnerships with communities experiencing systemic food insecurity and social inequities.
- Ongoing learning, working, and progress towards the goal of allowing everyone to experience justice, equity, diversity, and inclusion at WECAN.

“I think WECAN is a terrific way for anyone to obtain good, nourishing food for a cost well within most budgets. I tell everyone I know about it, and I think some of them have actually joined. I will continue to tell people about it, because I think it's a great asset to our communities and our city.”

– WECAN Member

“People in our community have sponsored/used the WECAN program to help families who are struggling in our community. As many as 20 families each month get free food to help them survive the month due to hardships in their lives. Volunteering at WECAN on pickup days has given some of our volunteers a purpose & brings them joy to help others.”

– WECAN Depot Coordinator

WECAN BOARD CHAIR'S MESSAGE

Dear WECAN Members,

This past year has been one of dedication, collaboration, and continued commitment to WECAN's mission of improving access to healthy and affordable food in our communities. Throughout the year, our staff, volunteers, Board members, partners, and supporters have worked together to ensure that WECAN continues to serve members through our monthly meat and produce basket programs.

Some of the important work undertaken this year included the development of our Occupational Health and Safety Committee to support the safety and well-being of our staff and volunteers, the implementation of an updated Food Safety Policy, and the welcoming of new staff members who have brought energy and dedication to our organization. We were also pleased to celebrate our volunteers at a volunteer appreciation luncheon, recognizing the many individuals whose contributions make WECAN's work possible.

Last fall, the Board and staff participated in a retreat facilitated by the John Humphrey Centre for Peace and Human Rights. Together, we developed a Justice, Equity, Diversity, and Inclusion (JEDI) Statement and Action Plan to help guide our efforts toward creating a more welcoming, accessible, and inclusive organization. We are grateful to the Edmonton Community Foundation for providing the funding that made this important work possible.

WECAN continues to benefit from long-standing partnerships that support our operations and help us fulfill our mission. In particular, we would like to recognize Wholesale Market (formerly The Grocery People) for their ongoing generosity in providing warehouse space and operational support over many years. Their partnership has been invaluable to our organization.

I would also like to extend my sincere thanks to our funders and sponsors: Edmonton Community Foundation, AGLC, the City of Edmonton, Union 52, Westlock Community Foundation, and Wholesale Market. Your support helps make healthy, affordable food more accessible to individuals and families throughout our communities. We are deeply appreciative of your partnership and commitment to this work.

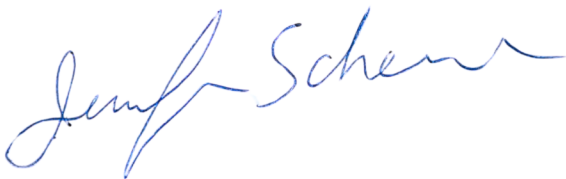
WECAN BOARD CHAIR'S MESSAGE

At this year's Annual General Meeting, I will be stepping down from the Board after serving as Chair for the past two years. Following the AGM, the newly elected Board will select a new Chair to help guide the organization in the years ahead.

Serving WECAN has been both an honour and a rewarding experience. I am grateful for the opportunity to work alongside such dedicated staff, volunteers, Board members, community partners, funders, and members. Together, we have supported one another, responded to community needs, and remained committed to ensuring that healthy food remains accessible to those who need it.

Thank you for your continued support of WECAN and for the role each of you plays in our organization's work. I wish the incoming Board, staff, volunteers, and members all the best as WECAN continues to serve our communities.

Sincerely,



Jennifer Scherer
Chair, WECAN Food Basket Society of Alberta

COMMUNITY IMPACT

Food Insecurity in Alberta



Food insecurity is a problem that faces many Albertans. Reports show that Alberta has the highest rates of food insecurity out of all Canadian provinces in 2025, with **28.4%** of Albertans living in food insecure households, and **9.4%** of households being classified as severely food insecure (PROOF, 2026). Food insecurity rates are highest among those under 18, stressing the importance of food security programs to families and households with children (PROOF, 2026).

As a paid-for-food program, it is easy to think that WECAN can only address those who are marginally or moderately food insecure. While our program does provide an essential service for these folks, WECAN helps the our local food security sector. We do this by alleviating the pressures that on free food programs (such as food banks).

Regularly ordering from WECAN helps your whole community. Our program provides a mutually beneficial service that is enhanced by regular participation from our members. Although the operational side of our program is funded by grants and donations, food basket costs are funded entirely by member purchases. We operate through bulk-buying and we receive better prices from our suppliers by having higher numbers of food orders. When our members buy through our program every month, we are able to get better prices and offer more food in our baskets.

When you order regularly, you are not taking away from someone else but are instead contributing to your community. That is the essential part of our program, and is reflected in our slogan – together, we can all eat. By participating in WECAN, you can help to reduce food insecurity among members of your community.

COMMUNITY OUTREACH



WECAN Food Basket Society has continued its operations through 2025-2026 to make a difference for our members and communities. We have seen many changes in the past year, including substantial increases in prices for nearly all of our produce and meat items as a result of tariffs, supply shocks, and increasing oil prices due to global conflict. We recognize that these impacts are being felt across all communities, and that these financial strains increase the need for WECAN to provide affordable and nutritious baskets to an even greater number of members.

WECAN has been able to serve **1617 households** over the last year, helping to strengthen food security by providing nutritious food at an affordable price. WECAN has been proactive in exploring new ways to provide the best services and prices that we can to our members and hopes that our members will continue to feel the effects of these efforts in the coming year.

This year, we have also started collecting demographic data during member registration. This step was taken to make sure that our program is not missing important communities in the Edmonton area, as we are committed to delivering a just, equitable, diverse, and inclusive program. Armed with this information, we are working to identify service gaps among community groups that would benefit from WECAN and ensure that we are providing an opportunity to access affordable and nutritious food. Using an informed approach, WECAN will do outreach work to build relationships, working together to develop strategies and depots that can address these gaps.



WECAN PROGRAM MANAGER REPORT

MESSAGE FROM OUR NEW PROGRAM MANAGER

Hello WECAN Members,

I started with the WECAN Food Basket Society in July 2025 as a Program Coordinator, and transitioned to Program Manager in April 2026. I have really enjoyed my time with the program so far, as it has been so amazing to see the strength of our communities in coming together to work toward a goal of tackling food insecurity. Without our amazing volunteers, staff, and community members, none of this would be possible. It is truly inspiring to see the work and care that is put into this program, and I am proud to be a part of this wonderful organization. Thank you for your work, support, and membership, helping us to work together so that we can all eat.

Thank you,

Joseph Flesch



WECAN Program Manager



“With the rising cost of groceries, many families in our community are feeling the pressure on their food budgets. Through the WECAN program, participants are able to access quality food at a much lower cost, which has been a big relief for many households. One participant shared that before joining the program, it was becoming harder to afford fresh food for their family. After joining WECAN, they were pleasantly surprised by the quality and quantity of food they received. They told us they now look forward to the monthly order because it helps them stretch their grocery budget while still providing good meals for their family. Participants often say they appreciate “getting the real deal” when it comes to food quality.”

– WECAN Depot Coordinator

WECAN PROGRAM MANAGER REPORT

2025-2026 OVERVIEW

MEMBERSHIP



- **1617 (2025 - 1568)** memberships purchased and renewed
- Annual savings of up to **\$334.38** saved by members ordering both produce and frozen meat every month
- **\$425** spent for **12** months of produce and meat, and one membership
- When shopping at traditional grocery stores, these same items would cost between **\$574.00** and **\$747.56**.

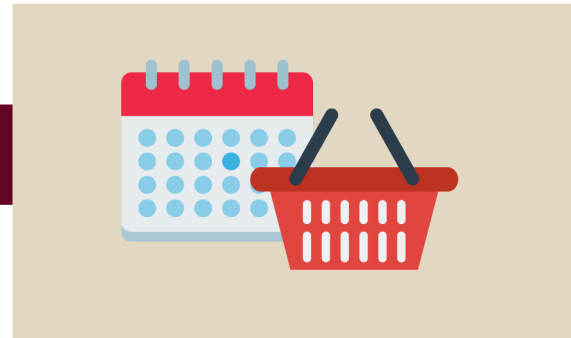
"I'm guessing most of WECAN's patronage hadn't ever planned at being at a point of needing help. We sure didn't. And this is my first time ever to ask & receive food help... Our first experience of picking up the fresh food this past week, was actually awesome. It's very humbling, picking up food - that other people have worked very hard at getting. But our Stony Plain Coordinator - made it just fine for us! He was organized, friendly!, chatted to us normally, had us on our way - no fuss, no muss. I'm grateful for him. I'm grateful for the WECAN Food Basket Society. And to the businesses that make the food possible. Tonight, we are dining on chicken and a tomato salad. And bananas for dessert. A thousand thank yous."

– WECAN Member

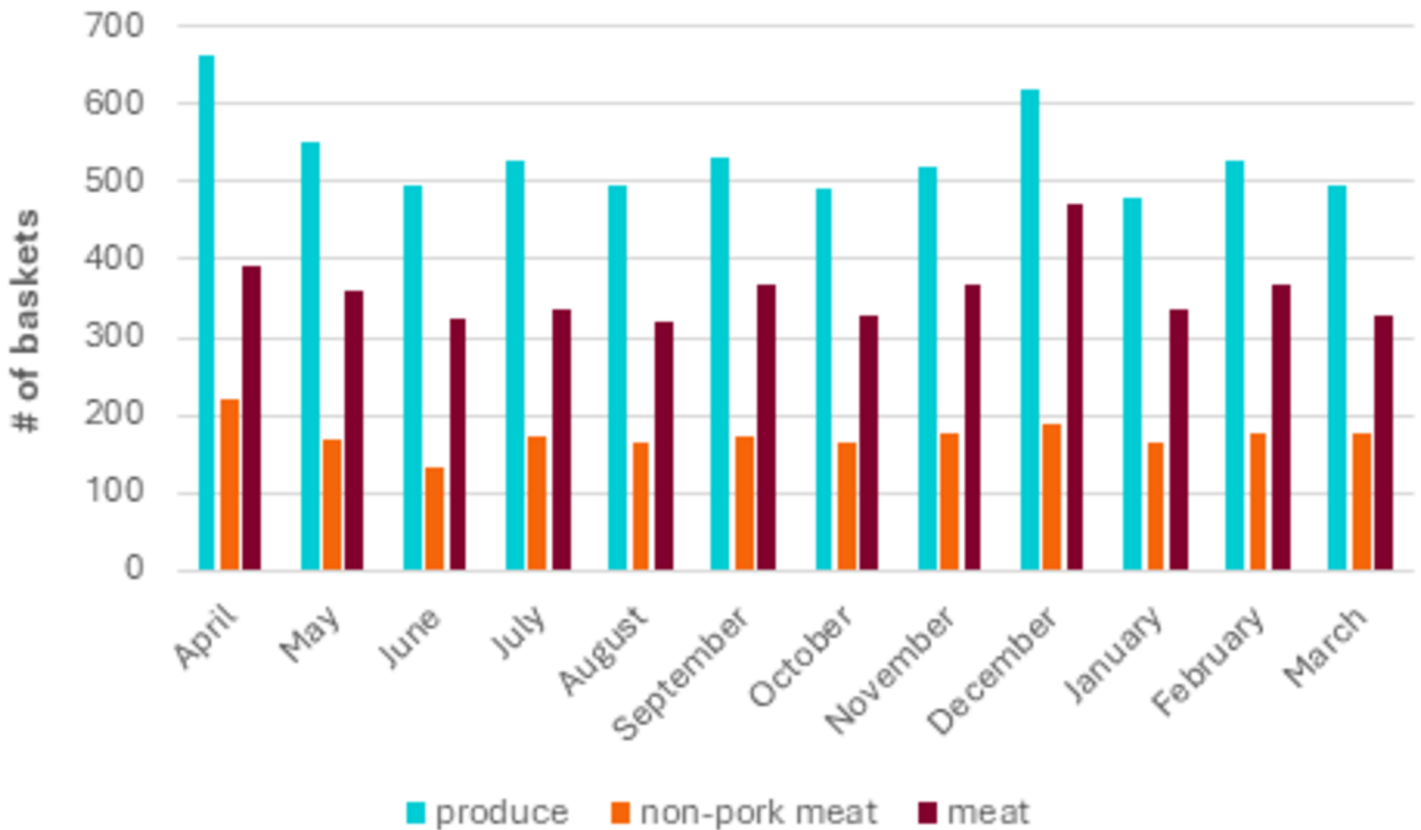
WECAN PROGRAM MANAGER REPORT

2025-2026 OVERVIEW

FOOD BASKET ORDERS



BASKETS OVER THE YEAR



12,783 (2025 - 12,552) TOTAL ORDERS

6,402 Produce Orders

4,310 Meat Orders

2,071 Non-pork Meat Orders

“Our members & volunteers have formed bonds with each other. Caring, happy & meaningful volunteering community. People who have not volunteered before are now part of a WECAN group. Members/volunteers bring produce/treats to share with other members.”

– WECAN Member

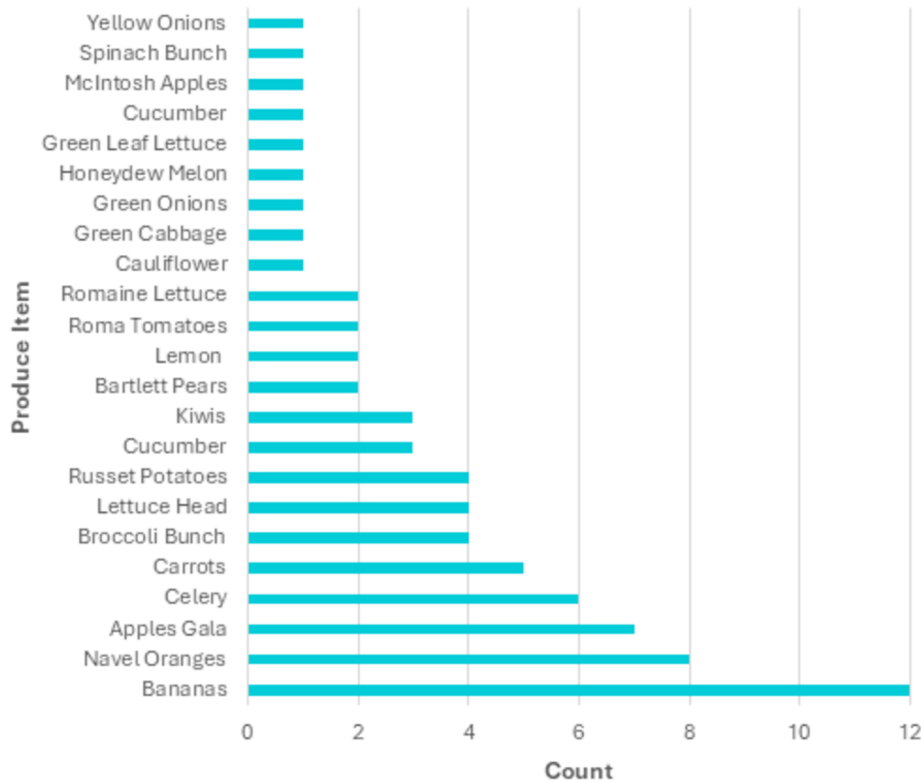
WECAN PROGRAM MANAGER REPORT

2025-2026 OVERVIEW

PRODUCE SELECTIONS



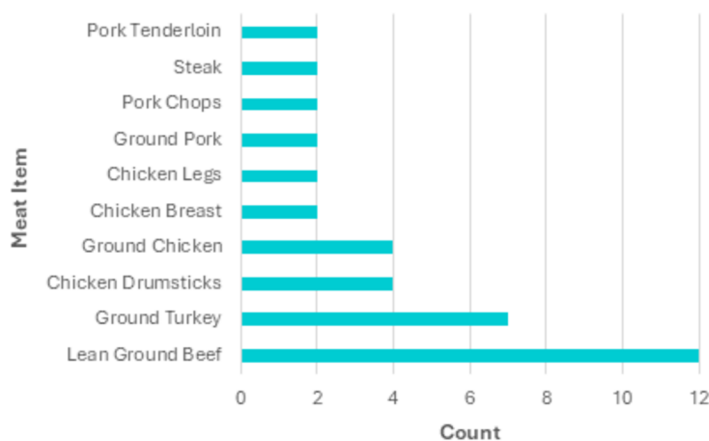
ITEMS IN BASKETS OVER THE YEAR



MEAT SELECTIONS



ITEMS IN BASKETS OVER THE YEAR



WECAN PROGRAM MANAGER REPORT

2025-2026 OVERVIEW

DEPOTS

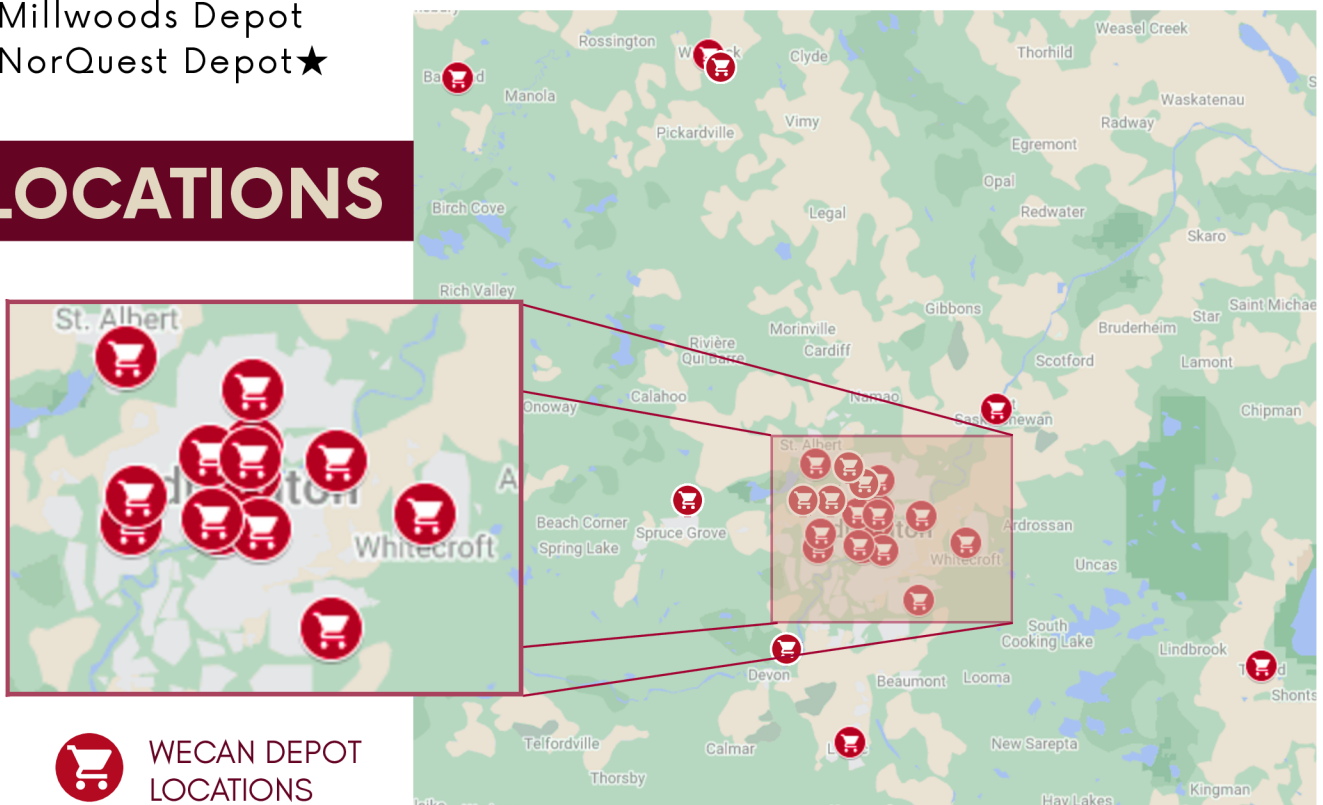


25 depots and liaisons at the end of the year in Edmonton and surrounding areas

- Alberta Ave Depot
- Barrhead Depot
- Beverly Depot
- Clyde Depot★
- Devon Depot★
- Dickinsfield Depot
- Fort Saskatchewan Depot
- Garneau Depot
- GEF Seniors Depot★
- Greenfield Depot★
- Jasper Place Depot
- Leduc Depot
- McCauley Depot
- Millwoods Depot
- NorQuest Depot★
- Old Strathcona Depot
- Sherwood Park / Strathcona County Depot
- Sprucewood Depot
- St. Albert Depot
- Stony Plain Depot
- Tofield Depot
- University Depot
- Westlock Depot
- Mayfield Depot (Closed in Oct. 2025)
- Entwistle Depot★ (Sept. 2025 – Mar. 2026)
- E4C HUB
- Kidney Foundation

New depots identified with ★

LOCATIONS



 WECAN DEPOT LOCATIONS

SPONSORS



- Alberta Gaming & Liquor Commission
- City of Edmonton
- Edmonton Community Foundation
- Government of Alberta
- Westlock Community Foundation
- Civil Service Union 52

Thank you to our sponsors that allow WECAN Food Basket Society of Alberta to continue serving communities!

COMMUNITY PARTNERS



- Jerry Forbes Centre Foundation
- Edmonton Wholesale Market

Thank you to our community partners that allow WECAN Food Basket Society of Alberta to continue serving communities!

COMMUNITY DEPOT PARTNERS

WECAN is fortunate to partner with many community organizations to host community depots. This brings WECAN in contact with many local communities. Thank you to all our depot partners!



- Alberta Avenue Community League
- Bardo Lutheran Church
- Barrhead & District FCSS
- Campus Food Bank
- Dickinsfield Amity House
- Edmonton Moravian Church
- E4C
- Fort Saskatchewan Families First Society
- Jasper Place Child and Family Resource Centre
- Jasper Plaza Childcare Centre
- Kidney Foundation
- Leduc Food Bank
- Millwoods Community Church
- NorQuest College
- Sherwood Park Parent Link Centre
- Sir Douglas Bader Towers
- Stony Plain Columbus Academy
- Westlock Gospel Chapel

Thank you to all our depots for the hard work and dedication it takes to serve your community members, and for leveraging the power of WECAN Food Basket Society to layer your support services to these members!

COMMITTEE REVIEWS

Finance & Audit



This year the Finance and Audit Committee continued work on policy review and documenting our procedures. This work helps support consistency and clarity for everyone involved in making decisions and tracking WECAN's financial transactions. This committee has several routine monthly and annual tasks to complete, including reviewing financial statements, developing the annual budget to present to the board, completing the annual internal audit, and reviewing the annual financial compilation.

We are grateful for several volunteers who joined our committee and have been instrumental in supporting our Finance and Audit Committee work. Thank you for your invaluable support!

Communications



This year, the Communication Committee was working on increasing our reach both digitally and physically. We have created lots of new promotional/informational material that we can give out to potential members and volunteers at events. We are currently updating the website as well to better reflect WECAN by creating a cohesive branding aesthetic and improve readability to better suit to our members' needs. We also have started posting blog posts on the website, which we are so excited to share these and we are very thankful to volunteers who contributed their talents. On our social media platforms, we have continued to regularly post to help provide order reminders, share recipes, thank sponsors and provide information to WECAN members, which have increased our following and the awareness of the WECAN organization. We have also been working hard to develop a communication plan to help further our goals in WECAN. Finally, because we have sold out of our cookbooks we are really excited to start working on a new cookbook that includes member recipes and shares food tips to help individuals learn how to use the food items they get in their food baskets!

COMMITTEE REVIEWS

Fundraising



Over the past year the Fundraising Committee has been very active- we applied for thirteen different grants, had several online corporate fundraising events with Blaze Pizza and Purdy's Chocolates, held our casino event in February at Century Casino, fulfilled reporting requirements for our existing grants, and began exploring sponsorship opportunities. The Fundraising Committee would like to thank the wonderful group of volunteers who contributed to our successful casino event- thank you for your time, energy, late nights, and willingness to adapt. WECAN relies on volunteers like you!

The Fundraising Committee has had challenges in the last year- it is becoming increasingly competitive to be approved for grants we apply for. WECAN would like to thank our funders from the last year: Special thanks to Edmonton Community Foundation, City of Edmonton, AGLC, Union 52, and Westlock Community Foundation! Your generous contributions have made an impact in our local communities by bringing communities together to provide affordable and healthy food baskets for our members!

WECAN would like to thank the community members who have provided donations to fund WECAN's operations. Donations can be sent to WECAN through our website, through Canada Helps, as a part of the basket order, or by sending a cheque to the office. Thank you so much for your contributions, they are greatly appreciated!

Over the next year, the Fundraising Committee will continue to generate revenue to fund WECAN's operations. We will be continuing to pursue partnerships with various grantors, continuing to explore sponsorship opportunities, plan fundraising events, and connect with donors in our local communities.

"Many services are out of reach because I make too much for them but in reality I make too little to be able to get healthy food options for my family. I am so very grateful for this service and options so my kid can still have healthy options for school"

– WECAN Member

COMMITTEE REVIEWS

Governance



The Governance Committee has spent the year reviewing and updating our policies. These policies set out expectations and processes for how WECAN conducts its business, with the goal of maintaining fiscal accountability, ensuring member and staff safety, and providing clear guidelines for WECAN leadership. Governance Committee works closely with other committees on developing new policies for the organization. The newly updated Food Safety policy was developed to ensure safety for our members and alignment with Alberta Food Safety standards. Many thanks to the staff and depot coordinators who have done the work of implementing this policy at our warehouse and depots. In the Fall, the Board and staff worked with John Humfrey Centre for Human Rights to develop our Justice, Equity, Diversity, and Inclusion statement. Edmonton Community Foundation generously supported this work. WECAN strives to build a welcoming environment for all, and we are continually working to make WECAN easier to access for WECAN members and the greater community.

Occupational Health & Safety



This year WECAN has established an Occupational Health and Safety Committee because the board recognized there are workplace hazards in the work we do and wanted to ensure safety for all of everyone who contributes to WECAN. The role of this committee is to identify workplace hazards and establish controls to increase safety for our staff and volunteers. The Committee has developed several policies, including an Occupational Health and Safety policy and Safe Driving policy. In the next year, the committee will continue to implement hazard controls and develop further policies to keep our staff and volunteers safe.

COMMITTEE REVIEWS

Human Resources



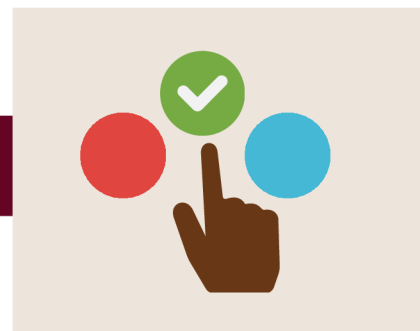
This year the Human Resources Committee has been involved in staff recruitment, as WECAN has several staff away on leave. We have met so many wonderful candidates with a passion for food security and community development work. We also transitioned the role of Administrator to the role of Program Coordinator. The additional responsibilities the Program Coordinator has taken on allows the Program Manager to provide increased support to the depots.

WECAN has said goodbye to our previous Administrator Mariam who moved on to a new role in another organization. We have welcomed Joseph, whose role transitioned from Administrator to Program Coordinator to Program Manager. Alyssa is on leave from her Program Manager role, with an expected return Summer 2027. We have welcomed Gemma, who is also on leave from the Program Manager role, with an expected return Spring 2027. We have welcomed Karlee to the Program Coordinator role.

Every one of WECAN's staff is passionate about WECAN's role in the community of bringing people together to make a difference in bringing healthy and affordable food to members of the community. We are so fortunate to benefit from the variety of perspectives and experiences that each of our wonderful staff have contributed to WECAN.

In the next year the Committee will be reviewing many of our policies related to Human Resources.

Food Selection



The Food Selection Committee continues to meet twice monthly to select the food order for the month, based on the price lists we are sent from our supplier. The committee continually works to ensure our baskets have the quality and selection of frozen meat and fresh produce that our members are looking for

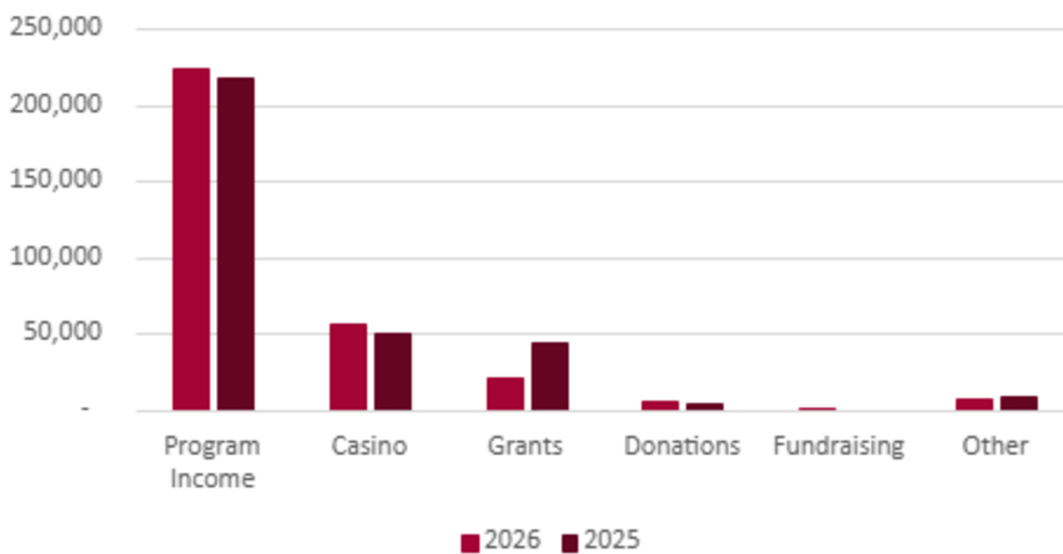
FINANCIAL OVERVIEW

REVENUE

As in prior years, the majority of WECAN revenue (71%) came from program income - which consists of purchases of food baskets and membership fees. The remainder of revenue was from Casino, Grants, Donations, and Other.



WECAN Revenue



COST OF GOODS SOLD

Costs of Goods Sold is made up of purchases of food for the food baskets, supplies (bins, etc.), and overhead costs (printing, etc.).



WECAN's COGS 2026 vs 2025

	2026	2025
Food Purchases	228,275	222,255
Other	2,398	2,105

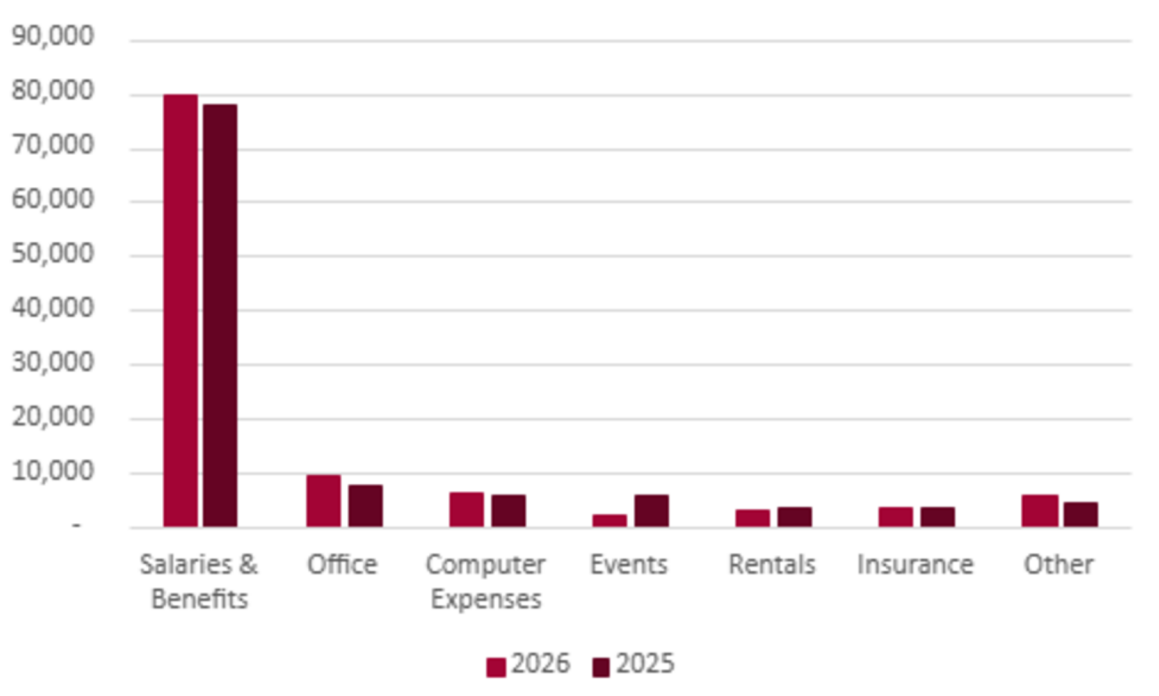
FINANCIAL OVERVIEW

EXPENSES



The majority of expense are related to Salaries and Benefits (72%) as shown in the chart below. Remaining expenditures include office expenses, computer expenses, events, rentals, insurance, and other.

WECAN Expenses (April 1st 2024 - March 31st 2025)



Note:

Other, includes professional fees, WCB expense, interest and bank charges, meals & entertainment, and advertising & promotion.

"Thank you for providing this affordable service, its the only way we can justify purchasing meat on our budget. Having fresh vegetables to look forward to has also been amazing, we'd always buy the sale items in grocery stores which are usually starting to rot. WECAN has made a huge difference for us."

– WECAN Member

APPRECIATION

THANK YOU



A heartfelt thank you to our Sponsors, Donors, Community Partners, Staff, Board Members, Depot Coordinators, Volunteers, and of course, all our Members who make WECAN Food Basket Society of Alberta possible! Your dedication, support, and participation help ensure that everyone has access to affordable food. Together, we can all eat!

CONTACT

WECAN FOOD BASKET SOCIETY OF ALBERTA

☎ 780-413-4525

✉ info@wecanfood.com

🌐 www.wecanfood.com

📘 @WECAN Food Basket Society

📷 @wecanfoodbasketsociety

📍 Jerry Forbes Centre
12122 68 St NW, Edmonton

> TUESDAY - FRIDAY
from 9:00 am to 2:00 pm



WECAN
Food Basket
Society