

MEDIA ADVISORY

June 1, 2023



Soaring Costs of Living Impacting Services and Programs at The Mustard Seed

Calgary, AB: – The Mustard Seed is facing an increase in demand for its services and meal programs across BC and Alberta. Rising costs of living have put people in greater need, and more people are accessing help and support, looking for relief from the financial strain. With the continued goal of promoting wellness for all those who need their services, The Mustard Seed is calling on local community support to meet this demand.

Senior Director of Food Services, Laura Giesbrecht, comments on the challenges: “With food budgets being stretched thin for individuals and families we have seen an increase in demand for all facets of our food services. The number of guests being served at our hot meal programs and those in need of additional hampers has dramatically increased. Those who were barely getting by now need our help to make ends meet. The continued support of our communities means that we do not have to turn anyone away that needs a meal or additional food resources. Providing food helps mitigate a lot of stress for individuals and families as they struggle with food insecurity.”

“Despite living in a country that provides “free healthcare,” there are large disparities in care for individuals experiencing poverty and homelessness. Specialty health care supports such as allied health services have always been difficult for those living in poverty to access due to lack of insurance or income. The affordability crisis has only heightened the demand for these essential services. Access services such as Occupational Therapy and counselling are often viewed as luxury services rather than the essential service that they are. Our donor partners make access to these services possible for the growing number of individuals who are unable to pay out of pocket for these critical supports.”

[Affordability Crisis YouTube Video – 30 sec](#)

Donate now at **TheSeed.ca**, and help support neighbours in critical need with meals, shelter, and care.

Available for interview:

- Laura Giesbrecht, Senior Director of Food Services

About The Mustard Seed:

The Mustard Seed is a Christian non-profit organization that has been caring for individuals experiencing homelessness and poverty since 1984. Operating in five cities across Alberta and British Columbia, The Mustard Seed is a supportive haven where people can have their physical, mental, and spiritual needs met and grow toward greater health and independence. TheSeed.ca

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