

MEDIA ADVISORY

September 6, 2022



The Mustard Seed hit hard by rising costs and increased demand

Calgary, AB – The Mustard Seed is feeling the impact of inflation and rising costs across our locations. We are witnessing a record number of people needing our services. Our meal programs are constantly being adjusted to meet the growing demand.

We rely heavily on food donations (gifts in kind) to offset costs and there is a steady decline in overall gifts in kind. With our suppliers across Alberta and BC increasing their prices, we have updated our cost per meal from \$3.51 to reflect our actual current average cost of \$5.38.

Last year, we served over 700,000 meals across our locations, and the need is growing! This year, we budgeted \$1,873,441 for meals, and during the four months ended July 31, we surpassed the year-to-date food expense budget by \$241,815.

The Mustard Seed prides itself on serving balanced nutritious meals to our vulnerable clients and compromising that standard is not an option. We need your help to continue providing vital services to our vulnerable clients.

Food storage can be a challenge, so please consider donating gift cards to grocery stores like Superstore, Costco, and others.

We also welcome group meal sponsorship – so if a sports team, a group of staff or students, a church group, or a university club wishes to sponsor an entire meal, give us a call at **1-833-GIV-HOPE (448-4673)**. Donate today or learn more at theseed.ca.

Interview opportunities are available with key Mustard Seed staff:

- Samantha Lowe, MSc, OT Reg., Director of Health and Wellness
- Andrew Gusztak, Volunteer Services, and Street Level Program Director

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](https://theseed.ca)

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