

# LIFECYCLES

*Cultivating Communities*

## 2015 PRESS KIT

LifeCycles Project cultivates community health from the ground up by connecting people to the food they eat and the land it comes from. We support people in gaining the knowledge, skills and resources needed to access, grow and preserve local food in ways that foster biodiversity and enhance our urban environment.

**Fruit Tree Project** harvests fruit that would otherwise go to waste, and redistributes the bounty to our community. This past season we harvested 32,061 lbs of fruit with 168 volunteers, who put in 1059 volunteer hours and picked fruit at 218 homes. We provided fresh local fruit to more than 15,744 food insecure people in Victoria. This project reached over 25,550 individuals.

**Community Food Program** offer practical food and gardening skills to community members in our partnering social service agencies. We delivered 64 workshops to 588 participants in collaboration with 15 community organizations. We distribute plants, soil, seeds and gardening workshops to 10 BC Housing sites and lead workshops on whole foods, community kitchen workshops for migrant and Indigenous youth, and tours of local grocers and farmer's markets.

**Growing Schools** worked with ten Elementary Schools throughout the CRD to deliver curriculum-based workshops which connect food systems education with hands-on learning. We delivered 97 workshops to over 550 children. We trained 65 volunteers in participatory education, food ecosystems and organic gardening who then donated 1000 hours delivering workshops to children in schools.

**PEPÁKEN HÁUTW Project** worked with ten Elementary Schools throughout the CRD to deliver curriculum-based workshops which connect food systems education with hands-on learning. We delivered 97 workshops to over 550 children. We trained 65 volunteers in participatory education, food ecosystems and organic gardening who then donated 1000 hours delivering workshops to children in schools.

**Victoria Seed Library** in partnership with the GVPL, is a way for hobby and beginner gardeners to share seed and connect with other local seed savers. We distributed over 11,500 free regionally adapted seeds. We engaged 40 volunteers, who donated 300 hours and signed up 175 members in its first year, Hosting 11 seed saving workshops to over 550



Between April 2014 and March 2015 we worked with **471** volunteers who donated **4225** hours to our community.

In collaboration with **112** community groups we reached over **28,783** people.





## Our Products

In partnership with The Marina Restaurant kitchen and Level Ground Trading Ltd, we created Quince Paste with rescued fruit from the Fruit Tree Project and the help of volunteers, available for sale in Ottavio's Italian Bakery & Delicatessen.

In partnership with Spinnaker's Gastro Brewpub, and apples rescued from the Fruit Tree Project we offer craft brewed Apple Cider Vinegar that will be sold in grocery stores and delis thanks to our distribution partner Trigo Foods Ltd. children. We trained 65 volunteers in participatory education, food ecosystems and organic gardening who then donated 1000 hours delivering workshops to children in schools.

## Our Community

We believe that LifeCycles' values and goals are important to fostering a better community for us all, which is why we are committed to working with them to help them in achieving their goals" – PAUL HADFIELD, SPINNAKERS

"LifeCycles has contributed so much... The Fruit Tree Project provided fruit that was used in our communitykitchen and food preservation workshops. Their partnership has greatly enhanced our food security programs."

Sheila Avery - Coordinator of Food Security at Saanich Neighbourhood Place

"Here I am on a sunny September afternoon, having a great conversation, picking beautiful apples, in a beautiful tree, and at the end of these 2 hours I will bike away with a whole backpack of apples, and people I don't even know will benefit too. So perfect!" - Fruit Tree Project Volunteer

