



The Centre Wellington Community Foundation announces a \$10,000 grant for THE SEED to tackle food insecurity in Centre Wellington

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It's estimated that over 14 percent of residents in our community are food insecure. CWCF has provided [The SEED](#) with a \$10,000 grant to bring the “*Groceries from the SEED*” program to Centre Wellington. The grant will help defray transportation costs for an entire year, providing enough support for the program to become established. It's part of an ongoing effort by CWCF to focus on social determinants of health issues and, specifically, food. “We know that food insecurity is a complex issue that impacts people in many ways. We found The SEED expands the reach of food programs by including people that may not currently be using other services,” said Dr. Peter McPhedran, CWCF Board member. This initiative goes hand in hand with our [Food Insecurity survey](#).

“We were impressed with what The SEED was doing in Guelph and the results they were getting,” said Randall Howard, CWCF Chair. “We found they are reaching a group of people not necessarily being served today. The pandemic has exacerbated food insecurity issues. We provided a grant from our CW COVID-19 Community Response Fund to help support this program. In the past 18 months, the fund has addressed issues directly caused by the ongoing pandemic.”

“Groceries From the SEED uses an innovative pay-what-you-choose pricing model which allows people to pay full price or receive a discount up to 50% off,” stated Maddie Barber, The SEED's Community Resource Coordinator. “Our goal is to make Guelph-Wellington the first community in Canada where everyone has access to good food.”

Residents sign up as members on the website and then buy their groceries through an online store in the program. The groceries are delivered to their door.



“When you shop at Groceries from The SEED, you help people in the community afford good food. It takes a community to feed a community,” said Maddie Barber, the SEED’s community resource coordinator. Get more details or sign up by going to www.theseedguelph.ca/groceries



Maddie Barber (The SEED, Community Resource Coordinator), Randall Howard (CWCF Chair) and Dr. Peter McPhedran (CWCF Board Member)

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About Centre Wellington Community Foundation:

Centre Wellington Community Foundation (CWCF) is a public, charitable foundation created for and by the people of Centre Wellington. Our mission is to strengthen the Centre Wellington community by combining community leadership, support for donors, and community-focused granting.



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About The SEED:

The SEED is a not-for-profit food project at the Guelph Community Health Centre created in 2015 by a coalition of community organizations and individuals. The program “Groceries from The SEED,” is a pay-what-you-choose online grocery store with purpose! www.theseedguelph.ca/groceries/

For more information on The SEED

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