

Calgary Inter-Faith Food Bank

Context

Using the Internet, the Calgary Inter-Faith Food Bank has been able to raise its profile and help the community gain a better understanding of its role.

Project Description

In 2000, the Calgary Inter-Faith Food Bank was given \$9,000 to update its Web site. Given that little money was available and many projects were on the table, the organization decided to prioritize its activities. The Food Bank decided to use its Web site to make local residents more aware of the scope of the organization's activities, and it added a live video to the site showing the warehouse and the food that is used and distributed. The project coordinators then strengthened existing partnerships through initiatives such as the creation of an on-line grocery store, which has allowed Internet users to buy food for the Food Bank on the Web.

The organization is also using the Internet to recruit and communicate with volunteers at little cost. It has posted a volunteer application form on the site and created an electronic newsletter that is distributed to all contacts and volunteers.

Successes/Challenges

The challenges the Food Bank faced were enormous. The funding they received was not enough to implement all the projects, but the organization was nevertheless able to lay the foundation for long-term success by raising its profile, increasing volunteer participation and the number of partnerships with various area organizations. This has benefited the entire community.

<http://www.calgaryfoodbank.com>

These best practices are an excellent way of sharing your experiences with other organizations in the voluntary sector. If you also have positive experiences on the use of technology in the voluntary sector, the IM-IT Secretariat will be pleased to post your stories. Please contact the IM/IT Secretariat by e-mail at imit@ic.gc.ca.