

MEDIA ADVISORY

May 8, 2024



Affordability Crisis: The Mustard Seed in Need of Food Donations

Medicine Hat, AB – The Mustard Seed is calling on the community for urgent support as demand for its services has reached unprecedented levels. The number of people relying on shelter, meals, and health services has been steadily increasing, putting immense strain on resources.

Specifically, food donations are where the need is most prevalent. The Medicine Hat Community Impact Centre is currently providing 200-250 meals a day on average, not including snacks served in the afternoon and evening. Public donations are at a low point, and urgently need support to continue offering the quality and quantity of this essential service.

"Our Medicine Hat shelter location is at full capacity, and we have a growing number of new guests coming to our Community Impact Centre (CIC) each day. We are doing everything we can to meet this increased demand, but without additional resources, we may not be able to keep up," says Laura Giesbrecht, Senior Director of Food Services for The Mustard Seed.

Most needed food items include:

- Rice
- Noodles (Elbow, Spaghetti, Egg, Ramen)
- Canned Soup (Tomato, Mushroom, Chicken Noodle)
- Granola Bars
- Flour
- Sugar
- Juice Crystals
- Powdered Milk
- Cereal
- Beef & Chicken Stock

Additionally, a list of urgently needed items can be found at [TheSeed.ca/Urgently-Needed](https://www.theseed.ca/urgently-needed).

"We are calling on our community to help us continue providing these essential services. Please consider making a donation or volunteering your time. Your support can make a significant difference in the lives of those we serve."

Donate now at [TheSeed.ca/Inflation](https://www.theseed.ca/inflation), and help support neighbours in critical need with meals, shelter, and care.

Available for interview:

- Laura Giesbrecht, Senior Director Food Service, The Mustard Seed

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://www.theseed.ca)

-30-

Media Contact:

Colleen Bourque
Senior Communications Coordinator
The Mustard Seed
403.615.0646
ColleenBourque@theseed.ca