REPORT TO THE COMMUNITY 2025

A MESSAGE FROM FOUNDER & CEO SHARON HAPTON

Every day across this country, families are being forced to make impossible choices between food and bills. The need has never been greater. In 2025, nearly 10 million Canadians, including almost 3 million children, faced food insecurity. This past year, the affordability crisis deepened, stretching household budgets and community supports to the breaking point.

But in the midst of this hardship, something beautiful happened. Because of the generosity of the Soup Sisters & Broth Brothers community, Canadians in crisis received more than just a meal. They received comfort, dignity, and hope. Together, we helped social service agencies across the country, supported families in crisis, and nourished Alberta students.

Like so many of the families and charities we serve, we've also been impacted by rising costs. For the first time in our history, we've made a small increase to the price of our soups. Even so, we're proud to say that every serving remains wholesome, nourishing, and far more affordable than canned or processed alternatives.

This past year has also brought new opportunities for partnership and growth. We've collaborated with organizations that share our belief that good food is a human right, and more agencies than ever are now serving Hugs in a Bowl to their clients. As a Good Food Organization with Right to Food, we're part of a national network working to make quality nourishment accessible to all. To build stability for the future, we also launched a new social enterprise that allows us to generate income and sustain our mission beyond grant funding: Hug in a Bowl Enterprises.

There's been so much discussion over the years about what needs to change in our social safety net. At Soup Sisters, we've always believed that change begins with connection - the exchange - one bowl at a time. When someone who is reeling from a crisis receives a warm bowl of soup, it sends a simple but powerful message: you matter, and you are not alone.

We may not be able to fix everything, but we can fill a bowl, lift a spirit, and remind someone that care still exists in this world. And that, I believe, makes all the difference.

NOURISHING COMMUNITIES WITH THE UNIVERSAL COMFORT FOOD

Soup Sisters is more than just a warm meal; it's a Hug in a Bowl, offering comfort and nourishment to those in need. What started as a desire to help has blossomed into a national charity, bringing the universal comfort of soup to communities facing food insecurity. Each year, thousands of servings are intentionally and cost-effectively crafted and distributed to agencies Canada-wide, organizations that are the frontline supporting those in need.

Sweet & Sour
Oil, Peppers, Onion,
Dried thyme,
tomatoes, Honey,
Cabbage,
Salt & Pepper
Sweet & Sour
Oil, Bell Pepper,
Dried thyme,
tomatoes, Hon
Cabbage,
Salt & Pepper
Sweet + Sour Beef Cabbage
Ground Beef, Oil, Bell Pepper,
Onion, Apples, Dried Thyme,
Beef Stock, Tomatoes,
Paprika, Cabbage, Balsamic
Salt, Pepper
March 2025
Sweet & Sour
Oil, Bell
Apple,
tomatoes
Cabbage,
Salt & Pepper

THE NUMBERS

103,000

Total soup servings annually

4 Million Hugs in a Bowl

Soup servings since 2009

1 in 4

Canadians are food insecure.

10 million people.

3 **million** children.

*Stats Can 2024

Funding:

__% Individual Supporters

_____% Corporate and Foundation Donors

_____% Government Funding

WHERE DOES THE SOUP GO?

WHAT WE DO

SOUP BANK

64,000

Soup Bank servings to 66 Canadian charities

We are driven by the idea that everything starts with proper nourishment and believe we can fuel bodies and minds with quality food - in an affordable way. That is why we created Canada's only Soup Bank, a social enterprise model delivering quality soup meals nation-wide.

Our focus is to help Canadian charities looking for a way to reduce food costs and staff time while still providing quality and nutritious food to their clients. The frontline agency only pays for the soup at cost, just as they would purchase food from a retailer but without inflated pricing, profit margins, or transportation fees. Our soup meals frees up staff and volunteer time so that resources are allocated to the critical needs of clients.

SOUP-MAKING EVENTS

24,000

Soup servings donated from 57 events

Something magical happens when people gather in the camaraderie of the kitchen to make delicious soup for others. Together with our culinary partners, volunteers experience a deep sense of fulfillment through giving nutritious Hugs in a Bowl to local agencies and emergency shelters.

This mainstay of our organization is a popular community investment activity for corporate team-building events. The original feel-good Soup Sisters event raises awareness of food insecurity and the local recipient organization, all while making, sharing and donating Hugs in a Bowl.

SOUPER KIDS

20,000

Souper Kids servings

In schools across Canada, teachers and administrators see firsthand the toll hunger takes on students—poor concentration, lack of energy, and the psychological stress of not knowing when the next meal will come. There is a desire to provide nutritious food, but the resources are often unavailable.

We believe that no child should feel singled out for their financial situation. Food is a fundamental human right, and all students deserve access to nourishing meals. We take a whole-school approach by feeding the entire student body; there's no separation between who has and who has not. Every child enjoys the same hot, nutritious meal together.

1 in 3 students
in Alberta are going to school hungry
*Stats Canada 2024

‘We know there are many students coming to school hungry.

A Soup Sisters soup day ensures they are receiving healthy, delicious meals they actually devour!”

-Teacher, Sir John A Macdonald School, Calgary

Our mission is simple:
To nurture and nourish communities impacted by food insecurity with wholesome and delicious soup.

Hope in a Bowl

How Soup Sisters partners with agencies that understand the power of good food and building resiliency

Read More

Good Food for Good People

What sharing a Hug in a Bowl is like beyond the poverty and food insecurity statistics.

Read More

The Main Ingredients

Soup Sisters volunteers first-hand accounts of the simple kindness behind a Hug in a Bowl.

Read More

OUR VISION FOR THE FUTURE

Partnerships

Collaborating with organizations in the food space is a powerful way to make a significant impact. No longer are charities competing for funding and instead working together.

This is our vision and priority for the upcoming year and beyond.

Social Enterprise

Hug in a Bowl is our new for-profit social enterprise cause-brand created to generate revenue, thereby reducing funding vulnerability and enhance long-term stability.

Proceeds support our charity operations so we can focus on the long-term solution of nourishing food-insecure communities and supporting frontline charities.

Soup It Forward

This new initiative is for corporations, conference centres and event planners to make an incredible difference through soup! Organizers can order and serve our soups, supporting our social enterprise and feeding others.

Because for every bowl of Soup Sisters served, we will deliver a bowl to someone in need.