



**Wim & Nancy Pauw Foundation**  
**PO Box 1070, Banff, AB T1L 1H8**  
**PauwFoundation.com (403)762-2642**

**Wim and Nancy Pauw Foundation supports increased demand for Bow Valley Food Alliance programming with \$90,000 donation**

FOR IMMEDIATE RELEASE

August 3, 2022

Banff, AB -- With the impacts of financial instability due to the COVID-19 pandemic still being felt, the Bow Valley Food Alliance (BVFA) continues to see a considerable increase in demand for their services. As demand increases, so does the need for further resources to support their programming.

The Wim & Nancy Pauw Foundation has announced a donation of \$90,000 to the organization to support building capacity, sustaining momentum, and strengthening the Alliance's organizational foundations in the Bow Valley.

"The Wim & Nancy Pauw Foundation takes great pride in promoting access to healthy lifestyles for community residents and visitors. The BVFA leads Bow Valley communities in the creation of local, affordable, inclusive, and healthy food systems," said Cathy Geisler, Executive Director, Wim & Nancy Pauw Foundation.

Forming out of discussions that began in 2013, BVFA became an independent non-profit society in 2020, created to addressing food security throughout the Bow Valley. Focused on supporting local food producers, ranchers, and processors, the BVFA was designed to connect people with the local food system and build socially-engaged communities. The Foundation also committed \$50,000 in funds in 2020.

"With the support of the Wim and Nancy Pauw Foundation, we can dedicate the time, energy, capacity, and intention needed to build socially- and ecologically-just food systems within the Bow Valley community," said Michelle Backhouse, BVFA coordinator. "The generous funding from the Foundation enables the BVFA to hire dedicated contractors who connect, coordinate, educate, inspire and advocate for a food system rooted in reciprocity and relationships."

Along with coordinating several growing programs, the BVFA conducts numerous events focused on food security, education, and community building.

"Social connection is one key to happy and successful communities. The COVID-19 pandemic made it clear that the BVFA offers essential supports to a cross-section of people throughout

the Bow Valley and our donation will help them build on the work they have done and ensure their long-term sustainability,” said Geisler.

The Wim and Nancy Pauw Foundation has committed to a budget of \$1,400,000 for 2022 for disbursement to grassroots community initiatives that meet one of three pillars: Active Lifestyles, Education, and Community Building.

-30-

**About the Wim & Nancy Pauw Foundation**

Established in 2013, the Wim & Nancy Pauw Foundation is a private foundation in Banff, Alberta, Canada. Funded by the profits of Banff Caribou Properties Ltd. and Banff Lodging Company, the goal of the Foundation is to reinvest in Banff and the Bow Valley by supporting projects that contribute to a more active, vibrant and happy community.

**About the Bow Valley Food Alliance**

Formally established in 2020, the Bow Valley Food Alliance (BVFA) is dedicated to addressing food security for diverse communities in the Bow Valley. BVFA is focused on issues relating to access to affordable, healthy, and fresh food in a coordinated way. BVFA encourages equitable, sustainable practices at all points of the food system.

For more information contact:  
Cathy Geisler  
Executive Director  
Wim & Nancy Pauw Foundation  
403-760-7584  
cgeisler@pauwfoundation.com