

FOR IMMEDIATE RELEASE

BEACON COMMUNITY SERVICES LAUNCHES “SHINE A LIGHT ON FOOD SECURITY” CAMPAIGN

A call to support local programs providing thousands of meals to children, youth, and seniors across the region

VICTORIA, BC - November 13, 2025 - As the cost of living continues to rise, food insecurity is becoming one of the most urgent issues facing our communities. This month, Beacon Community Services is launching its holiday Shine a Light on Food Security Campaign, inviting the public to learn, reflect, and give in support of Beacon’s local programs.

According to the *2025 Vital Signs Report*, nearly one in five households in Greater Victoria struggle to put food on the table - a rate that has nearly doubled since 2019. At the same time, seniors, young families, and youth experiencing homelessness are among those hit hardest by rising grocery prices.

Through its network of programs, Beacon provides thousands of nutritious meals every year, helping people stay healthy, connected, and supported.

- In licensed childcare, Beacon ensures every child has access to nutritious meals and snacks - building healthy habits and a positive relationship with food from an early age.
- In youth homelessness prevention programs, meals offer stability and comfort to young people facing housing insecurity and transition.
- Beacon Mobile Meals (formerly More than Meals) delivers nutritious meals and essential wellness checks to vulnerable seniors across the Saanich Peninsula. The program’s temporary COVID-19 funding ended with the pandemic—even as need continued to grow. More seniors are now isolated, facing mobility challenges, and experiencing rising food insecurity. Beacon is committed to keeping the program running, but community support is urgently needed to ensure no senior goes without the care and nourishment they rely on.

“Food is at the heart of everything we do,” says Tricia Sexton-Earl, CEO of Beacon Community Services. “When children have a healthy meal, they learn better. When youth can count on dinner, they feel safe. When a senior receives a warm meal and a smile, they feel less alone. That’s what community looks like - and it’s what your gift to Beacon makes possible.”

The Shine a Light campaign highlights the growing realities of food insecurity while celebrating the impact of local action. All proceeds directly fund Beacon programs that provide meals and improve food access for children, youth, and seniors across the Capital Region. With demand continuing to grow, community support is vital. Individuals and businesses can donate at beaconcs.ca/donate to help Shine a Light on Food Security and ensure no one in our region goes hungry.

Beacon Community Services

Beacon Community Services was formed in 1974 when a small group of volunteers established the Citizens’ Advisory Committee to help address social issues in Saanich Peninsula communities. Today, with nearly 300 staff and 600 volunteers, Beacon serves Southern Vancouver Island and the outer Gulf Islands. A wide range of community programs and services makes Beacon’s portfolio continue supporting people of all ages, while strengthening communities, and transforming lives. Learn more at www.beaconcs.ca

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