



BROWN BAGGING FOR Calgary's Kids

● LUNCHES ● PROGRAMS ● SOCIAL CHANGE

ANNUAL REPORT 2013



bb4ck.org/annualreport

BROWN BAGGING FOR
Calgary's Kids
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Brown Bagging for Calgary's Kids 2013 Annual Report



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It takes a **village** to **raise** a child.

IN 2013 OUR FOCUS HAS BEEN TO FURTHER OUR COMMUNITY PARTNERSHIPS, and to find new, innovative ways to encourage, empower and inspire children and adults in our city to break down barriers and work towards our goal of no hungry kids.

The BB4CK team consists of a few dedicated staff, but our collective community spans across Calgary, a city of 1 million people. BB4CK or some form of it runs across multiple communities, with each community doing its part to help reach Calgary kids that would otherwise go without. We use our heads, hearts and hands to develop innovative pilot projects, such as our Food Access Van, Summer Camps and to help with flood relief that hit our city so tragically this year. We are always looking to develop new ways to feed kids, to make new partnerships, expand our reach and empower our communities to help fill our cities needs in sustainable long lasting ways.

Over the past 24 years our village - the city of Calgary, has worked together towards one goal, but how we achieve this goal has always evolved and the stories created from

this evolution are no less than amazing. From individuals who spend one morning in our downtown kitchen, to the schools that run programs where children from one school make lunches for another are a catalyst for an endless chain reaction. These chain reactions and community involvement are the heart of BB4CK and the result is it takes all of us to raise healthy and happy communities - our village of Calgary.

“ As an immigrant, I found the opportunity to help more than 2,000 hungry kids a fulfillment to the pledge I made to assist the Calgary community with my head, heart and hands when I became a Canadian citizen. ”

MIMI IP - DOWNTOWN KITCHEN SUPERVISOR

It takes a village to raise a child.

Many hands make light work. Two heads are better than one. Choose your favourite proverb — the meaning is the same. When we listen to each other and work together, better things happen for everyone. We work with our City, filled with various communities and cultures and use our heads, hearts and hands to find ways to feed kids who would otherwise go without. Thereby expanding our village and raising the children of Calgary to be healthy empowered individuals.



HEAD



HEART



HANDS

DONATIONS

THE HEAD OF BB4CK ensures we make every bit count. In our downtown kitchen we make an average of 600 nutritious lunches daily, at the cost of \$1 per lunch.



295 INDIVIDUAL DONORS
164 CORPORATE DONORS
45 ANONYMOUS DONORS

COMMUNITIES AND PARTNERS

THE HEART OF BB4CK is our downtown kitchen. Together with the kitchen and our community partners we are able to feed approximately 2000 kids daily, that would otherwise go without. The inspiring efforts of about 75 community groups work to provide the food they need. In 2013, together we provided lunches to over 120 schools. There are so many ways - large and small, that people contribute to this program that we can't even keep track of all the acts of kindness and volunteer hours - you truly are the heart of our village of Calgary.

75 COMMUNITY PARTNERS



FEEDING FAMILIES



50 FAMILIES
129 KIDS

\$33,375.00 in giftcards were given to these families.

BB4CK also wanted to help families struggling with short term crisis to be able to have food in their homes outside of school hours. Giftcards were purchased from Safeway, Coop, Superstore, and Walmart. They are distributed to families who have a person who is aware of their individual situation and is able to help them towards success. This allowed for learning and accountability to be part of the gift card program to help feed families in times of need.

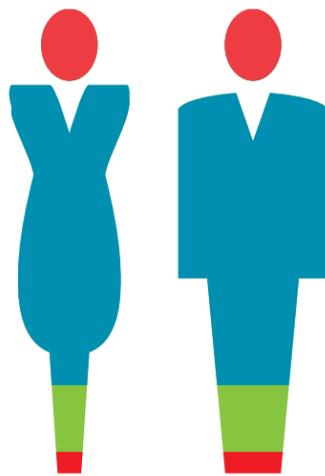
“Thank you for helping myself and my children during a difficult time. Having my children fed and healthy means everything and your assistance meant the world to me.”

ANONYMOUS - RECIPIENT OF FAMILY FUNDING

VOLUNTEERS

“The residents love knowing that they're helping someone. I had one lady say, 'That's why I get up in the morning.' It's a serious commitment.”

STACEY SENGER, MARKETING & COMMUNICATIONS
- HARBOURS OF NEWPORT RETIREMENT RESIDENCE



BB4CK is able to run a variety of programs with the support of many different types of volunteers. Some that work with us daily, once a week, corporate groups, school groups, or people that help run community partnerships. We have large and small tasks and each and every one works towards our mission to feed Calgary's kids. This past year we had the following number of volunteers:

- 200 COMMUNITY VOLUNTEERS
- 1,500 ANNUAL VOLUNTEERS
- 35 CORE VOLUNTEERS
- 149 CORPORATE GROUPS & BUSINESS TEAMS

WE WANT TO THANK YOU

Our food partners: Chongo's Market, Calgary Italian Bakery, Bles-Wold Yogurt Inc., Calgary Food Bank, Mountain Meadows Food Processing, Real Canadian Wholesale Club

Our core volunteers: Annette, Bal, Chris, Crystal, Cherry, Brett, Jason, Cheryl, Colleen, Cathie, Bruce, David Z, Denitsa, Debbie, Irene, Julia, Jessie, Krista, Karen G, Maria, Marion, Rick, Phan, Sharon, Susan, Thea, Trung, Andrea, Brent, Danny, Erica, Caitlin, Mykhail, Seyi, June, Denise, Missy, Laura, Tash, Dainan, Emma, Karen K, Kerry, Nancy, Tricia, Trish, Amy, Leanne, Garry

Our Board members: Shane, David, Dan, Kathy, Kari, Samantha

Our School Partners: CBE and CSSD

Our kitchen partners: Pirjo and the team at City of Calgary Baker House

Our Accountants: Norm, Kimberly and Cori at No Bull Book keeping

Our Strategic support: Avnish

Our Online Communications: Red Point Media

Our Annual Report Team: the team at Urban Revolver: Craigery, Cynthia, and Miguel and Shannon

Our IT Support: Paul

Our Office at: Community Wise Resource Centre

Our Top Donors: The Printing House, The Prosser Foundation, The Calgary Foundation, Cenovus Energy Inc., ATCO Gas, The Children's Foundation, CP Rail, The Brakeman Foundation, Green Mountain Coffee

The Givers: We want to thank everyone who gave what they could; kids who gave birthday money, individuals that reached into their pockets, people that held third party fundraisers and our larger donors - you make up our village, our community of Calgary and are at the heart of what we do.

Thank you to all the corporate volunteers, casino volunteers and everyone who has been part of raising the village in big and small ways.

Special thank you to all our community groups serving their nearby schools and to all the school staff who work to connect our program to kids who would otherwise go without.

OUR 2013 STAFF TEAM: TANYA, MELISSA, ALEXANDRA, WENDY, CATHY AND MIMI
AND OUR 2014 STAFF TEAM: TANYA, MELISSA, WENDY, CATHY, MIMI, JILL AND ALKA

INITIATIVES

THE HANDS OF BB4CK, are always moving in innovative ways so that we can feed kids who would otherwise go without. This year we continued to develop our Food Access Van, which started in 2012, as well as provided children with the experience of Summer Camp and helped with flood relief.

FOOD ACCESS VAN

Our Food Access Van started in the summer of 2012 with the goal of giving families access to healthy food in an effort to ensure that kids who are receiving BB4CK lunches also have access to healthy meal options at home.



Up until April 2013 the FAV was sent out weekly to three locations across Calgary to provide fresh fruits and vegetables on a pay-what-you-can basis to families. In April of 2013 BB4CK decided to move FAV into some key local schools (St.Peter's and Forest Lawn High) and Penbrooke Community Associations. At these locations FAV was run entirely by school and community volunteers. This is a pilot study to see how community associations and service providers might be able to run FAV on their own with BB4CK's support.



SUMMER CAMPS



FLOOD FUNDING

With the help of 6 agency partners 869 kids were provided with healthy lunches during their summer camp experience. We would like to recognize the help of our partners to make this initiative a success, they were; The City of Calgary, the YMCA, Crossroads Community Church, Cups One World Family Summer Camp, Take Home Chefs, and the Calgary Learning Village Collaborative (CLVC).

When the City of Calgary was hit by the floods this past Summer BB4CK staff wanted to help and ensure local kids had the access to food they needed. Schools were closed early and we knew this would affect our kids.

With the assistance of CBE and CSSD, BB4CK was able to connect with 203 kids and provided the displaced families with much needed giftcards to either restock the food they had lost or, to purchase food for family members displaced and staying with them. The stories heard from these families were incredibly impactful as we met with them throughout the city.

203 KIDS HELPED
\$22,150.00 GIVEN TO
DISPLACED FAMILIES

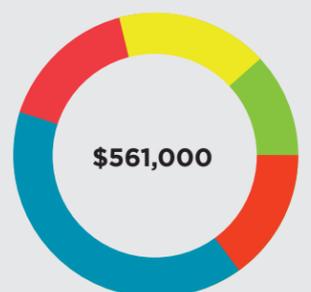
FINANCIALS

These charts are a representation of financials of Brown Bagging for Calgary's Kids. Audited financial statements are available upon request.

We have been working on building a sustainable financial plan to ensure we can be here to feed kids. We used some of those funds this year to keep the valuable programs we do running and growing.

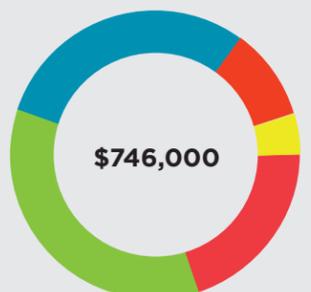
2013 REVENUE TOTAL

- 12% CASINO
- 15% INDIVIDUALS
- 16% ASSOCIATIONS
- 17% GRANTS/FOUNDATIONS
- 40% CORPORATE



2012 EXPENSE TOTAL

- 5% FOOD ACCESS VAN
- 10% COMMUNICATIONS
- 20% KITCHEN
- 30% ADMINISTRATION
- 35% COMMUNITY



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