

Story of 2015

LUNCHES PROGRAMS SOCIAL CHANGE

BROWN BAGGING FOR  
Calgary's Kids



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**Calgary's Kids**

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# Story of 2015

Last year we grew a lot.

On our shared mission to feed hungry kids in Calgary, we reached out to more schools than ever before, through awareness campaigns, community connections and social media.



**Thank you from every kid who had a lunch when they would have otherwise gone hungry.**

Thank you to every volunteer who has shared time; every person, group or company who has given \$1 or more; everyone who has invited someone else to join the BB4CK community. You make the community better for everyone, and we are grateful.

# 26% OVERALL GROWTH

The heart of BB4CK saw a **26% increase**, with an average of **44 schools** served each month. Some months saw the kitchen impact over **20,000 kids** with a lunch. To get lunches to the kids, we had an average of **5 volunteer driver routes** each day, with some drivers delivering to more than **10 schools** each in a morning!

## THE KITCHEN

# 1,880 ADDITIONAL HOURS CONTRIBUTED

An additional **1,880 volunteer hours** were contributed this year over last. **Core volunteers** contributed a total of **3,840 hours** in the downtown kitchen alongside **corporate and group volunteers** who shared a total of **6,200 hours**. **Volunteer drivers** gave **1,340 hours** to get lunches to kids at schools in 2015.

## VOLUNTEERS

We work with new Canadians through their transition, as providing lunch can be difficult for these families. BB4CK helped set up the lunch program, which now services 5 schools and is fully run by community members. Getting family members involved has empowered the community and helps parents teach healthy eating.

**Minoush Rafie**  
Closer to Home Community Services

Too many people don't understand that in an affluent city like Calgary, it is still difficult for some families to feed their kids and make lunches for them everyday. For you all to be there for them is just something great to see.

**Former Chief Rick Hanson**  
Calgary Police Service



# COMMUNITY

In 2015, the BB4CK community connected with more schools than ever before to feed hungry kids. The community stepped up in creative ways, breaking barriers to feeding kids, resulting in impacting **900 more kids** in **46 more schools** than in 2014. The BB4CK community fed kids in **191 schools** this year.

# 45% MORE KIDS WERE IMPACTED

# GIVING 556 MORE DONORS CONTRIBUTED

This year **556 more people** heard about BB4CK and felt compelled to give. We had a record number of **over 1,283 donations totaling \$920,208**. This support from families, companies and groups of all shapes and sizes ensures we can continue to feed every student who needs a lunch in Calgary.

### LOVE THE NUMBERS?

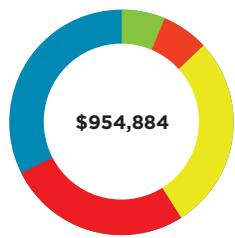
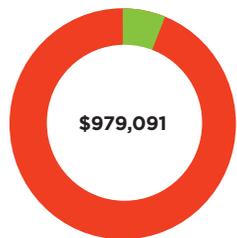
This snapshot of our financials shows where support came from and how funds were spent in 2015. If you'd like more information, we'd be happy to discuss and share full financial statements with you.

#### 2015 REVENUE TOTAL

- 6% CASINO
- 94% DONATIONS

#### 2015 EXPENSE TOTAL

- 4% OFFICE
- 6% COMMUNICATIONS
- 28% ADMINISTRATION
- 29% KITCHEN
- 33% COMMUNITY



### SHARING STORIES

Across social media platforms our online community grew. In 2015 we saw more people than ever before sharing and engaging to discuss childhood hunger in Calgary, raise awareness, take meaningful action and share gratitude for all the ways people are feeding kids in our city.



# 25 YEARS FEEDING KIDS

It all started by feeding one child living on the street a sandwich. Twenty-five years later our community is closer than ever before to achieving our goal of **no hungry kids in Calgary**. We are proud of all we have accomplished, and together our community will continue to grow and forge new partnerships to ensure every single hungry child in our city knows how much we care by feeding them lunch.

Focused on feeding kids who lived on the streets. 1990 - 1999	300 kids fed per week. 1999 - 2002	300 - 500 kids fed per week. 2002 - 2003	2,000 kids fed per day. 2009	2,900 kids fed per day. 2015
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