



BROWN BAGGING FOR
Calgary's Kids
● LUNCHES ● PROGRAMS ● SOCIAL CHANGE

Events Planning Guide

A GUIDE TO GIVING

05.27.16 VERSION 1





EVENTS PLANNING GUIDE

Thank you for your interest in including Brown Bagging for Calgary's Kids (BB4CK) in your event planning! You will have a direct hand in feeding kids who go to school without enough to eat every day in our city. Your generosity and caring will fill kid's hungry tummies, and will let them know that their city cares about them. You are doing something amazing.

In the following pages, you'll find information and template documents that may help incorporate BB4CK in your plans. We would also love to work with you to customize supports that can help you be successful; please don't hesitate to ask.

TABLE OF CONTENTS

1	BB4CK Introduction	1
	(feel free to share this with potential supporters, guests, etc.)	
2	BB4CK Tax Receipting Guidelines	2
3	AGLC Raffle License	4
4	Brand and Logo Information	5
5	How to Donate	7
	Donor Tracking Sheet.....	8
	Donation Form.....	9



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1

Brown Bagging for Calgary's Kids Introduction

Brown Bagging for Calgary's Kids (BB4CK) is a charity that partners with Calgary schools to ensure that healthy lunches are provided to students who would otherwise go hungry. Over 3,100 lunches are made and delivered daily to Calgary schools by volunteers working from community groups or BB4CK's downtown kitchen. Since September 2015, the number of kids who receive a lunch each day from BB4CK has grown by nearly 600. BB4CK is supported by generous individuals, groups and companies in our community, working together to ensure there are no hungry children in Calgary. This includes over 2,000 people who volunteer their time every year.

BB4CK is focused on not only feeding kids healthy lunches, but on empowering the community to make a difference and create their own impact. As a result, BB4CK works with over 200 different groups who make and deliver lunches in their own communities.

Kids who receive lunch are able to focus and learn in class, and able to participate in physical activities. They are aware of their surroundings, and able to make friends and participate in their communities. When kids aren't hungry, they can build self-confidence and grow in all sorts of healthy ways.

OUR MISSION:

To work with Calgary schools to identify kids who are hungry and find ways to feed them.

OUR VISION:

Brown Bagging for Calgary's Kids has one goal: no hungry kids in Calgary. We strive toward this goal each day by providing healthy lunches directly to kids, and by empowering communities to create lasting social change.

HISTORY:

Brown Bagging for Calgary's Kids has been feeding hungry children at lunchtime for more than two decades. The original 1990 mandate of the program was to provide healthy lunches to homeless children, under the name Brown Bagging for Calgary Street Kids Society.

After studies show that hunger in schools is a major problem, BB4CK shifts its focus in 2005 to include the thousands of Calgary schoolchildren who go hungry every day. The organization changed its name, removing the word "Street" and adjusting focus to include all hungry kids in Calgary.

CHARITABLE STATUS:

Brown Bagging for Calgary Street Kids Society

Designation: Charitable Organization

Registration Number: 890458417RR0001 - Registered June 10, 2002



2

BB4CK Tax Receipting Guidelines

The following questions are answered in accordance to the Canada Revenue Agency (CRA) guidelines:

WILL I GET A TAX RECEIPT FOR MY DONATION?

Brown Bagging for Calgary's Kids (BB4CK) is a Canadian registered charity and is authorized by the CRA to issue official receipts for income tax purposes. Numbered tax-deductible receipts are issued to donors who make gifts greater than \$20 to the organization. A gift is a transfer of cash, where the donor receives no benefit in return.

WHO IS THE DONOR?

A registered charity can only issue an official donation receipt to the individual or organization that made the gift. The name and address of the donor must appear on the receipt. A charity cannot issue an official donation receipt in the name of anyone, but the true donor.

Tax receipts contain the following information:

- charity's name and address;
- charity's registration number;
- serial number of the receipt;
- place of issue;
- signature of an authorized person to acknowledge a charitable donation;
- name and address of the donor;
- amount of the donation;
- date the donation was made and issued.

WHEN CAN I EXPECT TO RECEIVE MY TAX RECEIPT?

BB4CK issues tax receipts within 2 months of receiving the donation. BB4CK keeps a copy on file. If you make many donations throughout the year you can ask that we consolidate your donations and issue you one receipt at the end of the year.

I PURCHASED AN ITEM THROUGH A SILENT AUCTION, CAN I GET A TAX RECEIPT?

If an item is purchased at an auction, they are receiving a benefit (the purchased item) for their money and thus a tax receipt will NOT be issued. For example, purchases of live or silent auction items, raffle tickets, event admission tickets or green fees are not eligible for tax receipts.

CAN I DONATE PERSONAL SERVICES AND RECEIVE A TAX RECEIPT?

A tax receipt may only be issued, under the discretion of BB4CK, for personal services rendered including, but not limited to, legal, entertainment, dining services or rental of vacation properties.

CAN I GET A TAX RECEIPT FOR MY EVENT SPONSORS?

Sponsorships are not eligible for charitable tax receipts, as the sponsor receives benefits such as; advertising, marketing or promotional value and therefore the payment is not a gift. Instead, sponsors can receive a business acknowledgment letter for the value of their sponsorship that can be used to support business expenses.



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2

CAN I DONATE AN ITEM TO BB4CK AND RECEIVE A TAX RECEIPT?

Under the discretion of BB4CK, a gift in kind donation could be receipted for the value of the gift.

I BOUGHT A FUNDRAISING DINNER TICKET. CAN I GET A TAX RECEIPT?

In general, there would be a “benefit” for this the dinner, so a tax receipt would not be issued. In certain circumstances, the non-benefited portion of a contribution may be receipted. However, this needs be done in advance of selling any tickets. If this will be something you require, please ask us well in advance.

WHAT ARE SOME FURTHER EXAMPLES OF DONATIONS THAT DO NOT QUALIFY FOR AN OFFICIAL TAX RECEIPT?

- pooled donations made by a group;
- raffle tickets;
- contributions of services, such as time, skills, effort;
- certain admission fees to events or to programs;
- the purchase price of a lottery ticket or other chance to win a prize, even though the lottery proceeds benefit one or more charities;

These guidelines may be amended from time to time at the sole discretion of CRA and BB4CK. In order to avoid any misunderstandings and improper acts, please ensure you check the CRA website at: <http://www.cra-arc.gc.ca/chrts-gvng/menu-eng.html> for further details.

For more information, please contact

Volunteer and Administration Coordinator

Wendy Treschel wendy@bb4ck.org | 403-264-7979

Brown Bagging for Calgary's Kids

315, 223 12th Ave. S.W. Calgary, AB T2R 0G9



BROWN BAGGING FOR
Calgary's Kids
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3

AGLC Raffle License

Brown Bagging for Calgary's Kids will be happy to get an AGLC raffle licence for your event. Please give two weeks notice prior to your event, to ensure we can get this on time. Raffle licenses can be used for a draw for a prize or service, a 50/50 draw as well as some sporting events. If you don't know if you need a raffle license for your event, please ask us.

The list below is the information required in order to pull a raffle licence.

1. Ticket information – Colour of ticket(s), unit, unit price, quantity (for example: red tickets, 1 for \$5.00, 150 tickets in total) If you have multiple number of tickets please include this information for each one.
2. Draw date, location and address of draw.
3. Prize description(s), quantity and retail value.
4. There is also reporting required for the license, tracking number of tickets sold, prizes given and other information. You will be responsible for ensuring this is done, which is critical to BB4CK's continued ability to get licences for events.



BROWN BAGGING FOR
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4

Brand & logo information

LOGO ICON

Icon can be used separately only if the entire logo as a whole is represented in the same item being produced. Logo icon with website can also be used for social media and stickers.

SIZE

Logo may never be reproduced smaller than seen on the business card at 1.25 inches wide.

SPACING

Clear space is the minimum “breathing room” maintained around the logomark. It should be kept free of text and other marks. It also defines the minimum distance from the landmark to the edge of a printed piece.

WITH TAGLINE



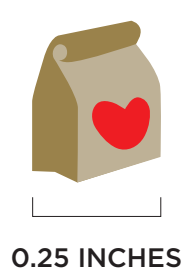
WITHOUT TAGLINE



SPACING



SIZE



LOGO AND URL



For further guidelines please refer to the BB4CK Brand Book.



BROWN BAGGING FOR
Calgary's Kids
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4

Brand & logo information

FONT USAGE

Headers should be set in UPPERCASE and a variety of weights and colour can be used for contrast such as in quotes or pullout sections of the copy.

COLOUR USAGE

Four colours and black are to be used for design elements or to highlight pull out quotes or copy.

Tints of the colours can be used for additional contrast within graphics only.

80% Black can be used for text.

FONT

Gotham Bold - HEADERS

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789**

Gotham Sub heads and
Body Copy - all weights

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

COLOUR



PANTONE 1797 U
C0 M100 Y99 K4
R227 G27 B35
#E31B23



PANTONE 663 U
C100 M0 Y10 K25
R0 G139 B176
#008BB0



PANTONE 376 U
C50 M0 Y100 K0
R141 G198 B63
#8DC63F



PANTONE RED 032 U
C0 M90 Y86 K0
R239 G65 B53
#EF4135



BLACK
C100 M100 Y100 K100
R0 G0 B0
HEX #000000

For further guidelines please refer to the BB4CK Brand Book.



BROWN BAGGING FOR
Calgary's Kids
● LUNCHES ● PROGRAMS ● SOCIAL CHANGE

5

How to Donate

CHEQUES:

Can be made out to Brown Bagging for Calgary's Kids

Every donation over \$20 will receive a tax receipt

Can be mailed to 315, 223 12th Ave SW, Calgary, AB T2R 0G9

ONLINE GIVING

Online donations can be made at any time on our website, www.bb4ck.org/donate-now

Ask those supporting your particular event to just write your name in the comment section of the donation form, so that we know what it's related to

Every donation will automatically receive a tax receipt via email

SET UP AN ONLINE GIVING PAGE

If you'd like to, you can set up a unique donation page to raise money for BB4CK with your specific messages

Go to <https://www.canadahelps.org/en/charities/brown-bagging-for-calgary-street-kids-society/>

Near the bottom of the page, under the heading "Donate To This Charity Now", select the tab that says "Fundraise", then select "Fundraise for this charity now"

At this point you will need to login or create an account with Canada Helps

A form will open that will allow you to customize your giving page

After you create the page, you will be given a custom web address that you can direct supporters to

Everyone who makes a give on this page will automatically receive a tax receipt via email

Please note that we can only tell you donor's names if they do not request to be anonymous, and we can't tell you donor's specific gift amounts unless they request we do so.



5 Donor tracking sheet

If you accept cash donations from people who want tax receipts, tracking their information this way will allow us to send them receipts directly. The below headings are necessary to organize the list in our database; if you like, we will send a full-size excel spreadsheet for your use.

first name	last name	opt line	address	city	state	zip	country	address type	business phone	home phone	email	gift date	amount
John	Doe	(partner's name)	315 6e avenue	Calgary	AB	H0H 0H0	CA	home		555-555-5555		MM/DD/YYYY	100



BROWN BAGGING FOR
Calgary's Kids
● LUNCHES ● PROGRAMS ● SOCIAL CHANGE

DATE: _____

DONATION FORM

Name _____

Address _____

City _____ Province _____

Postal Code _____

Phone _____

Email (required) _____

Donation in made in memory/honor of _____

Donation Amount

\$500 \$100 \$50 \$20 Other

Method of Payment

☐ Cash

☐ Cheque/ Money Order (please attach to this form)
(Please make cheques payable to Brown Bagging for Calgary's Kids)

☐ MasterCard

☐ Visa

Credit Card # _____

Name _____

Expiry Date _____

CVV _____

NOTE: credit card transactions are processed by Canada Helps. That name will appear on your statement and they will issue a tax receipt to your email address.

Tax receipts will not be issued for donations less than \$20.00 or where goods and/or services are received.

Charitable Registration # 89045 8417 RR0001



HEAD



HEART



HANDS