



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



EVENT PLANNING GUIDE

A guide to giving



EVENT 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 kids' 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
2	BB4CK Tax Receipting Guidelines.....	6
3	AGLC Raffle License.....	10
4	Brand and Logo Information.....	12
5	How to Donate.....	14



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 4,000 lunches are made and delivered daily to Calgary schools by volunteers working from community groups or BB4CK's downtown kitchen. Over the past year the need for our services has grown by more than 1,000 kids. 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 600 people who volunteer their time every week.

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 many different groups who make and deliver lunches in their own communities.

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

OUR MISSION:

Communities that make sure all kids are fed.

OUR VISION:

Connect and inspire people to take meaningful action to feed and care for kids.

OUR VALUES:

People. Trust. Action.

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 was a major problem, BB4CK shifted its focus in 2005 to include the thousands of Calgary school children who go hungry every day. The organization changed its name, removing the word "Street" and concentrated on feeding all hungry kids in Calgary.

CHARITABLE STATUS:

Brown Bagging for Calgary Street Kids Society

Designation: Charitable Organization

Registration Number: 890458417RR0001 – Registered June 10, 2002



WHERE YOUR MONEY GOES

Every dollar raised feeds hungry kids. We are feeding over 4,000 kids at \$2 per lunch. Your investment supports a number of areas, including:

- Healthy food (our biggest expense).
- Costs of keeping the kitchen and community groups operational.
- Administration - salaries, communications, fund development.

THINGS TO CONSIDER

Before you get started with planning your fundraiser, there are some things we would like you to consider. Please keep in mind BB4CK is unable to:

- Purchase items to resell or auction off
- Provide lists of our donors, sponsors, or volunteers for third party use
- Hold fundraising or media events at the Kitchen or Office
- Issue tax receipts other than those outlined in Canada Revenue Agency rules and regulations
- Generally support initiatives that involve mass media
- Provide reimbursements for expenses incurred
- Provide liability coverage for events
- Apply for any licenses required for events (except raffle)
- Attend every single event (we will do our very best to attend if requested)
- Pick up and drop off items (there might be times we are able, but we cannot guarantee)

HOW WE CAN SUPPORT YOU

We want to help make your fundraiser a successful event. Please find below a selection of tools and support that we can provide you with that you may find useful:

- **Donation Collection Tools** - online and offline tools to collect funds and donor information, including your very own online fundraising webpage
- **Promotion Tools** - we can promote your event on our social media platforms
- **Signage** - we have a variety of tools you can borrow to advertise that your event is in support of BB4CK, including tent cards, banners, posters, and more
- **Informative Materials** - on BB4CK programs such as Fact Sheets and Volunteer Role Sheets
- **Volunteers and Staff Representatives** - may be able to attend your event and assist with logistics based on our availability, time, and resources
- **Raffle Licenses** – we are able to apply for AGLC raffle licenses when requested, but please note we are not able to apply for others such as liquor, etc.

We are more than happy to help where we can, however it is the event organizer's responsibility to manage logistics and ultimately determine the overall success of the fundraising activity.

As well, please note that any use of BB4CK's logo needs to be formally approved by BB4CK before use.



FIVE STEPS TO CREATING YOUR FUNDRAISING ACTIVITY

Thank you for choosing to support Brown Bagging for Calgary's Kids. There are many ways that you can fundraise, and we look forward to hearing your ideas. We truly appreciate your energy and commitment to helping feed kids in our community. Please see our five steps below to creating a successful fundraiser:

1) Getting Started

There are so many ways you can inspire your coworkers, neighbors, friends, and family to help hungry kids! Some examples include runs/walks, bake sales, head shaves, golf tournaments, galas, auctions, jeans day at work, Stampede breakfasts, BBQs, art shows, garage sales, and more!

Some things to consider when you are planning your fundraiser include:

- Where and when will the fundraiser take place?
- How many people do you want to attend?
- How will you promote the fundraiser and let people know how they can participate?
- What is the fundraising portion of your initiative: Ticket sales? Registration Fees? Donations? Auction? Other?
- How will you collect funds: Online? At the Event?
- How will you cover expenses? We typically recommend acquiring sponsorship for fundraisers where expenses may exceed 25% of total fundraising income. **Please note, donations may not be used to cover event expenses.**
- Will you need help with planning and managing logistics? It may be worthwhile to organize an event committee of family and friends to assist you!

2) Connect with Us

Connect with us and we will send you a Fundraising Application Form. Please complete the [Fundraising Application Form](#) with all the details of your event and how we can support your efforts, and return it to us by mail or email at:

Brown Bagging for Calgary's Kids
310, 223 - 12th Ave. SW
Calgary, AB T2R 0G9
(403) 264-7979
info@bb4ck.org

3) Wait for Our Feedback

Once you have submitted your Fundraising Application Form, you can expect us to get in touch with you within one week. Please wait for approval before you begin promoting your event.

Once your event has been approved, we will send you an Agreement Form. Please read through, sign, and return the form to us.

4) Now for the Fun Part!

We will provide you with support and tools to help make your initiative as successful as possible. Now is the time when you can also let people know about your amazing fundraiser and put all your hard work on planning and budgeting into action. Don't forget to have fun!

5) Come Visit Us

Now that you have completed your amazing fundraiser, we would be pleased to have you in for a visit at our Kitchen or Office for a cheque presentation and photo.



“Thank you so much for caring about us. I appreciate the lunch program because some kids need food and I do, so thank you. When I have lunch I like to get fruits because I want to be healthy.”

- Jace, age 10



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 \$10.00 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; and
- Date the Donation was Made and Issued.

WHEN CAN I EXPECT TO RECEIVE MY TAX RECEIPT?

BB4CK issues tax receipts within 1 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.

In order to issue a donation receipt for the calendar year, the donation must be received at the BB4CK office no later than December 31st. Because the office is open limited hours between Christmas and New Year's Day, be sure to plan ahead when sending donations by courier or dropping them off at the office.



Alternatively, your donation can be mailed as long as it is postmarked December 31st or earlier. Donations can also be made through BB4CK's website at www.bb4ck.org/donate-now and are considered "received" on the date the donation is made.

If you require donation receipts for a list of people who donated through a campaign or event, please ensure the complete name, address and payment information for all donors is provided BB4CK well in advance of year end. When a number of receipts are required, the donor names and donations should be provided to BB4CK within 60 days of your event.

WHAT TYPES OF GIFTS QUALIFY FOR CHARITABLE TAX CREDITS?

Donations of cash, goods, land, or listed securities to a registered charity or other qualified organizations are eligible for a charitable tax credit. For a donation to be eligible, the transfer of ownership has to be voluntary.

Examples of donations that usually qualify for charitable tax credits include:

- money;
- securities;
- ecologically sensitive land;
- certified cultural property;
- capital property;
- personal-use property (such as paintings, sculptures, jewellery, stamps, and coins); and
- inventory (such as art, antiques, rare books).

Examples of donations that do not usually qualify for charitable tax credits include:

- contributions of services, such as time, skills, or effort;
- the payment of a basic fee for admission to an event or program (such as ticket sales, green fees);
- when a donor receives an advantage or consideration for a donation (for example, a ticket to an event, use of property, an auction item, or a dinner and/or performance at a fundraising event);
- the purchase price of a lottery ticket, a raffle ticket, or other chance to win a prize;
- pooled donations made by a group;
- lottery ticket purchase;
- the payment of tuition fees (exceptions exist);
- gift certificates/cards; and
- pledges.

CAN I MAKE A DONATION AND HAVE IT GO TO SOMEWHERE ELSE?

No, a charitable donation receipt can only be issued to the person who issued the donation.

An exception to this is if the person who issued the cheque acts as an agent for collecting and remitting donations from various parties (e.g. an employer of an employee fundraising initiative). Donation receipts can be issued to the persons/parties, provided that the nature of the monies can be receipted and a complete and legible list of donor information (donor name, address, and postal code) is provided to BB4CK.



CAN I COLLECT DONATIONS AND DRAW NAMES FOR THE RECEIPT?

No, charitable donation receipts cannot be raffled or drawn for. Receipts can only be issued directly to donors for the portion of funds he or she has donated.

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?

No, receipts for services or gift certificates/cards cannot be issued.

Services include professional, business and personal services. Examples of services are legal, accounting, recreation, entertainment, transportation, dining, volunteering.

CAN A RECEIPT BE ISSUED FOR SPONSORSHIP?

No, receipts cannot be issued for sponsorship.

Where a business gives cash or merchandise to BB4CK, and receives a material business advantage such as promotional or advertising services, according to Canada Revenue Agency the business has not made a gift and BB4CK cannot issue a charitable donation receipt.

In these circumstances, BB4CK can provide a letter of acknowledgement for the value, and the business can usually claim the cash payment or value of the merchandise as a business expense.

CAN A RECEIPT BE ISSUED FOR A CORPORATE GIFT?

No, receipts cannot be issued for a corporate gift.

However, we can issue an acknowledgement receipt for the amount of the gift. According to the Canada Revenue Agency, gifts from corporations are generally not seen as philanthropic for purposes of the Income Tax Act. CRA advises that they accept acknowledgement receipts as promotion expenses by donor corporations, which in turn will provide tax relief essentially equal to a donation of the same amount (effective January 1, 2013).

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

Yes, receipts for items or "gifts in kind" can be issued.

Gifts in kind include (but are not limited to) capital property, depreciable property, personal-use property, shares and inventory of a business. A gift in kind does not include a gift of services.

A donation receipt may be issued for the fair market value (FMV) of the property/goods on the date it is received. Please note that gift in kind receipts are issued for the lesser of the FMV or cost for the item. This



means that if an item is won, and then donated to BB4CK, the cost to the donor is zero, so a receipt cannot be issued.

Items **donated** for a silent auction, are considered gift in kind, and may be receipted. In a circumstance where a business donates an auction item, an acknowledgment receipt for the FMV of the item may be issued.

WHAT DOES BB4CK NEED IN ORDER TO ISSUE A “GIFT IN KIND” RECEIPT?

If the item is new, has been recently purchased, and is valued at less than \$1,000, a receipt or invoice is adequate proof of FMV. If the item was purchased by the donor, the receipt can be a till receipt. This should include the name of the vendor, the name of the item and the purchase amount. To receive a donation receipt for a gift of inventory BB4CK requires an invoice. The invoice should be prepared electronically and include: the name and contact information of vendor, the name and description of the item, and fair market value of the item.

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 to be done in advance of selling any tickets. If this will be something you require, please ask us well in advance.

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.



**“Food brings people together.
Thanks to BB4CK, we are able to
bring our students together with our
staff on a regular basis to share a
meal or just check-in.**

**It’s not just about feeding hungry
kids, it’s about creating and nurturing
strong connections. These connections
go a long way in addressing mental
health with our kids.”**

- S.W. Calgary High School Teacher



3

AGLC Raffle License

Brown Bagging for Calgary's Kids would be happy to obtain 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, service, or 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; and
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.

Please Note:

Third Party Events may require other licenses that have to be obtained through AGLC, CRA or other regulatory bodies. At this moment, we do not have the capacity to manage the requirements to obtain these licenses, and it will be the Event Planner's responsibility to contact the below mentioned organizations.

AGLC

www.aglc.ca

Calgary Office
110, 6715 - 8 Street NE
Calgary, AB T2E 7H7
(403) 292-7300

CRA

www.canada.ca

Harry Hays Building
220 4 Ave SE #150
Calgary, AB T2G 5E7
1 (800) 959-8281



“I have been a teacher for 21 years, teaching Kindergarten to Grade 6. There have always been tough times for my students and their families, but I have always been fortunate to have resources available to meet the immediate needs. Life has changed a lot in those 21 years, and I unfortunately witnessed one of the hardest moments ever in my teaching career. It was a Thursday after school when I saw this mom outside waiting for her boys. Looking sullen, defeated and just done, she called me over to talk. “I won’t be sending the boys to school tomorrow. I don’t have any food to send them for snack or lunch. I’m sorry. I know they need to be here. I just don’t have the energy to walk them here.

“I didn’t know what to say. How do you express to a mom that you understand when you have no idea what it is like not to be able to feed your children? I told her to trust me, that I would get food for her boys to eat at school tomorrow, and we would have food to send home for them too. Not knowing her well as it was only the first month of school, I hoped she could see my sincerity and concern and know I would not let her down. She hesitantly agreed. I put out an all call to our staff asking for an overnight food drive for this family. My next step was contacting Brown Bagging for Calgary’s Kids to make sure this never happened again. They immediately responded and within a few short days, had food arriving at our school for students in need. The behaviour of this particular student changed dramatically within two days! He went from a boy who could not focus and cried every day to a boy who was smiling, playing with friends, and getting work done! Every day he knew he could go upstairs to get food and never had to be hungry again. His mom contacted me about a week after Brown Bagging for Calgary’s Kids started at our school, thanking me for making sure her boys were never hungry. I later found out that their mom was not eating at all in order for her three boys to have enough food. It was only when she literally ran out of all food sources did she finally admit that she could not feed her family. I’m so thankful that she found the courage to ask for help and the bravery to accept the help.

Thank you Brown Bagging for Calgary’s Kids and all your donors for recognizing the need we have in our schools - you have truly made a difference!”

- Teacher from a NE school



BROWN BAGGING FOR
Calgary's Kids
 bb4ck.org

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 logo mark. It should be kept free of text and other marks. It also defines the minimum distance from the brand mark to the edge of a printed piece.

WITH TAGLINE



WITHOUT TAGLINE



SPACING



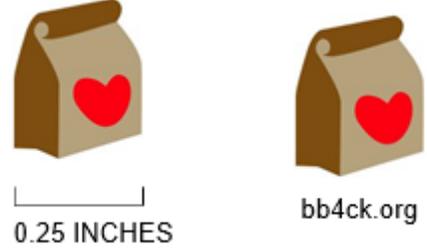


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SIZE



LOGO AND URL



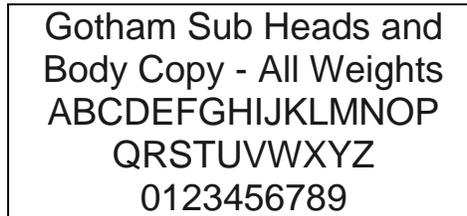
FONT USAGE

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



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 Y88 K0
 R239 G85 B53
 #EF4135



BLACK
 C100 M100 Y100 K100
 R0 G0 B0
 HEX #000000

For further guidelines please refer to the BB4CK Brand Book.



5 How to Donate

CHEQUES:

1. Can be made out to Brown Bagging for Calgary's Kids;
2. Every donation over \$10.00 will receive a tax receipt;
3. Can be mailed to:

Brown Bagging for Calgary's Kids
300, 223 – 12th Ave. SW
Calgary, AB T2R 0G9

ONLINE GIVING

1. Online donations can be made at any time on our website: www.bb4ck.org/donate-now;
2. 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; and
3. 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.

1. Go to <https://www.canadahelps.org/en/charities/brown-bagging-for-calgary-street-kids-society/>;
2. 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";
3. At this point you will need to login or create an account with Canada Helps;
4. A form will open that will allow you to customize your giving page;
5. After you create the page, you will be given a custom web address that you can direct supporters to;
6. Everyone who makes a gift on this page will automatically receive a tax receipt via email; and
7. Donor's information is private and confidential and therefore we can only release donor's names. Gift amounts can be released if the donor consents.



DONOR TRACKING SHEET

If you accept cash donations from people who want tax receipts, tracking information in the below example table 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	Province	Postal Code	Country	Address Type	Business Phone	Home Phone	Email	Gift Date	Amount
John	Doe	(Partner's Name)	315, 6 th Avenue	Calgary	AB	H0H 0H0	Canada	Home		(403) 555-5555	john@smith.com	May 22, 2017	\$100.00





BROWN BAGGING FOR
Calgary's Kids

● LUNCHES ● PROGRAMS ● SOCIAL CHANGE

Thank you!

Phone: 403 264 7979

Email: info@bb4ck.org

Online: bb4ck.org

Office: Address: 310, 223 12th Ave SW, Calgary, AB T2R 0G9

Kitchen: 433 Macleod Tr SE Calgary, AB T2G 0G5