

ANNUAL REPORT 2019



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

**FEEDING
CALGARY'S KIDS**





THE BB4CK STORY

For 30 years, BB4CK has been feeding hungry kids in Calgary. Food nourishes us. Brings us together. Connects us.

From enjoying a family meal around the table to trading sandwiches in the cafeteria, some of the best memories are built around food.

Unfortunately, too many Calgarians don't have access to reliable sources of food. And we know hungry people can't focus, can't learn, can't grow to be their best.

When kids don't have food, they can't reach their potential, and they miss out on key childhood experiences. They don't make friends as easily, they have a harder time learning, they miss more school, and are sick more often.

The BB4CK community is committed to ensuring that every kid in every school in our city has the lunch they need to flourish. We exist to feed kids who would otherwise go without. Every lunch is made and delivered by a caring volunteer, often waking early and always working hard to put together healthy meals and get them to kids by lunch.

They drive in rain and snow, carry bins bursting with food, and scoop hundreds of tuna salads each week. 100% of our funding comes from people and groups who care about feeding hungry kids.

They give \$20 from their birthday money, and \$50,000 grants. They drop off cheques for \$100, and sign up as Hunger Heroes to give \$40 each month.

Our BB4CK community is made up of dedicated staff, parents, teachers, volunteers, and kids. These people are the community that wrap tightly around hungry kids and make sure they are fed. These are the people who look around and see a problem – one that we can't let go, can't forget – but can't fix alone. These are the people who see that kids are hungry and that it isn't okay, and who take actions – big and small – to make our city and our communities great.

And we're growing this community, working to create a bigger impact and meet the need. We're not slowing down. So we join together – making a few sandwiches, driving to a few schools, giving what we can. "Alone, I can do so little, but together, we can do so much" has never been so true.

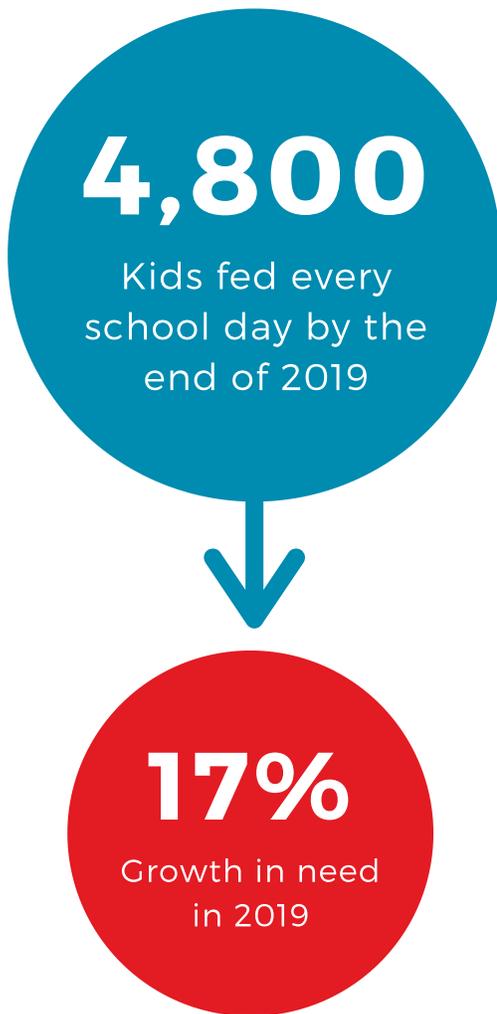
The problems that we face? Well, frankly, they seem overwhelming. People are stressed. People are hurting. People in our neighborhoods, our city – worried about how they'll pay bills, how they'll feed their kids. In the face of these problems, overwhelming as they are, it would be easy to turn our backs. Easy to say we can't fix it, that it's too big.

But that's not what we do.

That's not who we are.

No. We start. We start with one hungry kid, one sandwich, one caring connection. Because we have to start somewhere.

WE'RE ABOUT FEEDING KIDS



This past year, the BB4CK community fed more kids than ever – kids who came to school with only a granola bar or cup of dry noodles for lunch, or who brought no food at all.

Kids whose parents worked double shifts, who took buses across the city to get to work, or were too ill to get out of bed, yet were doing their very best to provide a healthy environment for their children. Kids who were caring for younger siblings, who were trying to put together meals, or ferry brothers and sisters to school.

In fact, the number of kids in need of a lunch at school grew 17% in 2019. These were kids from all areas of our city, with about an even split between kids in Kindergarten – Grade 6 and Grade 7 – 12. They attended about 230 different schools and received a lunch each day from a caring teacher or lunchroom supervisor who was looking out for them.

Kids who receive lunch get a fully belly and an opportunity to reach their full potential! They get an afternoon of focused attention, of engaged learning. They get an opportunity to sit with friends at lunch, to learn social skills, and to laugh. They have better self esteem, a sense of belonging, and a chance to change the trajectory of their lives.

THE IMPORTANCE OF LUNCH

9 year old Kayla and her 7 year old brother, Brad, were coming to school every day with empty lunch kits. After a few weeks Kayla worked up the courage to approach her teacher, Ms. Stark and tell her. "We are very hungry, there is no food at home".

Fortunately for these kids, their school is a part of the BB4CK community and lunches are delivered to the school each day. Without asking any questions.

Recently, Kayla has started visiting Ms. Stark after classes are done and everyone is heading home. She asks if her and Brad can take a few of the leftover sandwiches and snacks so they can both have supper at night.

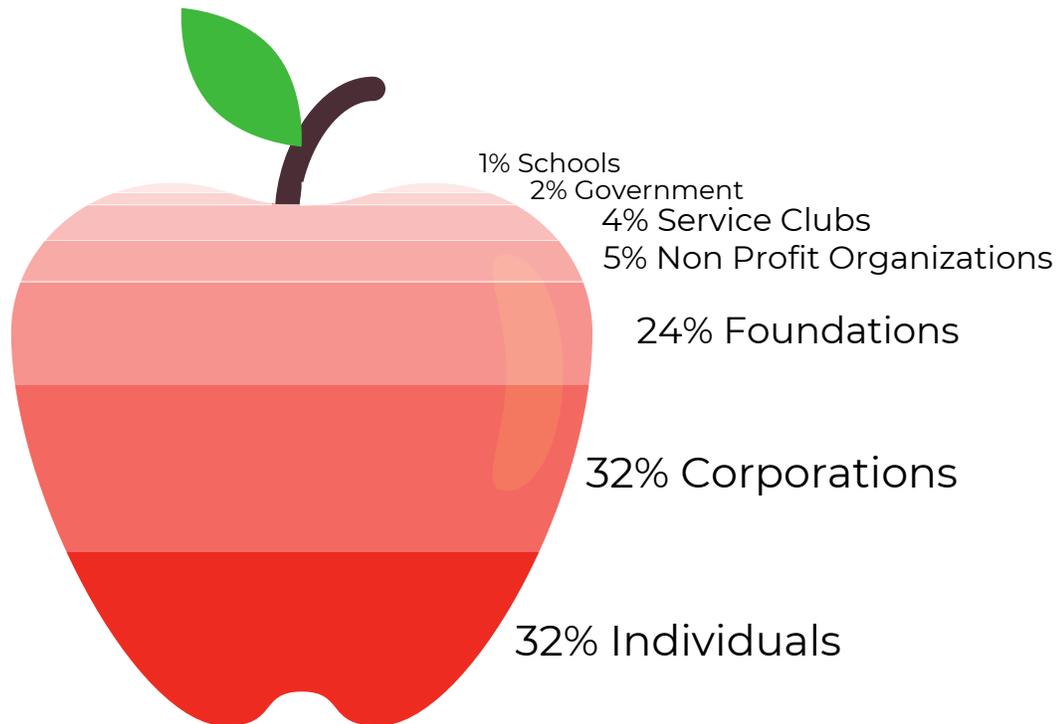
"Her eyes light up whenever we send home leftovers" says Ms. Stark, "and we are always happy to do this since we know there will be another delivery tomorrow."

CELEBRATING YOU. YES, YOU.

The BB4CK community – our donors, volunteers, and community partners – are the heart and soul of everything we do. Every lunch is made with love and care by amazing community members who share our goal: no hungry kids in Calgary.

These volunteers are supported by incredible companies, individuals, and groups who understand the importance of a full belly on a child's development and continue to give generously to ensure kids are fed. We are so grateful for the amazing support provided by this community.

In addition to our valued donors listed below, we would like to say thank you to the entire BB4CK community, including those who wish to remain anonymous, or those we may have missed in this list - your commitment does not go unnoticed.



*"Sometimes this is the **only food I get in a day**. I don't always get dinner at home."*



CELEBRATING YOU. YES, YOU.

Thank you to our Champions & Partners

(\$25,000+):

Alberta Milk
Allardyce Bower Foundation
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Brandon Swertz
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Thank you to our Ambassadors

(\$10,000 - \$24,999):

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The Wettstein Family Foundation
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THE INCREDIBLE OPPORTUNITIES YOUR CONTRIBUTIONS PROVIDE:

*Shawna comes from a low-income home. Living in poverty not only means limited access to food but that often **cheap, unhealthy foods are the only option.***

Shawna, like many other kids living in poverty, is facing physical health and dental challenges that are a result of poor nutrition.

*She recently had a tooth infection and **because of the pain, couldn't eat hard foods.** Her family didn't have enough money to buy special foods for her to eat **so she was coming to school hungry.***

*Her teacher, Ms. Lust was able to use BB4CK lunch program funding to provide her with some soup and noodles to **help fill her stomach.***

Thank you to our Friends (\$1,000 - \$9,999):

100 Men Who Give a Damn
11 Performance
Absorb LMS
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Thank you to our Hunger Heroes (Monthly Donors):

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Aaron Anderson
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Ted Woodard
Darrin Woodman
Brendan Woolnough
Elena Wylie
Lavonne Zdunich

SCHOOL SUPPORT

223

Schools supported by BB4CK. Over 2/3 of all schools in Calgary.

Amy's home circumstances are far from ideal and she has recently received independent student status, even though she is not yet 18.

Amy is a bright young leader who has faced both physical and emotional abuse in her home since she can remember. She suffers from depression, mostly due to her home circumstances. This year, she had the courage and strength to move out and gets very little money to live each month.

Amy still continues to attend school, and because of the BB4CK lunch program, she has food to eat everyday. Having access to food in the classroom ensures that Amy won't be hungry throughout the day.

She is so thankful for this food. It's one less thing Amy needs to worry about and instead she can focus on her education and graduating next year.



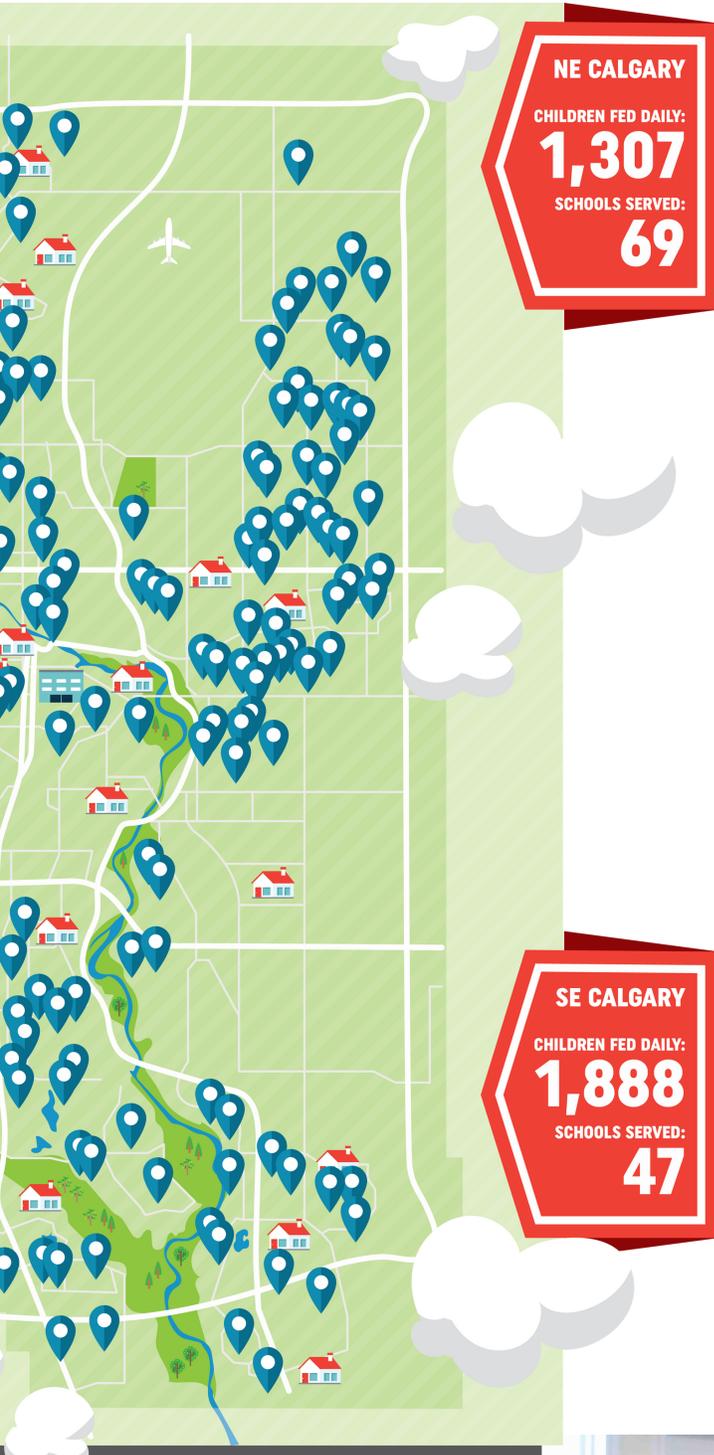
****Please note,** the numbers on this map for children fed add to 4,900 as the graphic was designed in 2020.

WHAT ABOUT THE REST?

What about the other 1/3 of schools in Calgary who aren't receiving BB4CK support?

Many of these schools have their own lunch or food programs, or just aren't ready for our program at this time. Our incredible School Connector loops back with these schools and offers support regularly throughout the school year.

COMMUNITY GROUPS



36
Community partners.
20 funded by BB4CK, 16 self-funded.
Feeding 60 schools!

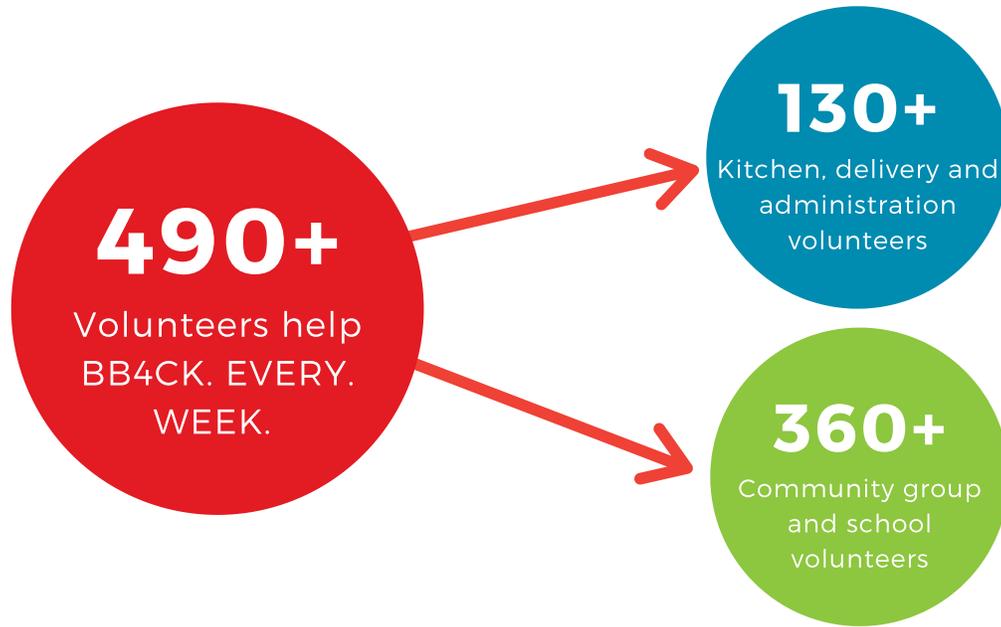
Two years ago this week the Mackenzie Towne Revera Retirement Residence became a part of the BB4CK Family. Under the leadership of staff member Diane; Audrey, Mitsy, Ann and Florence began making lunches every Monday and Wednesday morning for a local school.

Each of the ladies has their own special role in the lunch making process and when Audrey is on sandwiches, whether it be pea butter and jelly or mayo for the Turkey, she makes sure the spread gets all the way to the crusts to ensure the kids will eat them!

This group loves adding cheer to their lunches, often by writing messages to students like "put on a happy face 😊" on bananas!



VOLUNTEERS



OUR INCREDIBLE VOLUNTEERS...

Colette is a dedicated delivery driver for BB4CK, who started delivering in January of 2018 from our downtown kitchen, and has recently taken on a community delivery route in Northwest Calgary as well. She found out about BB4CK through a dear friend who had been volunteering with BB4CK for a few years.

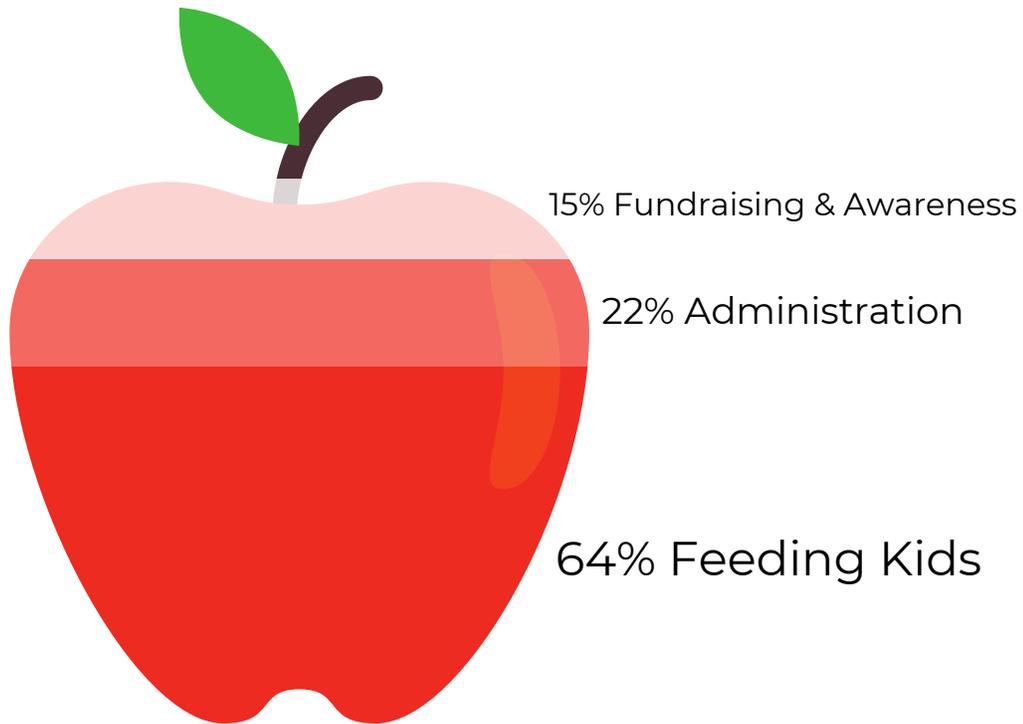
Laura Purdy died suddenly in a diving accident in September 2014. She was a remarkable person who volunteered her time with many organizations.



In her memory, Colette decided to volunteer in one of the places she would be missed, so in her honour, she began delivering for BB4CK. As a mother of two daughters, Colette understands the importance nutrition has over all aspects of their well being and now that they are grown, she has the time to help other families that might be struggling with food insecurity and to help ensure all children have that benefit as well.

Colette says that what she loves about being a driver for BB4CK is “seeing the happy bustle of a school environment. The staff at the schools are always grateful and happy to see me, passing on their thanks for the work the whole Brown Bagging community does. For me it is a great and easy way to give back to a community that I raised my own children in and honor my friend Laura in the process.”

FINANCIALS



THE IMPACT OF YOUR DONATIONS...

Ashleigh, from the SAIT Culinary Arts Association, prepares and delivers lunches every week for BB4CK's schools (including incredible homemade cookies!):

"Well I have had the opportunity to volunteer years ago at the downtown kitchen making sandwiches but what really drew me to doing this and joining in on this wonderful project was the support you guys give to Calgary as a whole.

You guys fed me through high school at Westbrook Discovering Outreach while I was trying to graduate and it was the one thing that kept me going there to get work done.

I still believe to this day that the one important thing to make the world a better place is to give that support however it may be to the younger generations since they will be the ones to carry on. Connection and giving back are two things I really value. So giving back to you guys, the ones who helped me in a time of need, it's only right to start here. And being giving the opportunity to start this with SAIT Baking has been a huge honour that I hope to continue into our 2nd year."



ORGANIZATIONAL GROWTH AND THE FUTURE

The BB4CK community has been growing. We often say we're growing up - going from a small "mom & pop shop" to an adolescent-sized organization. That doesn't really cover it, though.

The truth is that this community has grown because it had to. It grew because the people in it looked around, knew they could make a difference, and didn't see a choice. The number of kids who need food in our city, who go to school without enough food in their backpack for lunch, has continued to increase. And this community - of volunteers, of donors, of partners and staff - responded in kind.

As we've grown in size, BB4CK has also become more sustainable, with better systems and supports. With more people contributing financially, and the increasing responsibility of more kids relying on us for a daily meal, the BB4CK community built up processes and structures that support accountability and long-term relationships.

Instead of shying away from reporting, instead of saying we're too busy to be organized or to engage more people, we leveled up. We got better at managing information, at engaging partners, at telling stories and building relationships.

Faced with the opportunity to cower in the face of increased need, we chose instead to become strong, better - to feed more kids each day. That - growing and growing up - is all because of this community. It's people who step up, doing what they can with what they have to feed kids.

So, where are we going next, together? Well, here's what we know. We will continue to respond to the needs of kids in our community, working toward our vision of ensuring every kid has the food they need.

We'll continue to get better - better at engaging volunteers, reporting to our community, engaging people to connect with each other, and creating opportunities for collaboration in our sector. Together, we'll continue assessing needs and gaps for kids to ensure the best possible use of our resources. We'll focus on healthy food, and on using food as a tool to connect kids to their friends and peers.

And always, always we will hold kids who need food at the very centre of this work.





A MESSAGE FROM OUR EXECUTIVE DIRECTOR

2020 marks 30 years of BB4CK helping feed Calgary's kids. And what a year it has been so far!

As 2019 closed out we were feeding over 4,800 kids in schools across Calgary every day. In our new normal, we have shifted our programming, completely changing the way we reach Calgary's kids in need. As of May 2020, we are now feeding a combined 4,800 kids through our new grocery gift card and Food Finder YYC programs.

This incredible transition is due to the solid foundation BB4CK is built on. 2019 was a year of immense growth. We saw large growth in our ability to reach hungry kids, a new fundraising strategy resulting in solid growth of our donor community, and growth in our team of talented and dedicated individuals to support this organization, and set it up for the future.

Recapping 2019 has us realizing the power of growing and nourishing a strong community. A community that steps up in our times of need and rallies together to support our mission. So this report is an expression of gratitude to this community - to the kids, the families, the volunteers, the donors, our staff, our board and the wider Calgary community. Thank you for helping us reach our vision.

-Tanya Koshowski, Executive Director

Tanya Koshowski

VISION:

A future where communities ensure no kids go hungry.

MISSION:

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

VALUES:

People, Trust & Action.



BROWN BAGGING FOR

Calgary's Kids

● LUNCHES ● PROGRAMS ● SOCIAL CHANGE