



BROWN BAGGING FOR
Calgary's Kids

● LUNCHES ● PROGRAMS ● SOCIAL CHANGE

2020

ANNUAL REPORT





The 2020 story is more than just about Covid-19. It's about little girls and boys in your neighborhood. It's about parents, mothers, partners, fathers. It's about families...

Families dealing with stress our generation has never experienced - financial, social, emotional, and more. 2020 was the year we realized the depths of the issues we have, and the unwavering commitment and passion of our community to help fix them.

2020 was the year Calgary stepped up and stood behind not only kids but also their families. It was the year we fed more kids in more spaces and more ways than ever before.

**IN 2020 THE
COMMUNITY
CAME
TOGETHER
AND WAS
STRONGER
THAN EVER**



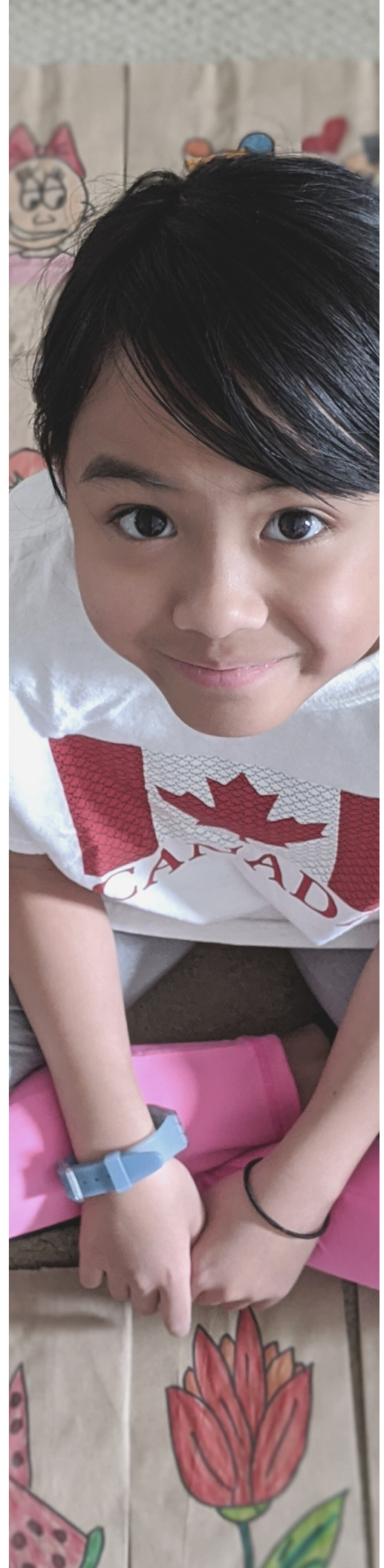
2020: A SUMMARY

This year was full of changes – for everyone in our world. Everything changed: the way we grocery shop, the way we visit friends and family, the way we go to school – even the way we now have our favourite masks.

When things were at their most uncertain – when everything seemed like it might fall apart – that’s when we also saw the community come together. When school closures were announced, teachers found ways to distribute the food we had for them to students who needed it. When we had to close our Kitchens to volunteers, people continued to find ways to help – and as soon as we had in-person volunteer opportunities again, volunteers immediately filled up the shifts. When families reached out for help, we could send grocery gift cards because donors had provided funds to make that possible. In the most uncertain, tenuous moments, the community came together to remind each other of what is possible.

This report shares many of those stories – where we succeeded and where we failed, and what we learned. It shares stories of how our community came together and the impact we created together.

2020 came with many changes about how we operate and how we work. But one thing hasn't changed, and it won't change: our commitment to connect and inspire people to take meaningful action to feed and care for kids.



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Hunger Heroes - people who give monthly to Brown Bagging for Calgary's Kids - are the superheroes who make our work possible.

Your choice to give and become a Hunger Hero has a lasting impact on kids in your community. Your monthly gift creates a reliable source of funding year-round to help provide lunches to children facing hunger.



OUR WORK IN 2020, LEARNINGS AND CHALLENGES

DATE AND IMPACT

WHAT WE DID

WHAT WE LEARNED

PHASE 01

MARCH-APRIL

Impact: We reached 1,974 kids with \$40,960 in grocery cards.

Drawing on previous experience with feeding kids during the 2013 floods by providing grocery gift cards to families, we made plans to relaunch this offering. We asked teachers to help spread the word, and invited families to request support via our website, and started distributing \$20 gift cards.

- A \$20 grocery card per child for a 2 week period, while based on the amount that BB4CK budgets for lunches, didn't provide families with enough support.
- Setting up a system to mail this many pieces was more challenging than anticipated!

PHASE 02

JUNE-AUGUST

Impact: We reached 6,323 kids with \$576,974 in grocery cards.

20,000 giftcards were sent to over 3,000 families

18,000 meals where provided through Food Finder YYC

Over 1,500 food hampers were distributed

Based on learnings from Phase One, we adjusted the amount of gift cards to \$30 per kid for a 2 week period.

At the same time, recognizing a need to bring in some prepared food supports and with engagement from many food providers who had available space and community volunteers, we relaunched Food Finder YYC. This is a collaborative approach with multiple community partners, to connect people who are making food, to kids and families that are in need. Funds and donated food for this came from all sorts of places - donors who had given to BB4CK and to specific projects, restaurants and food providers, food suppliers, and more.

- Food providers could help! They had kitchens, often still had staff who could make food, and were already experts at creating delicious and nutritious meals.
- Food Finder YYC was an initiative with potential, and it could grow over the summer months.
- Food Finder was a central place for families to go to find where and when they could access food. BB4CK was leading this platform with many collaborators - all focusing on finding ways to reach and feed hungry kids.
- Accessing families was tough, so having amazing community focused volunteers, and central community locations was essential.



OUR WORK IN 2020, LEARNINGS AND CHALLENGES

DATE AND IMPACT

PHASE 03

SEPTEMBER-DECEMBER

**Grocery cards to
8,979 kids**

**248,052
part & full meals
delivered**

WHAT WE DID

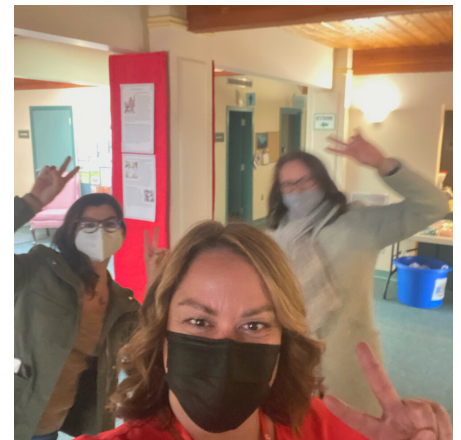
We returned to feeding students who were in school and returned to having volunteers preparing food in Kitchens all over the city. For students who were continuing at-home learning, we continued to offer grocery card supports.

Some of this felt like getting back to “normal,” while other pieces continued to be a transition – and through all of it, we kept learning and shifting.

WHAT WE LEARNED

- To efficiently and accurately deliver thousands of grocery cards, we set up a database and built clear processes to ensure that cards could be purchased, tracked, and mailed to families.
- We engaged a new staff role to support families directly and found that this gave families much clearer ways to get the information they need.
- It felt so good to have volunteers back making lunches, and we immediately saw the impact for kids of being back in school and getting the lunch they need!
- Many families with school-aged children who needed food supports also had younger children. We ran a pilot project for a few months to also provide grocery cards for these pre-Kindergarten kids but ultimately found the need to be too big and had to scale it back.

BB4CK TEAM





IMPACT IN 2020

4,900
kids were fed in school

6,300
Kids fed with
grocery cards

43,000
Lunches in schools

28,000
Meals in the community
through Food Finder
partners



" This pandemic has brought out the best in each of us with all the difficulties and challenges we all have encountered (and still ongoing). Your efforts are very much appreciated . It has impacted immensely on our current situation. Our burden became definitely lighter because of this program" - Grocery Card Program Participant



GROCERY CARD PROGRAM

And then, schools closed. And people stayed home. And two days into the pandemic, we launched our grocery card program, giving people hope and purpose. In our neighborhoods, we started to get people involved in decorating envelopes for stuffing with grocery cards. People got together as a family and let their creativity flow.

These grocery cards have an immense impact. They allow families to purchase chosen foods to nurture their children best to grow strong and healthy. Over the year, the program has evolved and shifted based on changing health concerns, government regulations, school closures, budget allowance, and learning from family experience. But the program has remained a solid bridge of connection to the amazing families in our community. This bridge reaffirmed what we already knew. Families are brave, resilient, and an important part of the BB4CK Community.

A FAMILY OF FOUR



"Are we going to be hungry? Are we going to have enough food?" Those are the questions that popped into my head last year. Both of my grandkids - Enzo and Amy - have multiple disabilities, from ADHD to physical disabilities and anxiety. In the past, before they got to be here with us, they were being sent from foster home to foster home, hoarding food because there were times when they went to bed without knowing when their next meal was going to be. That is why I needed my kids to know that A, they were safe with us, and B, that they were never going to go hungry again.

When you see your kids hoarding food because they are afraid that they will be going hungry, it's heartbreaking. It makes you act to protect them. We budgeted differently, we went to the food bank, and we planned. When the online school started, and I had to retire early to be with them, that meant that we would only be on my husband's salary. So, I was questioning if we were going to be able to provide for our kids. And, yes, we had very tight days, with both kids needing new glasses and paying school fees and other expenses, but above all, I knew "I had to make sure that the kids knew, that no matter what, we would never go hungry." So, when the school suggested the Brown Bagging program, we went in and registered. The process was easy, friendly, and accessible. Since then, we are not stressed about food anymore.

When we receive the grocery cards, I tell them, "this is your card, and this is your card; what are the three things that each one of you wants to buy with this card?" And they say, "we want to make cookies, or we want to make campfire pizzas. So, we know, we will get what they want to eat. The best part is watching them say that this is what I want to make, and they get to pick it and buy it, and they feel proud because they make it." It's neat to see that.

The Grocery card program supports kids, families, and caregivers by giving them the freedom to choose their own food and care for their kids the best way they can.



THE BB4CK GREW COMMUNITY STRONGER AND MORE GENEROUS THAN EVER

15,000

Hours volunteered

8,700

Donors

10,000

Gifts





SCHOOL CHAMPIONS

Last year, many schools faced cutbacks which sometimes meant less staffing. With this challenge, they still worked to receive BB4CK lunches/funding and ensure school champions distributed them in school to the students who needed them most. Teachers and school staff work so hard every day, they get the connection between proper nutrition and performing well in school. In March 2020, ensuring students received support at home was a BB4CK focus, and it was at the forefront for teachers and school administration. They were quick to share out any support information with their BB4CK families that we offered them. This was Food Finder information so families could access various points of food support daily. They also shared out our grocery card offering and, in some cases, signed families up for this grocery card support if technology or language was a barrier for the family. They were happy and eager to do this. Several schools participated in a pilot grocery card program whereby we supplied them with physical grocery cards to hand just before Christmas, and they distributed them to their families. We couldn't have done anything without our school champions.



food finder YYC

**Connecting kids & teens
to food resources**

A community-led program to provide lunches to kids at home learning with more than

28 Partners &
distribution sites

The number of meals distributed while the program was running was:

28,000

140 volunteers working together to feed
kids from May 2020 to August 2020

This is Mindy's Story:

Mindy is a Community Group Leader and dedicates her time to making lunches for 5 schools local to her area. When Schools moved online in the spring of 2020, Mindy, concerned with how these kids were going to have access to healthy lunches, gave her time to our Food Finder YYC program. Mindy was present nearly every distribution day from May-August. She made many new friends and recruited them to volunteer with her Community Group in the Fall. Mindy has a passion for access to nutritional lunches, and beyond her contributions to FFYYC, she has started a School Holiday Hamper program with her Community Group.

"Without BB4CK I would have no purpose outside my immediate circle so I would say that BB has greatly contributed to my mental well being in general and particularly through this last Covid year."

THANK YOU FRIENDS!

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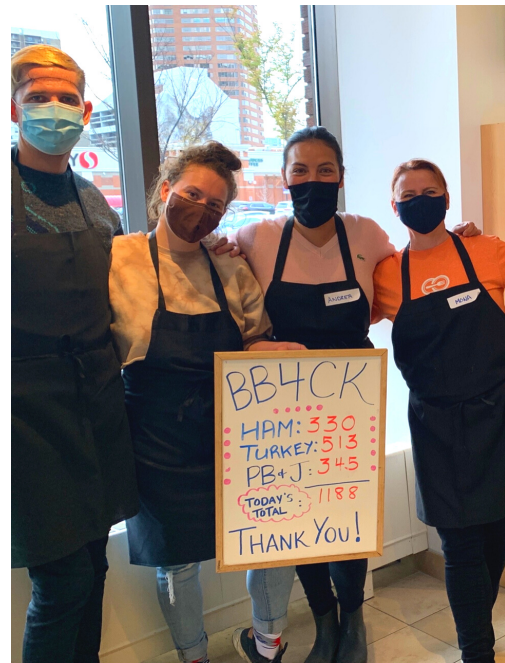
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KITCHEN VOLUNTEERS AND PARTNERS

In early 2020, BB4CK Volunteers adapted alongside the organization as we navigated our collective 'new normal'; as we all went into lockdown together, and learned more as a community about how to effectively reduce the spread of COVID-19, we began to re-engage volunteers in a different way than usual. The Interim Volunteer Program at BB4CK was a group of volunteers who came together in the Spring and Summer of 2020 to provide food supports to communities across the city, through volunteering at lunch distribution sites, delivering lunches to these sites, and supporting other Calgary non-profits like the Salvation Army with their own food support efforts.

Despite all the challenges and changes that 2020 brought, BB4CK's volunteers and supporters were determined to be there for Calgary's kids.

We are so grateful for the incredible support of the BB4CK volunteer community. Not just for their helping hands, but for their feedback as we implemented new processes, their flexibility as we adapted to changes in restrictions, and their compassion for the folks we support and for each other. As we begin the journey to the other side of the pandemic, we know that need will increase, and together we will ensure that we can be there for families who are working so hard to help their kids succeed.

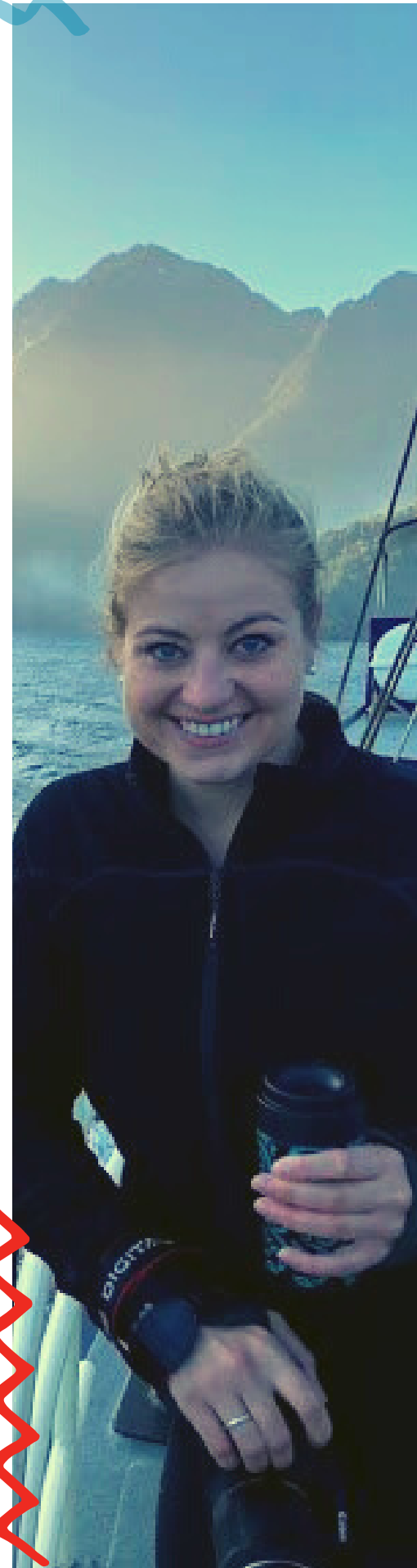
EARLY BIRD VOLUNTEER: SAMANTHA

Samantha is an Early Bird volunteer who comes into the BB4CK kitchen once a week before going to work. She has been volunteering with BB4CK since March 2019, so has seen the BB4CK kitchen before and after the onset of the pandemic. When the kitchen closed in March of 2020, she said it was tough not to continue to help in the way she did previously. "We know it is important and that there is a need for these lunches, and it's hard not being able to help when you know that need exists."

She missed the feeling of helping the community; "in isolation, you're very much in your own little world. I missed the feeling of doing something to help the most. You can give financial support but there's a very different kind of feeling and purpose that you get from working together and physically making an impact each day."

She was happy when BB4CK reached out to volunteers about returning to the kitchen in September and was excited to hear that the ATCO Blue Flame Kitchen would be the new central kitchen location. She felt comfortable returning to the kitchen, knowing that existing BB4CK kitchen processes were of a very high standard. With the addition of masks and cleaning processes, among other protocols, she felt safe in the new space. Although one thing she misses about the old kitchen is that "there was a bit more togetherness," she has enjoyed the bigger tables and the new processes that have made it easy to work with a much smaller team and still get things done. The Wednesday morning crew "came together as a team really quickly, has been great at supporting new volunteers, and moves really smoothly, so it was very easy to get back into the groove." One significant adjustment was getting up early again to arrive at the kitchen for 6:30 am!

She is happy that BB4CK can continue to provide lunches to kids in school because she sees it as valuable support for the community. Samantha also coordinates the BB4CK group volunteering for her employer. She is very excited to start bringing her colleagues back into the kitchen, where they can share the impact made in the BB4CK kitchen every day.





COMMUNITY GROUPS

When schools returned to in-person learning in September of 2020 we were able to mobilize 8 of our Community Groups to feed and care for kids, not only in their communities but across the city. The first week of school, Community Groups provided support for 28 schools with 1,200 lunches. Flash forward to March of 2021 and we have onboarded an additional 18 groups for a total of 26 community groups who are supporting 78 schools and making 22,040 lunches per month! Three of these groups are in partnership with Calgary Co-op, shopping for groceries and making lunches inside Co-op Community Kitchens. Community Group volunteers spend between 3-10 hours a week in community kitchens across the city.

"BB4CK has been a lifeline for me. I LOVE serving in such an important capacity. It is so VERY wonderful to know we are impacting kids' lives in such a basic way. Food is so very important to learning.

Working together as a group has been a great experience also. All 3 of us can take over and jump in for each other when needed." ~ Jackie M

INTERIM VOLUNTEER: TAMARA

"Tamara reached out to BB4CK early in April of 2020. At the time, we did not have any volunteer opportunities to offer; once we began organizing volunteer opportunities in early May 2020, we reached out to Tamara. She was eager to help. "I wanted to help out with the delivering and with community events because it was a more active way to help out," She wanted to be able to give back to the community, especially during what was a difficult time for many families. "It was very easy to volunteer for BB4CK," says Tamara; "When I needed questions answered, you were quick to respond and always positive and ready to help!"

Tamara was one of the most active volunteers in the BB4CK Interim Volunteer Program - she jumped in to help wherever needed. She was involved in all of the different volunteer roles available! She would pick up and deliver to specific distribution sites, was on-site at the Genesis Centre distributing lunches. When BB4CK partnered with the Salvation Army to provide additional volunteers for their hamper distributions in different areas of the city, she helped out with these events. She also helped to coordinate and deliver thousands of snacks to various locations across the city!

Tamara volunteers because she wants to contribute to the Calgary community positively. "There are many things to do, and doing this is my small way of helping out; every bit counts," she notes. She feels it is important to give back to the community somehow; it also provides a benefit for her in that she feels good being able to do something to help others and positively using her time.



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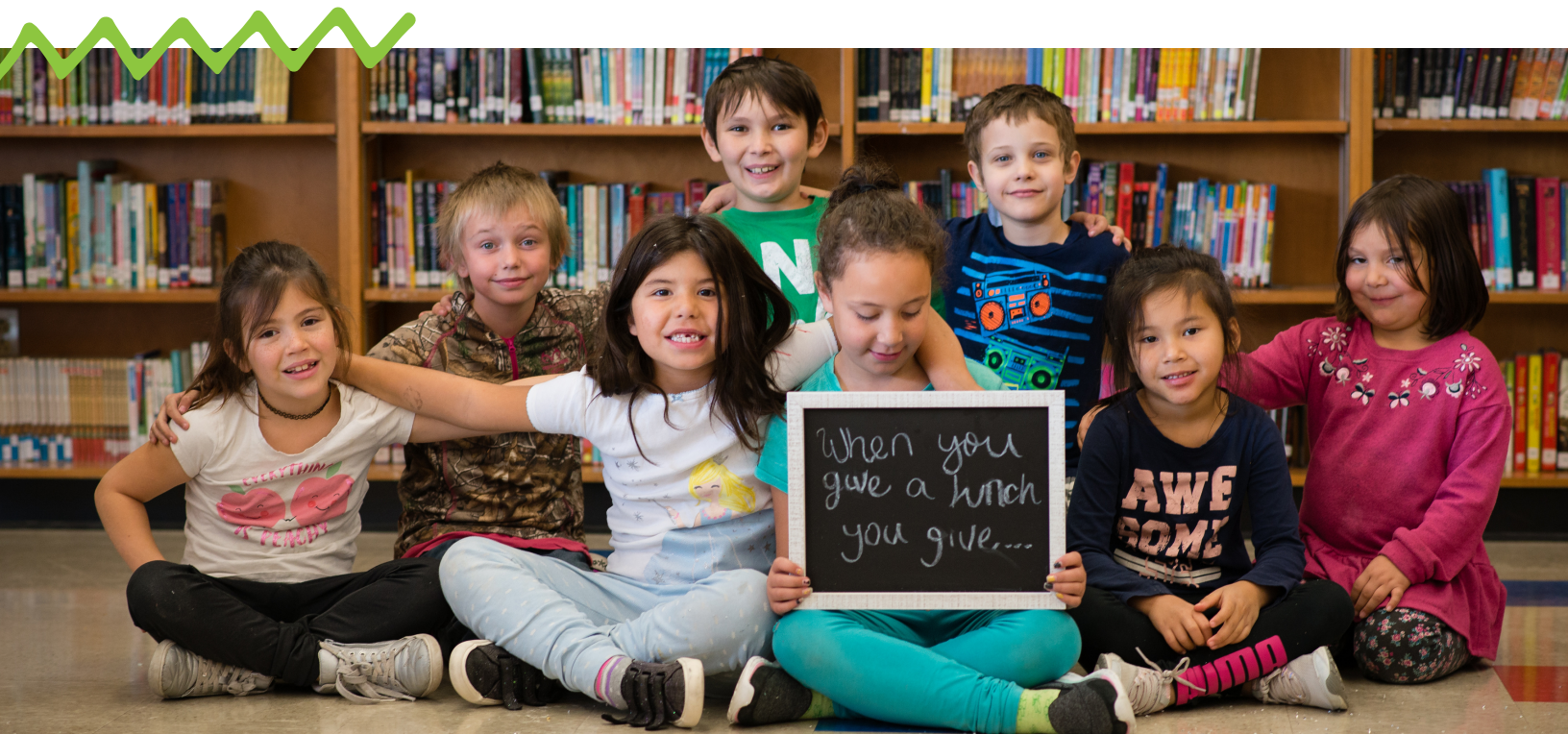
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FINANCIALS

REVENUE



1% Food Donations

12% One Time Government Grants

86% Community Donations

In 2020, our revenues totaled \$3,623,690 million and our expenses \$2,917,897, allowing us to enter 2021 with a little bit of available funding for some of COVID's ongoing uncertainties. We're grateful for your support and maximize every dollar of your investment to feed kids in Calgary.

EXPENSES



15% Fundraising & Awareness

22% Administration

64% Feeding Kids

YOU MAKE THIS COMMUNITY STRONGER THAN EVER

WORDS FROM THE EXECUTIVE DIRECTOR

2020 was certainly surreal and chaotic – for each and every one of us.

As so many of us did, BB4CK also made some dramatic shifts, adaptations, left turns, and transitions (some might even say pivots!) to find the best way to feed kids who might otherwise go hungry.

When schools closed last spring, we started feeding kids by mailing grocery cards to their families. As summer rolled around and restaurants started reopening, we worked closely with open businesses and community groups to have meals available that families could pick up in their neighborhoods. And when schools reopened in the fall, we were thrilled to welcome volunteers back to our downtown and community kitchens and start making and delivering lunches to schools again. And at times, a combination of all these pivots allowed us to ensure we were feeding hungry kids, no matter where they were learning!

Throughout the year, this community showed up in all of the most important ways. You asked for help, and you found a way to help – very often in the same breath. You were creative and resourceful, never wavering from our shared purpose that we believe every kid needs to be fed because hungry kids don't reach their full potential.

In the pages of this report, you've read stories about Enzo and Amy making meals with their grandma. Mindy, showing up every week to make lunches with her community. Tamara, adapting to so many new roles as we shifted in the spring and summer. And Samantha, waking up in those early morning hours to be sure she could get to the kitchen on time.

These are the stories of some of the people who have imprinted on our minds and hearts this year. The stories of how we care for each other and the ways that we step into uncertainty and make changes to ensure we can be part of strong, vibrant communities.

These are the stories of all of us. Each of you has your own story of 2020!

As we officially close out the year, gratitude runs deep. Overwhelmingly deep. We are deeply grateful for this incredible community that continues to show up, asking what the greatest needs are and giving so much to be part of making a difference in a kid's life.

You are what makes this community STRONGER THAN EVER. We are grateful to be part of it with you.



Tanya, on behalf of the incredible team at BB4CK

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"As we draw near the closing of this school year, let me express my sincerest gratitude to you and the entire staff of BB4CK Community for the huge help extended to us through this wonderful program. This pandemic has brought out the best in each of us with all the difficulties and challenges we all have encountered (and still ongoing). Your efforts are very much appreciated. It has impacted immensely on our current situation. Our burden became definitely lighter because of this program."
-Grocery Card Program Participant





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Calgary's Kids
● LUNCHES ● PROGRAMS ● SOCIAL CHANGE

2020 Annual Report

Charitable registration number: 890458417 RR0001

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