

ANNUAL REPORT 22/23



BROWN BAGGING FOR
Calgary's Kids



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Brown Bagging for Calgary's Kids (BB4CK) is a community-driven charity that works to ensure that all kids in our city have access to healthy food each school day.

Vision

A future where communities ensure **no kids go hungry.**

Mission

Our mission is to **connect and inspire** people to take meaningful action to **feed and care for kids.**

Values



People



Trust



Action

Follow us



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Message from Bethany

BB4CK is a lot of things – food, schools, kitchens, logistics. Lots of them tangible, things you can see or touch or smell or taste. But more than any of these, BB4CK is people – kids and parents, teachers and school staff, neighbours and friends; folks who give time and money and energy and knowledge, kids who receive food to help them thrive; folks who, together, are connected in community.

And this year, this community continued to show up to care for each other. This year, our community continued to grow.

We had the honour of welcoming families into the “From For to With” pilot program, where we listened and learned and shared about the impact of income on food security and the experience of dignified access to food.

We had the opportunity to continue providing lunches for kids in schools, increasing capacity by 18% and connecting more kids to food that will help them thrive.

We were able to continue piloting ways to connect kids to food through the summer months, working with incredible community partners to provide food through day camps across the city.

We welcomed more people who volunteer their time and give financially than ever before.



Together, we made an incredible impact.

Unfortunately, the number of kids experiencing food insecurity in Calgary continues to grow. The reality of basic living costs and caring for a family continue to grow.

And so, next year, our community will continue to grow in response.

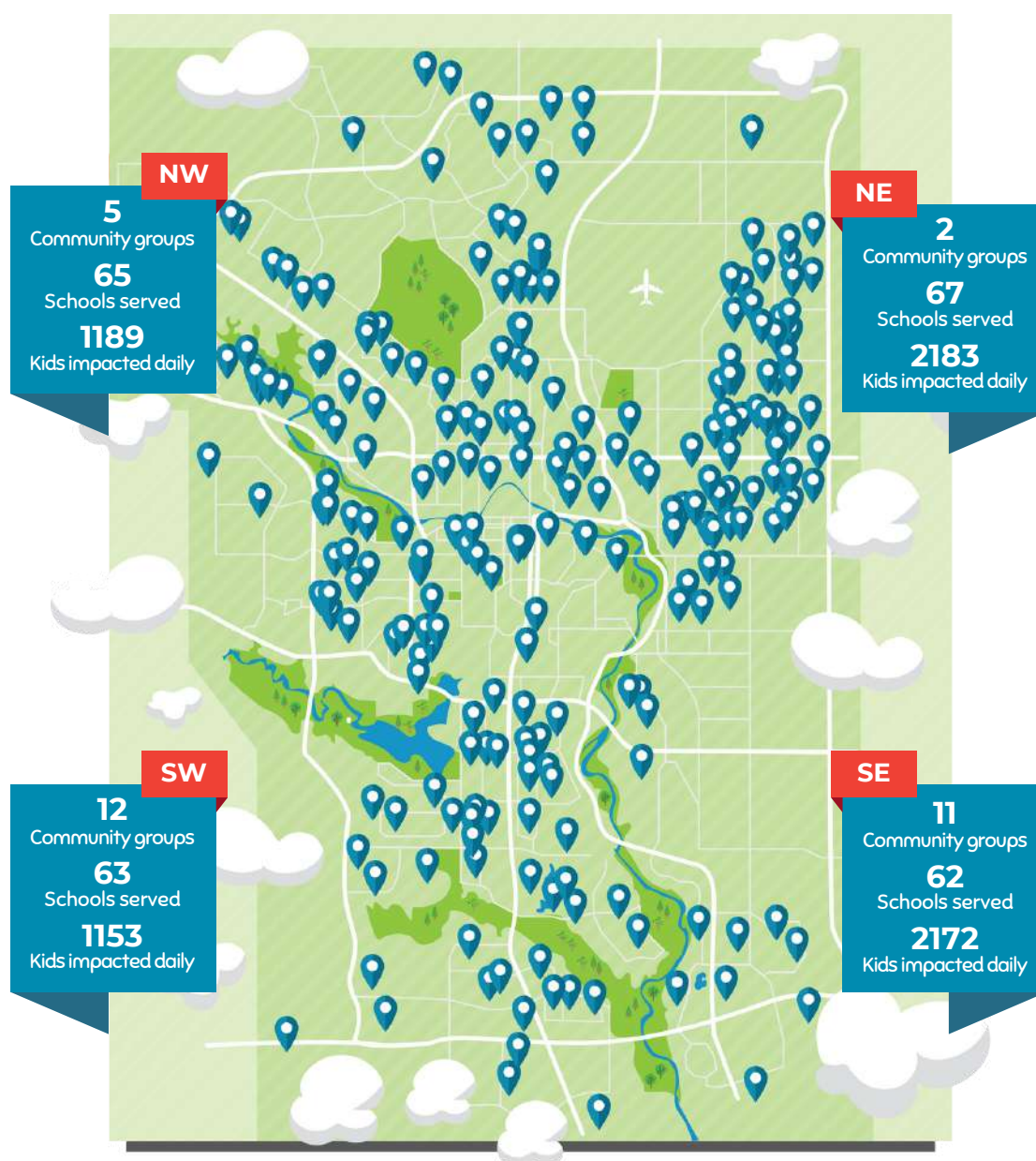
Our in-school lunch program will expand, reaching more kids who will benefit from lunches at school. We'll continue to explore opportunities to build food security and to connect communities to share their stories. I hope you'll continue to join us. Your perspective and your contributions make such a difference. I'm grateful to include you in this remarkable community.

Bethany Ross
Executive Director



2023 Community impact

As we wrap up the fiscal year, BB4CK's numbers show we've reached even more schools and kids! We're in **over 250 schools**, growing by 11.6% this year. That means 21.8% more kids, **over 6,500**, now get lunches compared to last year. That adds up to **1,111,688 children** impacted annually. And we're all over the city with **30 community groups**, sticking to our mission to feed and care for kids.



School Lunch program



December/2022

Due to construction at the downtown kitchen, BB4CK temporarily moved to Culinary Coworking, efficiently producing nearly 12,000 lunches in a smaller space.

Following that, BB4CK shifted to the Apprentice Kitchen at SAIT, hosted by the Hospitality Management Team, ensuring uninterrupted operations in December and providing daily lunches to Calgary's kids.

Volunteers participated in a games day, fostering community connection. Volunteer appreciation week involved visiting over 25 community groups, expressing gratitude, and sharing favourite cookies.

April/23

BB4CK returned to the newly renovated downtown kitchen, thanks to sponsors like Calgary Heritage Lions Club and Calgary Flames Alumni, enjoying additional space and enhanced facilities.

June/2023

To conclude the school year, volunteers were celebrated with an outdoor BBQ at North Glenmore Park, sponsored by Gordon Food Services and attended by over 100 people.



School Lunch program

Summer 2023

During the 2023 summer, partnerships with organizations like the YMCA, City of Calgary, CSSD, and CBE Summer Schools resulted in over 12,000 lunches.

August/23

Ready to craft nutritious lunches with the support of over 600 incredible volunteers and corporate groups booked through to the end of 2023!



Program outcomes

+600

volunteers involved with 400 contributing in satellite kitchens across the city and close to 250 in the downtown kitchen.

612,327

lunches crafted and distributed for Calgary's kids year-round (including the summer program).

208,840

turkey sandwiches made, holding the title for the most popular.

↑ 447.74%

increase in egg salad sandwiches, from 199/mo in September/22 to 1099/mo by the end of June/23.

944,225

veggies and fruits were distributed.

20,373.99

the total amount of volunteer hours



Volunteer groups

From September 2022 to August 2023, our group volunteers have been a true force of kindness and dedication. We enjoyed working with 120 fantastic groups in the mornings, bringing together approximately 1,347 smiling faces. The afternoons were just as heartwarming, with 62 more groups, adding around 735 cheerful volunteers to our family.

We're deeply thankful for their passion and friendship!



“At Morgan Stanley, we are passionate about giving back to our community. It is one of our core values and one that our Calgary teams fully embrace. Supporting children and knowing that we can help provide them with a meal, which we know is so much more than that, is important to us. We believe that together we can make a difference in supporting our youth and future generations.”

182

group volunteers

2,082

individuals volunteers involved

Moms In Energy consists of professional women engineers who are committed to supporting families in need through organizations like BB4CK. Their tireless efforts and generous donation of their valued time have already made a significant impact on our community, making it a more inclusive and caring place for all. Moms In Energy has been welcomed to help support the Brown Bagging For Calgary Kids, and we are grateful to be able to provide invaluable support.

“Hunger is real in our community, and we need to do everything we can to support these kids.”

We look very forward to continuing our mission of making a positive difference together.



Community groups

Our **30 community groups** are passionate about doing meaningful work right at the heart of their community. **Over 440 individuals** are taking action to create a positive impact on their local community.

30

community groups

445

individuals volunteer

The Cogir group, a remarkable team in their 70s and 80s, started helping before COVID-19, took a break, and returned with renewed strength in 2022. Now, every Monday and Wednesday, they make lunches for local schools. One member shared:

“ I’ve made lunches most of my life, and it’s so nice to make them again for kids in our community. ”

Each year, a group of 12th-grade students takes on the task of crafting lunches. They started a school group with about ten students, making 100 lunches every Wednesday for a nearby junior high.

From budgeting to training, they’ve got it all covered, and guess what? They’ve even passed the torch to future lunch legends, ensuring this tasty tradition lives on even after they graduate. Why? Because to these students, their weekly efforts genuinely make a difference in the lives of the kids receiving these lunches.

“ Volunteering with BB4CK is important to me because I’ve learned so much about my community, and it has opened my eyes to the fact that there are hundreds of students my age in need of lunches. I want to show up every week because every volunteer makes a difference in feeding Calgary’s kids. - WIC volunteer student. ”



Moving from For to With program

The Moving from For-to-With (FTW) Program was a pilot project carried out by Brown Bagging for Calgary's Kids between October 2022 and October 2023. FTW was an income-based program and a participant centred program that distributed monthly grocery cards to families experiencing food insecurity in Calgary. Monthly grocery cards were provided to 50 participating families at a rate of \$150/child for up to three children. The program emphasized dignity-based approaches to collaborate "with" families to address their food needs. This approach valued and identified participants as experts

in their own lives who have thorough understanding of solutions that will enhance their overall quality of life.

Monthly surveys were distributed to families to measure food insecurity, perceived stress, family well-being, spending, dignity experience and other indicators of the outcomes. These learnings were enhanced by qualitative data derived from focus groups and community conversations where in-depth perspectives were gathered from families.

Outputs

50

participating
families impacted

113

participating
children impacted

1380

\$150 grocery cards
provided (PC and Walmart)

135

family referrals to Calgary
agencies for basic needs
between July-Dec/23

630

FTW surveys were
reviewed and analyzed

95

kids connected to BB4CK
lunch between July-Dec/23



Moving from For to With program

What we learned

- The FTW program improved overall food security for participants.
- Grocery cards provided more food choices.
- Grocery cards provided more food variety.
- Grocery cards provided more appropriate food (dietary and cultural preferences).
- The FTW program significantly reduced family stress.
- Grocery cards increased participants feelings of dignity.
- The FTW program's participatory design increased participants feeling of dignity.

“ I was able to purchase the exact foods that my kids will eat, and we finally had enough nutritious, filling items and were able to get fresh fruits and veggies that we barely could ever get before! ”

“ I make sure that financial stresses aren't shared with my son, but I am sure that he can sense the relief I feel knowing we have the grocery cards to use. ”

“ Definitely a huge help to me and my children securing our food knowing that a grocery card is coming to alleviate our food insecurity and providing us with enough to carry us through the next month. Just knowing that there is a grocery card for food lessens the stress of worrying about what to buy and how to make the food in hand last the next month. ”



Fundraising in 2022/23 school year

BB4CK conducted 3 campaigns from September 2022 to August 31, raising **\$4,468,861.01**. The success of these campaigns is attributed to the support of 3,464 donors. In addition, 378 third-party events contributed to the overall effort.



4,468,861.01

amount raised in our fiscal year
September 2022 and August 31, 2023

Campaigns



Back to School/22

Matching Donors:

- **Qualico** - \$50,000 match
- **Matt Rumpel Family Foundation** - \$50,000 match

Total Raised - \$216,413

Holiday Campaign/22

Total Raised - \$333,256



Brown Bagging it Day/23

Matching Donor:

- **ARC Resources Ltd** - \$50,000 match

Total Raised - \$175,308

This is a campaign focused on raising awareness rather than raising funds.



Fundraising in 2022/23 school year

Third party events

378

third party events

The Extraordinaires began their philanthropic quest in 2011, raising much-needed funds annually for Gordie Howe C.A.R.E.S. (Centre for Alzheimer's Research and Education Society) in Calgary. In 2021, The Extraordinaires expanded their reach to include other local Calgary charities, including Brown Bagging for Calgary's Kids (BB4CK). To date, The Extraordinaires have raised over \$900,000 for charity. Their goal for 2024 is to exceed the \$1 million mark and continue giving back to the local community.

We love having this group (and their awesome top hats) join us in the kitchen to make sandwiches and see their generosity in action! Thanks to The Extraordinaires for their ongoing support of BB4CK and for being part of a community that cares for kids.

“Because NO child should go hungry, period. Nourishment is part of good health, growth and enhances the ability to learn. The Extraordinaires feel it is very important to have a positive impact on our community!

- Captain Ron Evans



Other

3,464

total # of donors

12,436

total # of gifts

120

new Hunger Heroes

58

snack
donations/drives

Thank you, donors!

Discover the incredible individuals who are part of our donor community! Their generous support has a significant impact on our organization.

Meet our incredible donors



Hunger Hero story

When I retired in May 2018, I knew I wanted to find a volunteer position that really meant something to me. I heard about BB4CK in two ways. I saw a clip on the TV news and then a couple of months later on social media, and I thought I'd like to find out more. I started volunteering in the fall of 2019, and as you know, by the winter of 2020, the schools were doing home-based learning. During that next year or so, we came into the ATCO kitchen as allowed and volunteered for months with masks on.

I volunteer twice a week making sandwiches in the kitchen as well as sometimes in the office, and my husband and granddaughter (she's 6) also volunteer. My granddaughter has come to the kitchen with me three times, and this has quickly become an important family outing and has created some thoughtful conversations and questions. She can't wait until another school break so she can come again. Plus, she loves all the attention "the ladies" give her.

I also believe it is important to become a Hunger Hero (monthly donor) because it provides reliable and sustainable support to make sure these kids get fed every school day.

Over the last few years, I have been giving a yearly donation around Christmas time, and more recently became a monthly donor. I feel grateful that I am in the position to give what I can. I hope to increase my financial donation when allowed, as the need seems to only be increasing. It makes me feel great to be able to help these kids in some small way. I also believe it is important to become a Hunger Hero (monthly donor) because it provides reliable and sustainable support to make sure these kids get feed every school day.

I would encourage you to think about becoming a monthly donor to help fight the food insecurity many kids are dealing with in our city. Our giving truly makes a difference. After writing this, I realize how wonderful it is to be a monthly donor and volunteer for such a charitable organization that really has become so close to my heart.

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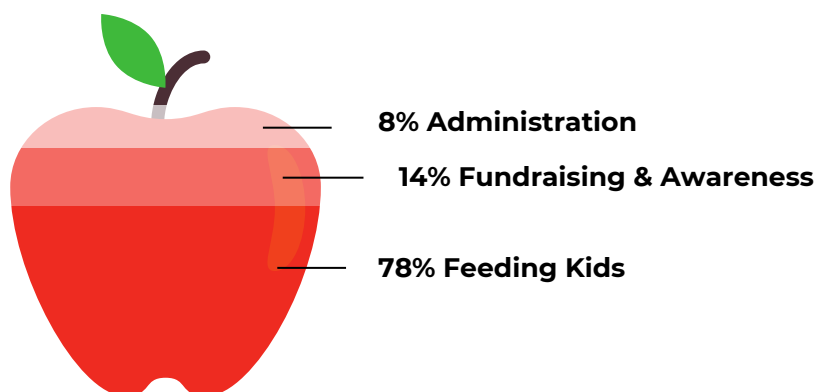
Anne Badyk

Hunger Hero and volunteer

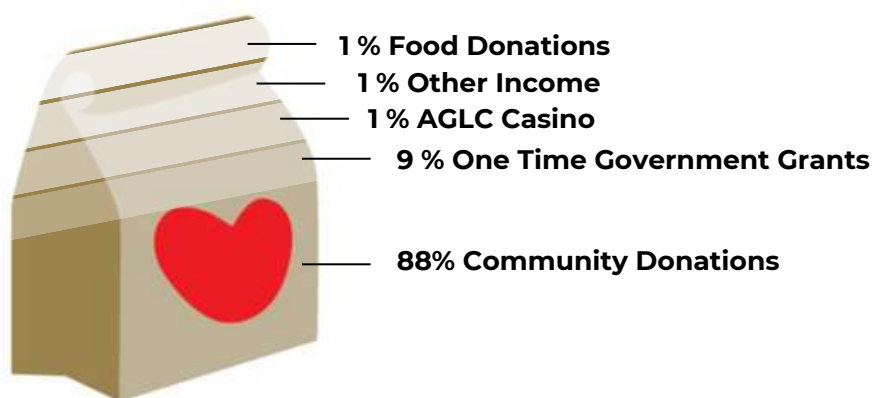


Financial

Expenses



Revenue



We're truly thankful for the incredible support from those who volunteered their time, funds, and energy in 2023. Whether big or small, every donation played a key role in ensuring more kids in Calgary had access to the food they needed.

Click [here](#) to check out our audited financial statements for more details.

Thanks again!



Key numbers



+6,500

kids impacted/daily



1,111,688

kids impacted annually



250

schools served



+600

volunteers



30

community groups



20,373.99

volunteer hours



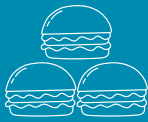
612,327

lunches



182

group volunteers



208,840

turkey sandwiches



447.74%

egg sandwich increase



436,419

veggies



507,806

fruits



4,468,861.01

raised



12,436

gifts



3,464

total of donors



378

third party events



120

new Hunger Heroes



58

snack drives





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