

Case for Support

# GROWING TOGETHER FOR CALGARY'S KIDS

Brown Bagging for Calgary's Kids  
Capital Campaign



Brown Bagging  
for Calgary's Kids





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## Our Mission

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

## Our Vision

A future where communities ensure no kids go hungry.

## Our Values

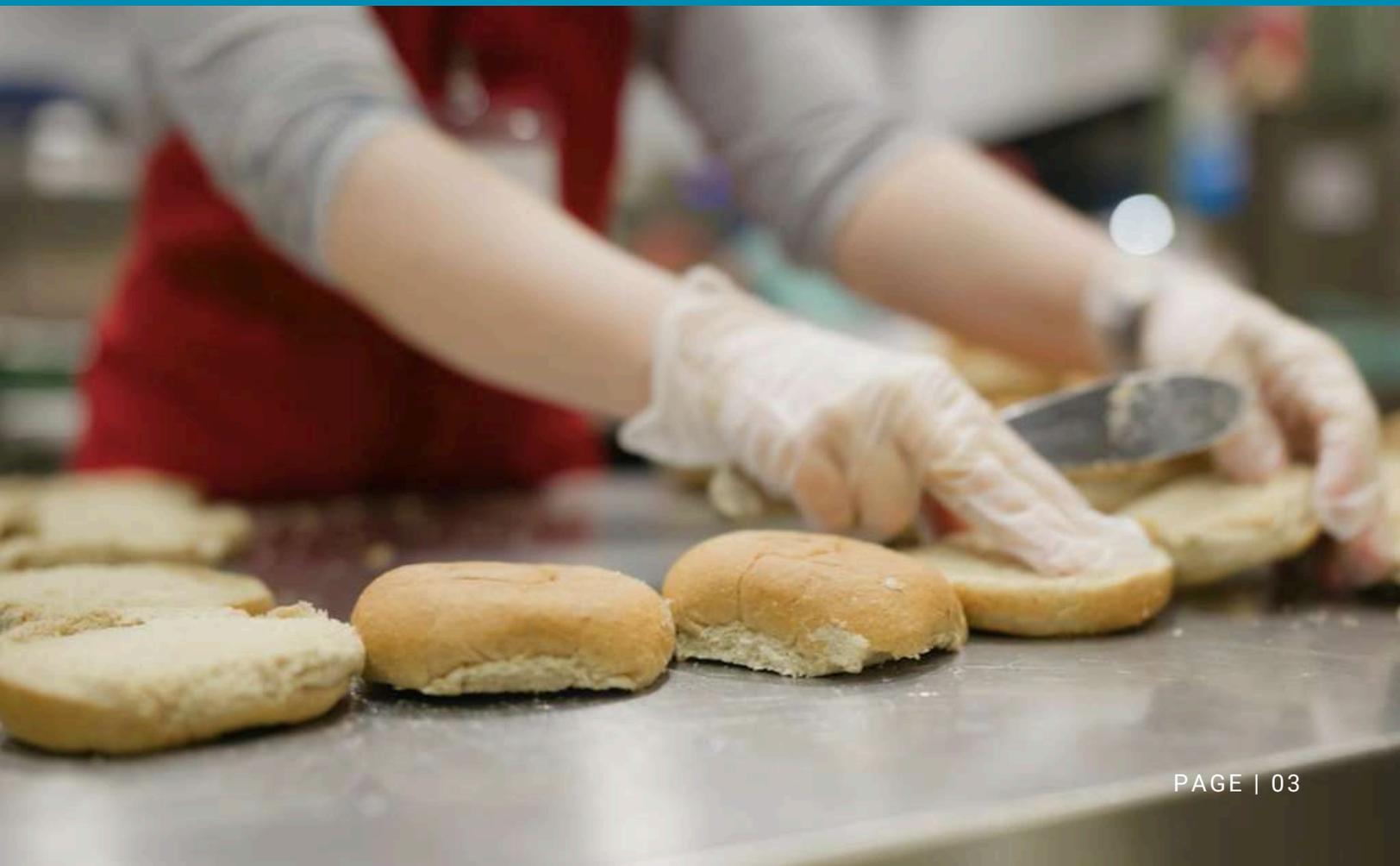
People • Trust • Action

## ABOUT US: OUR HISTORY

**Brown Bagging for Calgary's Kids - BB4CK** has grown from a small group making lunches for kids experiencing homelessness in the early 1990s to a citywide movement ensuring kids have the food they need to learn, play, and grow.

What began by handing out brown bag lunches to kids on the street has grown into a charitable organization delivering school lunches to 100 schools by 2011 and now **over 290 schools in 2025.**

Over three decades, **the need for BB4CK programs has increased**, and the work has expanded beyond school lunches. Thanks to the strength of the community, including **volunteers, parents, schools, partners, and donors**, BB4CK now connects kids and families to food through school lunches, summer programming, and innovative efforts like the BB4CK Family Grocery Card Program.



# THE GROWING NEED IN THE COMMUNITY

2 in 5 kids in Alberta live in a home experiencing some level of food insecurity, which often means arriving at school without the food they need. It is not because they are unloved or their caregivers do not try, but circumstances make it difficult for families to consistently buy enough food for their children to thrive. **Rising food costs, wages that have not kept pace, and ongoing economic uncertainty make putting food on the table a daily challenge.**

**Food is a human right.**

**No kid** should have to worry where their next lunch is coming from.

## BB4CK 2024/2025 School Year in Numbers



**7,800+**  
kids served  
every school day



**280+**  
schools  
reached



**\$4**  
to make and deliver  
one full lunch



**800+**  
volunteers in Central  
& Community Kitchens



## GROWING IMPACT, PAYING IT FORWARD: SARA'S STORY

Sara vividly remembers the days when she arrived at school with an empty stomach. One day, her teacher, Ms. Smith, quietly slipped a sandwich to her before an important social studies test.

She still remembers that day decades later: "I remember feeling that pang of being hungry and my teacher coming over to me with a sandwich. I was actually able to sit there and focus on what was on the paper as opposed to how my stomach felt in that moment."

What Ms. Smith provided was not just a turkey and cheese sandwich, but care, hope, and dignity. For Sara, BB4CK's lunches provided a crucial lifeline during her school years.

Now, as a wife, mother of two and a nurse, Sara has come full circle, volunteering in the BB4CK kitchen to prepare lunches for children like her younger self. She has also helped with the Special Events Committee as an ambassador for BB4CK.

Sara's experience demonstrates the lasting impact of BB4CK's work and the importance of ensuring the organization continues supporting kids with the food they need:



Sara in our Central Kitchen

“

**“It does give that magic back to being a kid. You get to enjoy being a kid instead of worrying about basic necessities like where your lunch comes from.”**

-Sara, Former BB4CK School Lunch Program Recipient and Volunteer

# GROWING NEED, GROWING RESPONSIBILITY

In recent years, the need for BB4CK's school lunch support has surged by 15 to 20 percent annually. Kitchen teams have stretched to meet this demand, ensuring no kids are turned away or put on a waitlist.

For years, BB4CK operated out of borrowed kitchens with a "make it work" attitude. The organization has navigated construction interruptions, space limitations, and the pressures these conditions create for volunteers doing their best work.

While teams have adapted, improvised, and done everything possible to keep meals going out the door, a turning point has been reached. Even the most dedicated teams cannot overcome the limitations of a space never designed for this scale of work.

The space and funding that carried the organization this far cannot carry it into the future.



To continue meeting rising demand safely and efficiently, BB4CK must acquire a kitchen that reflects the scale and importance of the work.

In addition, BB4CK relies on the generosity of the community to fund these programs regardless of economic conditions, making reliable, sustainable funding essential to plan proactively and support kids effectively. Preparing for the future is critical to ensure this vital work continues.

## WHY GROWING TOGETHER MATTERS

The **Growing Together for Calgary's Kids Campaign** reflects the spirit that has always defined BB4CK: a community showing up for kids, day after day. Volunteers, teachers, donors, families, community members, partners, and staff each play a role in ensuring that kids have the food they need to learn, play, and grow. When the community grows together, it grows **stronger**.

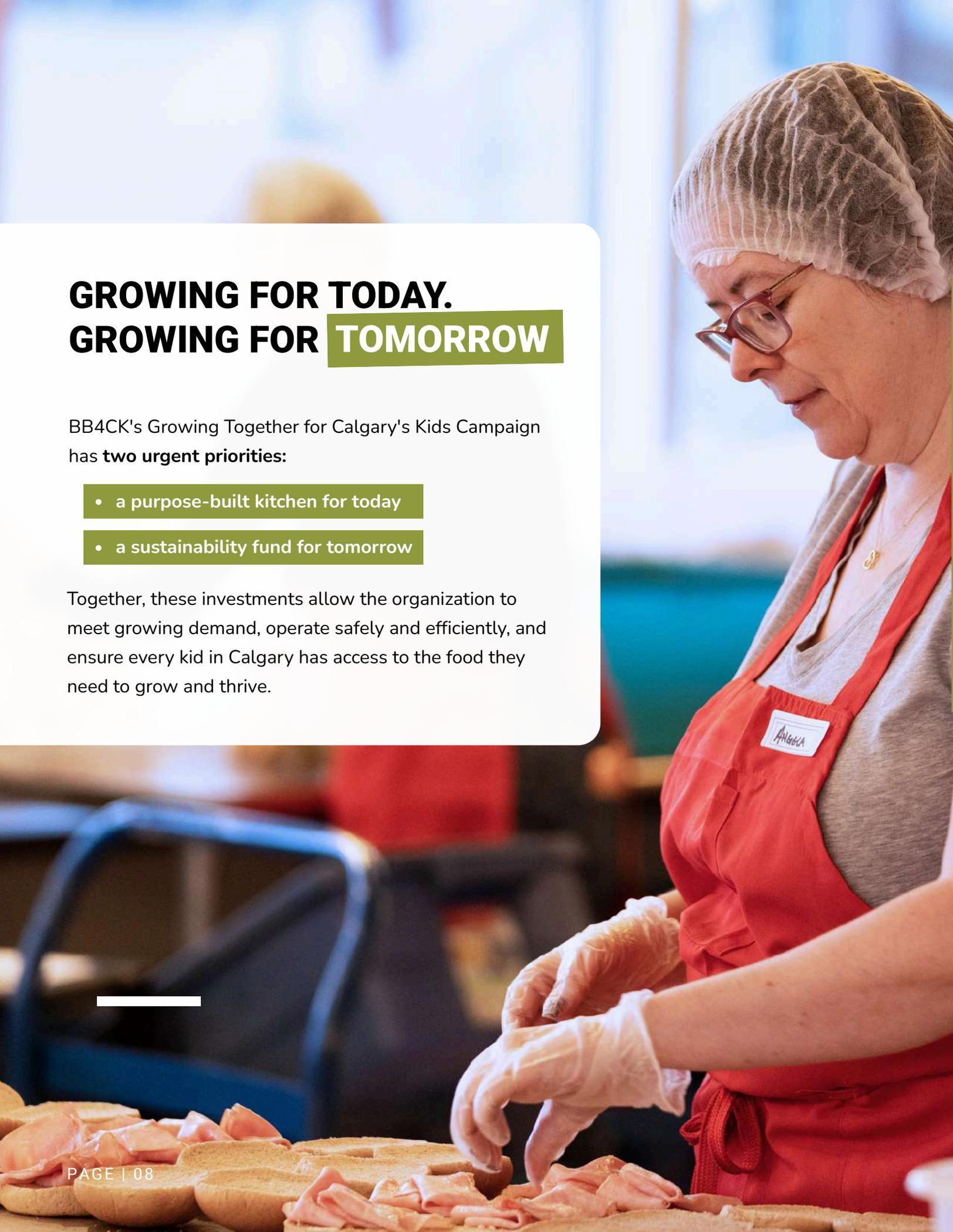


# GROWING FOR TODAY. GROWING FOR TOMORROW

BB4CK's Growing Together for Calgary's Kids Campaign has **two urgent priorities**:

- a purpose-built kitchen for today
- a sustainability fund for tomorrow

Together, these investments allow the organization to meet growing demand, operate safely and efficiently, and ensure every kid in Calgary has access to the food they need to grow and thrive.



## A KITCHEN BUILT FOR LASTING IMPACT

After evaluating more than thirty buildings, the leadership team and board selected a long-term leased space that offers the strongest solution for the growing community. This kitchen will be intentionally designed for efficiency, safety, and growth, allowing the organization to:



Double the production footprint and reach more kids across Calgary.



Expand cold and freezer storage for increased food capacity.



Streamline operations with a HACCP-aligned floor plan, a larger loading dock, and ample parking.



Create a welcoming, safe, and efficient environment for volunteers, community groups, and partners.

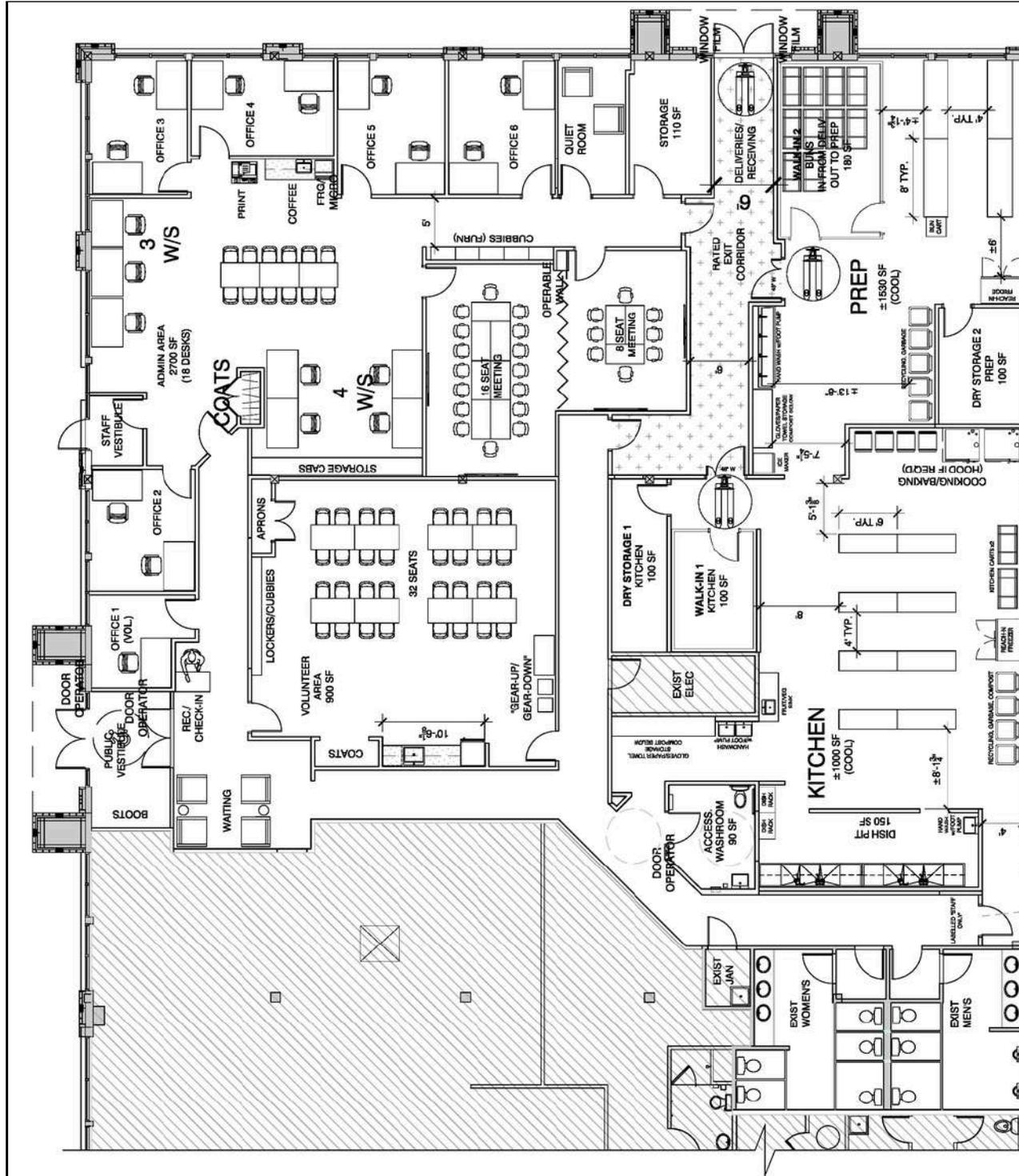


Continue responding to community needs without waitlists.



Strengthen the organization's capacity to deliver innovative programs and responsive food initiatives.

# BB4CK NEW SPACE PLAN





# A SUSTAINABILITY FUND FOR TOMORROW

We are seeking to seed an endowment fund with an initial investment. This sustainability fund will be professionally managed and governed by clear policies to protect its principal.

This fund will provide:

- Reliable, ongoing funding for meal production and operations
- Stability during economic shifts when families need support most.
- Long-term capacity to innovate and expand programs.

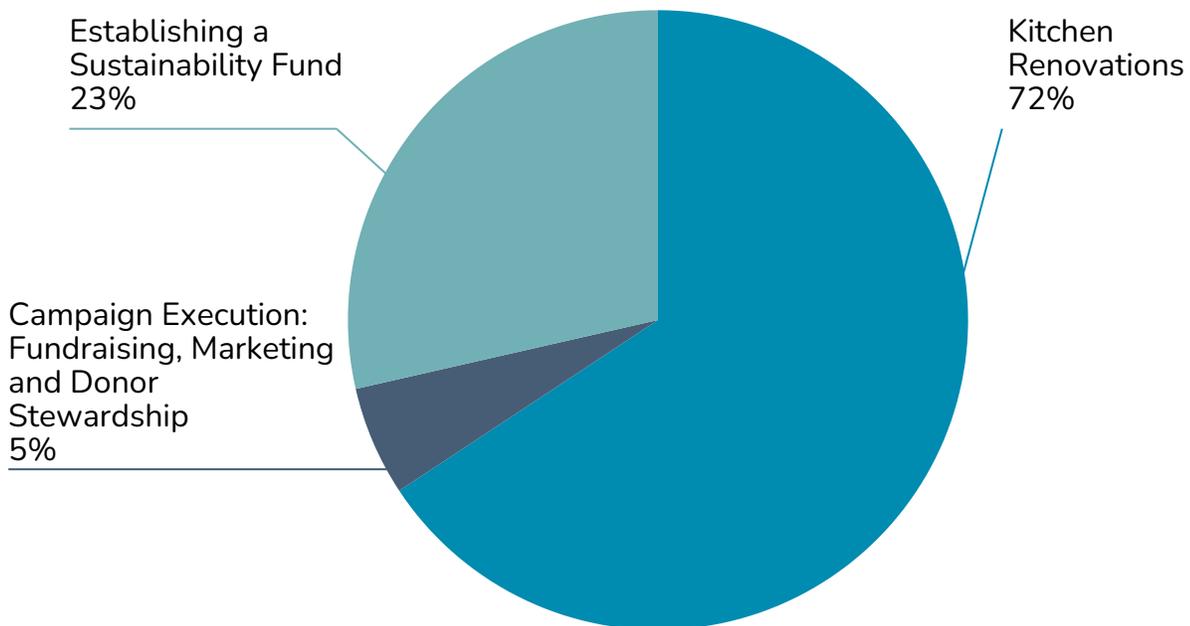
This fund will be increased and sustained by future legacy gifts that will ensure the future needs of BB4CK are met.

Investing in BB4CK today ensures that every gift multiplies its impact and that BB4CK will be here for generations of Calgary's kids.



# PROJECT BUDGET

## ESTIMATED EXPENSES



**Total Campaign**  
**\$3,500,000**

# GROWING TOGETHER: THE DIFFERENCE YOU MAKE

Your investment in the  
Growing Together for Calgary's Kids Campaign will:

- Provide food for more kids, more reliably.
  - Support a scalable, safer, more efficient operation for BB4CK programs.
  - Create long-term security for vital programs.
  - Empower volunteers with the space they need to serve.
- 



# OPPORTUNITIES TO PARTICIPATE

We would like to invite you to be part of the leadership donor group that will transform the work BB4CK can do for kids in the coming years and decades.

In order to meet our goal, **this is an example of the range of gifts we will need to be successful.**

We would love to discuss a one-time or multi-year pledge with you.

	Number of Gifts Needed	At the Following Level	For a Total of:
Legacy Circle	1	\$500,000	\$500,000
	3	\$250,000	\$750,000
Community Champions	5	\$100,000	\$500,000
	10	\$50,000	\$500,000
Community Builders	20	\$25,000	\$500,000
	40	\$10,000	\$400,000
Neighborhood Circle	40	\$5,000	\$200,000
	Many	Under \$5,000	\$150,000
<b>Total</b>			<b>\$3,500,000</b>

# NAMING OPPORTUNITIES

At the heart of our new kitchen is the opportunity to build a lasting impact and recognize the generosity that makes it possible. By naming a space or feature in our new kitchen, you're investing in the heart of our work, where thousands of lunches are prepared with care each year.

These gifts help bring the kitchen to life, strengthen our ability to support kids for years to come, and leave a legacy of community support. We invite you to explore these opportunities and be part of building a kitchen that will serve kids today and into the future.

Interested in a naming opportunity? Please reach out to Colleen Smith at **(587) 324-1409** OR [colleen.smith@bb4ck.org](mailto:colleen.smith@bb4ck.org) to learn more.



# **TOGETHER,** WE CAN BUILD THIS FUTURE FOR CALGARY'S KIDS

The need is growing.  
Our community is growing.  
And with your support, BB4CK can grow to meet this moment and the decades ahead.  
Join us in Growing Together for Calgary's Kids, for tomorrow's families, and for a stronger Calgary.

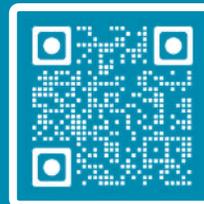
Every day, more kids like Sara arrive at school without the food they need to thrive. This is our moment to create lasting change. Because when *kids have food*, they have the energy to learn, play and grow.

**And that changes everything.**

**BB4CK Leadership Team**

## See our Campaign in Action

Scan the QR code to follow campaign progress and updates on our website.





**Brown Bagging**  
for Calgary's Kids

Brown Bagging for Calgary's Kids (BB4CK) is a community-funded, non-profit organization that has been working for 35 years to make sure kids across Calgary have access to the food they need to thrive.

[bb4ck.org](http://bb4ck.org)