



Brown Bagging
for Calgary's Kids

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Media Media Information

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About BB4CK

Brown Bagging for Calgary's Kids (BB4CK) is a **community-funded**, non-profit organization that has been working for over **35 years** to make sure kids across Calgary have access to the food they need. Our work is powered by the generosity and care of individuals, foundations and organizations that believe every child deserves access to nutritious food.

Together, with the BB4CK community — **donors, volunteers**, kids & families, school staff, board members, and **partners** — we work across the food insecurity spectrum year-round by preparing and delivering lunches to children in schools and summer camps, and offering families a dignified choice through grocery cards.

Vision, Mission, Values & Intended Outcomes

As we look to the future, our vision, mission, values and intended outcomes guide our work and the impact we strive to create.

Vision: A future where all school-aged kids in Calgary have the food they need to thrive.

Mission: To provide dignified access to food, foster social connection, and inspire action by raising awareness of food insecurity in Calgary.

Values: Lead with Dignity and Respect
Driven by Learning
Based on Trust and Transparency

Through our work, we aim to: Increase dignified, low-barrier access to nutritious food
Increase social connection and belonging
Increase awareness of food insecurity and inspiring action



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Understanding Food Insecurity

Food insecurity is the experience of struggling to afford food. It can look like worrying about running out of food, compromising on the quality or quantity of food purchased, or skipping meals altogether because there isn't enough money. These experiences vary from household to household and can change over time as financial circumstances change.

At Brown Bagging for Calgary's Kids (BB4CK), we believe that food is a human right and that every child deserves reliable access to the food they need to learn, grow and thrive. Together with our community, we provide dignified access to food for children and families while raising awareness of food insecurity in Calgary.

Key points:

- Alberta has the highest rate of food insecurity among Canadian provinces.
- In 2025, 28.4% of Albertans lived in a household experiencing food insecurity.
- More than 1 in 3 Alberta children lived in households experiencing food insecurity.
- Food insecurity is not caused by poor budgeting or individual choices. It is driven by financial and systemic factors that limit access to adequate food.
- Food insecurity exists on a spectrum, and families' experiences can change over time as their circumstances change.
- Children thrive when they have reliable access to nutritious food in the places where they learn, play and grow. Schools and community partners, including summer camps, play an important role in making that possible.
- Food insecurity affects physical health, mental well-being, learning and a child's sense of belonging.

Source: <https://proof.utoronto.ca/2026/new-data-on-household-food-insecurity-in-2025/>

How we respond

We care for kids and families who are across the food insecurity spectrum, providing lunches at school as immediate support, creating connection and a sense of belonging in the community, offering families a dignified choice through grocery cards, and amplifying the voices and lived experiences of families to shape our programs and inspire change in how our city responds to food insecurity.

Our work is delivered through three core programs:



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- **School Lunch Program:** We work with Calgarians to prepare and deliver nutritious lunches to close to **8,000 kids** every school day. Our community ensures these lunches are provided with care, dignity and free from stigma to **290+ schools** across the city, allowing kids to access the food they need to thrive.
- **Summer Camp Programs** During the summer, we partner with summer schools and camps to support kids across the city. In 2026, we supported **32 partner sites** by providing nutritious lunches, funding food programs, and delivering snacks to help children access the food they need throughout the summer.
- **BB4CK FGC Program - Moving forward together:** This program is designed to reduce food insecurity, reduce stress, and increase feelings of dignity of participating families. FGC is a closed, referral-based program that provides monthly grocery cards to families with school-aged children and ensures ongoing support, connection and engagement with families, advocating for systemic changes in the emergency food assistance sector in Calgary. In its second year, the program has impacted **86 families and over 237 kids**.

Key points:

- 35 years serving Calgary's children.
- 3 core programs supporting children and families **year-round**.
- Nearly **8,000 children** every school day.
- **290+ schools** across Calgary.
- **32 summer** camp and community partners.
- Family Grocery Card Program supports eligible families with monthly grocery cards.
- **600 volunteers** give their time each month.

Media Boilerplate

About Brown Bagging for Calgary's Kids (BB4CK)

For 35 years, Brown Bagging for Calgary's Kids (BB4CK) has brought Calgarians together to help ensure kids have the food they need to thrive. Together with our community, we provide dignified access to food, foster connection, and inspire action to address food insecurity.

Learn more: www.bb4ck.org



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Frequently Asked Questions

1. How is BB4CK funded?

We're primarily funded through the generosity of individual donors, corporate partners, and foundations. Community fundraising efforts, grants, and other contributions also help support our work, ensuring children across Calgary have access to nutritious food year-round.

2. What programs does BB4CK offer?

We provide year-round programs that help ensure children have access to nutritious food through the following programs:

- School Lunch Program: Nutritious lunches are prepared and delivered to children through schools across Calgary.
- Summer Programs: We partner with summer camps and community organizations to help provide nutritious lunches and snacks to children while school is out. We also provide funding to support meal and snack programs delivered by community partners.
- Family Grocery Card Program: This is a closed, referral-based program where eligible families receive grocery cards that provide the dignity and flexibility to purchase the food that best meets their needs.

3. What kind of schools and children does BB4CK support?

We currently provide lunches to nearly 8,000 children in more than 290 schools across Calgary.

We work with public, Catholic, charter, private, and other schools throughout the city. The level of support varies by school; some receive lunches for many students, while others may have only one child participating. Every school community is different, and we work closely with school staff to respond to their unique needs.

4. How does BB4CK know who needs a lunch?

Teachers, administrators, and other staff may recognize signs that a child could benefit from additional support, such as regularly arriving without lunch or other indicators that food may be a barrier. They can then connect the student with our School Lunch Program.

Families can also reach out directly to us to learn more about available supports and other resources.



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5. How do children receive lunches?

Despite our name, lunches are not delivered in brown bags. To help keep food fresh and at safe temperatures, lunches are transported to schools in insulated bins.

Each school determines the distribution method that works best for its students. Some wheel the insulated bins into the cafeteria or gym for students to collect their lunches, while others place lunches into students' lunch bags or distribute them through the school office or classroom. This flexibility allows schools to provide lunches in a way that best meets the needs of their community.

6. What does a BB4CK lunch include?

A typical lunch includes a sandwich, a snack, and a portion of fresh fruit and vegetables. Dairy is also included once a week. We offer eight sandwich options, providing variety and meeting the diverse dietary, cultural, and community needs of the children we serve.

7. How can the community get involved?

There are many ways to support Calgary's kids:

- **Donate:** Financial contributions help provide nutritious food to children year-round.
- **Volunteer:** Individuals or groups prepare lunches, support kitchen operations, or deliver food alongside our caring community.
- **Organize a fundraiser:** Bring together your school, workplace, business, or community group to raise funds for BB4CK.
- **Donate snacks:** Host a snack drive to help stock our programs with nutritious, kid-friendly items. See the list of approved snacks on our website.
- **Spread the word:** Help raise awareness of food insecurity and share our mission with your community.

Every contribution helps ensure children have access to the food they need.