Brown Bagging
for Calgary's Kids

Our strategic pillars

Our strategic pillars guide how we strengthen our programs, grow our organization and work alongside our community. Grounded in our mission, vision and values, they focus our efforts on connecting kids with the food they need to learn, play and grow.



Deepen program impact and ensure dignified food access

We will work toward every school-aged child in Calgary having dignified, low-barrier access to nutritious food. By listening to families and learning from their lived experiences, we will continue to improve our programs, always keeping kids at the centre.

Together with our community, we will expand food access, raise awareness about food insecurity and build meaningful connections.

Success means more kids having consistent, reliable access to food that meets their needs, in ways that respect their dignity.



Build a resilient and sustainable organization

We will strengthen the foundation that supports our work so we can continue to be here for kids and families for as long as there is a need.

This means investing in our people, strengthening our systems and ensuring our spaces and resources keep pace with our programs. We will also broaden our funding sources to support long-term stability.

Success means an adaptable, accountable organization with the people, resources and funding needed to sustain our mission.



Amplify impact and learning together

Building on more than three decades of working alongside kids, families and our community, we will share what we learn and create opportunities to learn from others.

We will bring our data and direct experience to public conversations, inform policy change and build partnerships for collective action. Together, we will contribute to addressing the root causes of household food insecurity.

Success means stronger shared understanding and coordinated action that creates lasting change for kids.