

iCAN
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2019 IMPACT REPORT



WHAT WE DO

I Can for Kids supports thousands of children and youth impacted by hunger in Calgary every year. By working with local experts and our community, we feed the hungriest kids where they live and play all summer long.



GREETINGS FROM THE FOUNDERS

The belief that every person can make a direct impact on the community is firmly in our roots. One person with one idea can change how we see the world and make it a better place.

In 2015, after learning about the devastating impact of summer childhood hunger, our family was moved to create an opportunity to provide children and youth in Calgary with healthy food during the summer months, when, where and how they need it. It was a grand idea that would fill a critical gap in services in the community. It was also one that we knew, if successful, could improve the future for thousands of kids, if even in the smallest way.

Armed with our determination and surrounded by the knowledge and kindness of others, we established I Can for Kids Foundation (IC4K), a local grassroots movement mobilizing to relieve school-aged children and youth of the effects of summer hunger. With the generous support of our donors, volunteers and agency partners, we have provided more than 212,000 meals to vulnerable kids across the city over the past five years - an incredible achievement that has helped all those involved feel empowered that they too can make a difference.

To acknowledge this significant milestone, our 2019 Impact Report celebrates the success of the past summer while paying homage to those who joined us in making our little idea come to life. With every meal we have provided over the years, a young life has been impacted. Each child had their own story to tell, one of perseverance and survival, but also one of hope and belonging.

A heartfelt thank you to everyone who has been part of our story. It is one that is always evolving, shares many perspectives, energizes us to take action, and inspires us all to do more than we thought possible.

The future is bright, and we are excited for what is to come. We hope you are too.

Bobbi & Sutton
Co-founders
I Can for Kids Foundation

Board of Directors

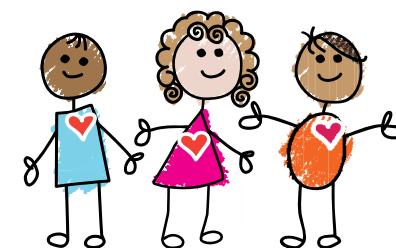
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WHY WE DO IT

Food starts it all for our kids. It helps them grow and gives them energy to be happy today and build a healthy tomorrow.

Fed kids can thrive. They are better able to learn and develop, feel more connected to their peers and community, and are healthier now and as adults. Sadly, thousands of Calgary's kids go hungry during the summer months, because our current support system has cracks that make access to food unreliable and insufficient during the summer.

Hunger impacts our children's physical and mental health, limits their concentration, inhibits their learning, and makes it difficult for them to do well in social settings. Worse, kids who go hungry even just part of the year can struggle to reach their full potential as adults. What that means is they trade in their dreams for hunger today.

I Can for Kids has a fresh perspective on childhood hunger in our community. By working closely with our

frontline agency partners and other local experts, we have developed a unique understanding of local kids' evolving needs and a unique approach to meet them.

Kids are full of hope. Hunger holds them back.

From June through August, we provide child-friendly non-perishable food packs, fresh fruit, and an array of other nutritious items to hungry kids where they live and play all summer long. We support low-income children, homeless youth, and young victims of domestic violence. We are thoughtful in our approach, committed to quality, and focused on giving kids better access to the food they need with a greater sense of dignity and belonging.

With every delivery we make, we give kids food to bloom and a chance for a healthier future.



“With I Can For Kids, the kids were full of good things to eat and I had money for our other worries.”

“For the first time in my life, I did not look forward to summer. I was barely able to feed the children when they were being fed breakfast at school. With my sister's kids with us because she is sick and my [work] hours cut I could not pay the rent, keep the lights on and buy food. Clothing and gas money were out of the question. Then my neighbour asked me to attend a parenting program at BowWest. From the first day I met with the staff, I have felt hope that my family will get there. Some day and some how we will be alright. With I Can for Kids, the kids were full of good things to eat and I had money for our other worries. Thank you.”

BowWest Community Resource Centre client

HUNGER FACTS

- 1 in 5 Calgarians worry about not having enough money for food
- Nearly 17% of children in Alberta live with food insecurity
- More than 5,000 kids in Calgary rely on school food programs during the school year
- Most kids who benefit from school food programs do not have the same access to a free meal during the summer
- Food insecure children are more likely to experience the mental health issues, poor academic performance, and chronic health issues

AGENCY PARTNERS

I Can for Kids is able to reach thousands of hungry kids in Calgary thanks to the help of our trusted frontline agency and community partners. Seeing the effects of childhood hunger firsthand, our partners are eager to work with us to provide children and youth with nutritious meals and snacks all summer long. By building strong relationships in the community, we remain effective and responsive to what our kids need and how to alleviate the impact of hunger on their young lives.

Thank you to each of our partners for guiding and supporting us. Together, we help vulnerable kids get the nutrition they need to learn, play and grow throughout the summer months, giving them the worry-free summer they deserve and a healthier start to their school year.

Aspen Family and Community Network Society
 BowWest Community Resource Centre
 Boys & Girls Clubs of Calgary
 Calgary Housing Company
 Calgary John Howard Society
 Calgary Police Service
 Calgary Women's Emergency Shelter
 Carya
 Catholic Family Service
 Centre for Newcomers
 City of Calgary - Neighborhoods
 Closer to Home
 Community Kitchen Program of Calgary
 Cornerstone Youth Centre
 CUPS
 Deer Park United Church
 Discovery House
 Elizabeth Fry Society of Calgary
 Hull Services – Patch Program
 Metis Calgary Family Services
 Oak Park Church of Christ
 SE Calgary Community Resource Centre
 Soccer Without Boundaries
 SouthWest Communities Resource Centre
 The Alex Youth Health Centre
 The Brenda Stafford Centre
 Thornhill Child Care
 Women In Need Society
 Wood's Homes - EXIT Outreach
 Youth Centres of Calgary



"The I Can for Kids program is a great addition to our home visitation model. With the program, we're able to calm stressors so that we can focus on our targeted intervention." **CUPS**

"I Can for Kids really benefits those children who are a part of families facing stressful decisions between paying for groceries or paying rent or other bills." **WINS**

FEATURED PARTNER

The Rainbow Lodge Indigenous Permanent Supportive Housing Program provides affordable housing with on-site programs and supports for Indigenous families experiencing homelessness. Participant families are provided a one-to-one support worker which aids them in personal support, goal setting, service planning, advocacy, and referrals to other services. Available on-site support services work to aid those families in building healthy family living skills and developing positive self-esteem in-line with traditional Indigenous beliefs and customs.

With access to programs specifically for both Indigenous children and youth, the Rainbow Lodge Program utilizes a whole-family approach in an effort to break the inter-generational cycle of poverty and homelessness. This Indigenous program works alongside those participant families towards addressing root causes, supporting them towards healthy development, healing, growth, and community membership.

"This summer, it was with great appreciation that the Rainbow Lodge Program was able to receive support with its Summer Day Camp program from I Can for Kids. Providing those participating children from the Rainbow Lodge community with safe, healthy, and robust lunches and snacks, I Can for Kids ensured that these children were able to participate in experiences that they might otherwise not ever have had the opportunity to due to the challenges and obstacles many of their families face. I Can for Kids supported our community's children in having a summer experience they could remember for the rest of their lives. Families knew the lunches provided were nutritious and would be enjoyed by their children. It is with sincere thanks for those efforts from I Can for Kids that we are sure our community's children truly enjoyed their summer experience. Thank you!"

Richard Horvath
 Rainbow Lodge Permanent
 Supportive Housing Program
 Metis Calgary Family Services



Check out our Nutrition Nuggets blog for delicious, nutritious and budget-friendly ideas for your family.

icanforkids.ca

iCAN for KIDS

2019 HIGHLIGHTS



4,128

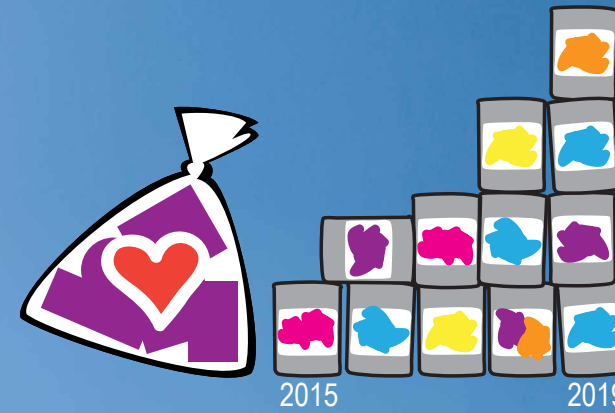
jars of peanut butter



696

cases of fresh fruit,
30% more than
last summer

74,000 meals
100,000 snacks
delivered June 24 - August 30



24,102

food packs provided in 2019

20% increase since 2018
100% increase since 2017
550% increase since 2015

90 

distribution points in
more than **50** communities
across the city

4,835 

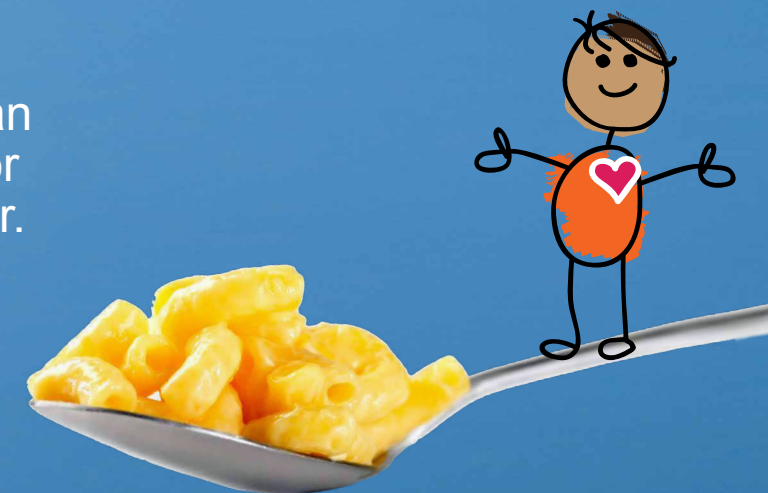
km traveled

OVER **500**
food pack assembly
volunteers

65%

of our agency partners experienced an
increase in need for food supports for
their clients compared to last summer.
**Up 20%-50% depending
on location.***

* based on 2019 I Can for Kids agency survey results



DID YOU KNOW: Our main activities run May to September, but planning, preparation and fundraising continues year-round. Find out how you can support I Can for Kids in 2020 and help **#endsummerhunger**

DONORS & SPONSORS

When hunger is a way of life, it can impact how kids define themselves and how they relate and connect with others.

Every dollar donated to I Can for Kids provides hope to hungry children and youth in Calgary. For the past five years, we have counted on the generosity of individuals, service groups and the business community to support our mission to end summer childhood hunger in our community.

Thank you to everyone who invests in the health and wellbeing of our kids. Feeding a hungry child not only helps them do better, but it helps them thrive. And when a child thrives, the family thrives, and we all grow stronger.



PETER & VERONICA
BLANCHARD



An additional thank you to the many other generous individuals and organizations who helped us reach more hungry kids than ever before!

FEATURED SPONSOR

The world is full of great ideas. Some are big and some are small, but no matter their size, having someone believe in you and stand by your side can make all the difference. Save-On-Foods was I Can for Kids' first partner, and for the past five years they have helped us grow our little idea into a thriving organization, feeding thousands of kids in Calgary every summer. As a food company, they care about child health, nutrition and doing what is right for and with the communities they serve.

"Our Save-On-Foods team members have a long history of supporting kids and their health, so when we met Sutton 5 years ago we were inspired by her mission to feed Calgary kids who were going without healthy food during the summer months," said Darrell Jones, President of Save-On-Foods.

"We are so thrilled to assist the I Can for Kids Foundation in their effort to end summer childhood hunger in Calgary. Going hungry shouldn't be a way of life for kids – I Can for Kids is a way for children and youth to get the nourishment they need to learn, play and grow during the summer months, and set them up for success in the coming school year."

Thank you Save-On-Foods for your commitment to building healthier communities and brighter futures for kids.



Each May, you can purchase an I Can for Kids child-friendly food pack at any Calgary Save-On-Foods location to donate to a hungry child during the summer.

COMMUNITY ENGAGEMENT

Food nourishes us and comforts us; we celebrate over it and reminisce over it. Some of our most memorable experiences happen over food. It gets people talking and can tell a story about who we are.

Our story started with food. What we love about it, is how the simple gesture of filling an empty belly can break down barriers and connect us in ways we never thought possible. There is no better example of this than our annual summer pop-up play days, generously sponsored by Cenovus Energy and hosted in partnership with Calgary Police Service (CPS) and Calgary Housing Company.

I Can for Kids play day events bring children and their families together for an afternoon of food and fun right in their own neighborhood. While our friends from the Lions Club of Calgary serve up a delicious feast and Foothills Creamery scoops up a cold treat, CPS officers join in the excitement, playing soccer, throwing frisbees, blowing bubbles and sharing a laugh with the kids.

Through play, more trusting relationships can form, tightening the bonds in our community.

Proudly sponsored by



THE NICE THINGS PEOPLE SAY

"The development of IC4K program is a wonderful opportunity to recognize the impact on summer hunger in children, to reduce the stigmas associated with poverty, and to create food security. We have enjoyed the opportunity to participate with IC4K for the past 3 years and are very proud to partner with IC4K, in addition watching a lovely youth (Sutton) grow and help make a difference for Calgary families who could be struggling more than if this opportunity was not available. Thank you for thinking about others and how you could help them succeed."

SE Calgary Community Resource Centre

"Any time we are able to sit down as a group and eat together, we are able to create bonds and a community. In small ways this is encouraged through providing the snack packs as they are all different and youth can share what they have in their pack, try a different one everyday, swap with others and talk about what is the "favourite" or what they don't like and why. This may seem really small but it is moments like this that allow our youth to gain deeper bonds with others and to see that they all have similarities, or differences in a different way."

Carya

"Your generous contribution has such a positive impact on those who benefit from it. Women and their children fleeing domestic violence deserve to live with dignity and thanks to your contribution, they are the recipients of food that is fresh and otherwise financially unattainable to them, so on their behalf - THANK YOU!"

Discovery House

"Way to go IC4K, you are providing food literacy which is having the knowledge, skills and attitudes necessary to choose, grow, prepare and enjoy healthy food to support one's health, community and the environment. This is a big accomplishment as you continue to impact children and youth all over the community. Keep up the amazing work as you change the lives of all children and youth in a positive light."

Cornerstone Youth Centre - Mayland Heights



VOLUNTEERS

As a grassroots organization, I Can for Kids relies on the passion and power of hundreds of volunteers.

United by a common purpose, the enthusiasm of our volunteers is contagious and their dedication to caring for those in need truly highlights Calgary's spirit.

Quite simply, they are critical to our success.

Thank you to all our volunteers, the small and the tall, who dedicate their time and talent to making sure kids have a healthy and worry-free summer!



HOW WE DO IT

I Can for Kids supports thousands of children and youth impacted by hunger in Calgary every year. With your support, this is how we do it:

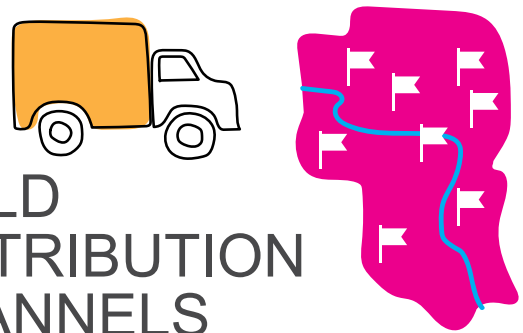


1 
YOUR GIFT

is the critical first step in feeding thousands of hungry kids in Calgary. We need donations year-round to support our program.

2 
BUILD PARTNERSHIPS
with food manufacturers, wholesalers and retailers and encourage them to donate groceries for our food packs.

3 
ASSEMBLE FOOD PACKS
and safely store them in our warehouse.

4 
BUILD DISTRIBUTION CHANNELS
with frontline agency partners throughout the city to help us reach as many hungry kids as possible.



5 
FOOD PACKS DISTRIBUTED TO HUNGRY KIDS
where they live and play throughout the summer.



I Can for Kids is locally founded, locally funded, and locally focused. Our kids-first, partner-powered model ensures every dollar donated goes further and goes where it is needed, feeding thousands of hungry kids in our community every summer. All kids deserve hope today and a chance for a better tomorrow.

Join us. Together, we can end summer childhood hunger in our community.

Donate today to give a child in your community food to bloom.

www.icanforkids.ca

Connect with us:



@icanforkids



@ican4kids



@icanforkids

