



**Help us** improve the lives of tens of thousands of vulnerable children across Calgary. Our grocery gift card program empowers families to

buy their kids the fresh, healthy food they need to thrive at home and school. Grocery gift cards also help parents feel a greater sense of dignity and confidence to take care of their own families. Supporting our program gives these children and families hope for a life filled with potential, discovery, connection, and meaning.

With deep gratitude,

*Bah*

Co-founder &  
Executive Director

*Butt*

Co-founder

*Brown*

Board Chair

"I Can for Kids' grocery gift card program exceeded my expectations in so many ways. It was just like these people really care about if we eat, or if we don't eat. I Can for Kids went above and beyond. And that's been huge. I don't know, personally, what I would do without grocery gift cards."

- Kate, single-parent household, 2 children

**DONATE today at [ICANFORKIDS.CA/DONATE](https://icanforkids.ca/donate)**

f @iCanforKids t @ican4kids

## Our grocery gift card program

goes well beyond feeding kids. It acts as a tool to build trust and community belonging.





Together with our donors and agency partners, we accomplished some amazing things this past year.

## 2021 IMPACT BY THE NUMBERS:

**\$563,600** total value of grocery gift cards distributed to families in need

**11,272**  
GROCERY GIFT CARDS

distributed through

**25**

frontline agency partners



empowering  
**10,000**  
families in need



in 177 communities



reaching

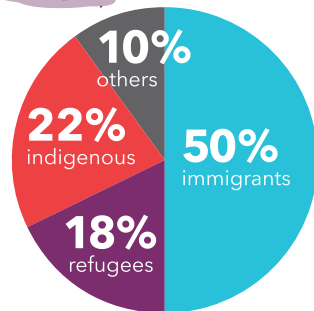
**34,000**

children living with food insecurity



### Power to choose

Grocery gift card recipients prioritize the purchase of fresh produce, eggs, milk, meats, cultural and religious foods, and bread and grains.



Children who receive support through our program live in households that are at higher risk of food insecurity.

**60%**

of grocery gift card recipients are visible minorities.



**75%**

of agency partners offered grocery gift cards to families who experienced domestic violence.



Recipients and agency partners prefer grocery gift cards over food provision programs.

**S M T W T F S**

Recipients use grocery gift cards to buy enough food to last an average of 7 days.



### Food insecurity isn't picky...

We target households with children of ALL ages who experience food insecurity.

**75%**

of agency partners provided grocery gift card support to families with an adult or a child who lived with a disability.



**8 out of 10**

agency partners provided grocery gift card support to families with an adult or a child who experienced a mental health condition.