

The logo for iCAN for KIDS is located in the top left corner. It consists of the word "iCAN" in a white, sans-serif font, with "for" in a smaller font size below it, and "KIDS" in a larger, bold, sans-serif font at the bottom. The entire logo is set against a red rectangular background.

iCAN
for
KIDS

Impact Report 2022





Healthy Futures Start with You

During a year of global upheaval, you empowered thousands of food-insecure families to wrestle historic inflation so they could protect the well-being of their children. And for that, we are beyond thankful.

Board of Directors:

- Bruce Edgelow (Chair)
- Susan Cuerrier (Treasurer)
- Jessica Dirom
- Byron Tse
- Trina Aburto
- Leanne Zee
- Hugh Evans
- Bobbi Turko

We owe you,

our amazing donors, our most heartfelt thanks for championing the unique contribution of a grassroots charity who has disrupted the decades-old response to food insecurity. Research shows that food insecurity isn't the outcome of poor food skills, lack of motivation, or careless budgeting. It's the result of inadequate income. That's why I Can for Kids stopped handing out food and switched to grocery gift cards. **We wanted to adopt an evidence-based approach that creates a lasting impact on the overall well-being of families in need.** And it's working!

Your continued support empowers thousands of food-insecure families in Calgary to make healthy choices that benefit their children for a lifetime. **Grocery gift card recipients tell us how your donations inspire peace of mind and confidence to move through challenges.** Over the past year, we've heard more heart-wrenching stories than ever from families facing physical, emotional, and financial difficulties well beyond their control. Unexpected and costly health expenses. Sudden evictions and massive rent increases. Crippling anxiety due to shocking inflation rates. Yet we've also received countless stories from parents who have been able to get back on their feet and take charge of complex life situations due to your commitment to our program.

Your support honours parents with dignity, autonomy, and trust to care for their children in a way that food programs cannot achieve. Food insecurity eats away at hope, self-esteem, and social connection. Our approach ensures families are free to access the same food system as everyone else where they can buy food that meets the unique needs of their household.

Although Calgary has reached the point where 1 in 5 kids lives in a food-insecure home, our vision remains undeterred: a community where all children have an equal opportunity to thrive. No matter what the unpredictable economy shall deliver, we know that with your unwavering commitment, we'll continue to empower thousands of vulnerable families with the means to raise healthy, strong, and resilient children.

Together, we're creating a promising and more equitable future for the next generation.

With deep gratitude,

Bobbi Turko *Susan Cuerrier* *Bruce Edgelow*

Co-founder & Executive Director

Co-founder

Board Chair

"I was facing eviction and didn't have enough money to buy groceries. The grocery gift card program went a long way for me to feed my daughter and ensure she had lunches for school. I truly could not think of a more generous way to give back to the community. I send so much gratitude to you. Not enough words in the world to thank you!"

Single mother,
1 child

Beyond food for empty bellies

Your donations change lives. In 2022, we have witnessed parents become more competent and confident to care for their children while taking charge of serious mental and physical health problems within their household. We've also watched kids gain more passion and energy to excel in their studies, learn to shop and cook, and make stronger connections with peers. Thanks to your generosity, our grocery gift card program empowers children and families to focus on their overall well-being without the emotional burden of food insecurity constantly weighing them down.

A family's journey with kidney disease

By far one of the most common concerns that we hear from food-insecure families is their inability to afford foods that meet their unique health needs. Here's a story from a family who felt empowered to take control of a serious health issue with the support of our grocery gift cards.

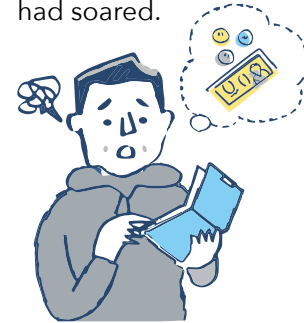
Diagnosis:

Tom was suddenly diagnosed with end stage kidney disease and placed on an organ transplant list.



Job Loss:

He became very ill and needed dialysis 3 times per week. He soon lost his job.



Reduced Income:

His wife Lori could only work part time to care for him and their daughter Sara, even though the cost of living had soared.



Financial Struggles:

The family used up their savings as they waited for Tom's kidney transplant so he could work again.



Agency Support:

Lori reached out to an agency for support. They provided iCAN grocery gift cards for food and helped her find aid to cover medication costs.



Food Insecurity:

The family had to pay for Tom's expensive medications. They couldn't afford enough healthy food for Sara or follow Tom's special diet by accessing food programs.

Managing Well:

Lori continues to work part time. Tom can now afford his special diet and Sara has enough healthy food to thrive.



From a recipient:

"It is a difficult time for our family, everything is difficult, paying bills, buying foods, worried for my kids' education, and for our health. What you are doing is great and unforgettable. You put a smile on my kids' faces. There are no words to describe the way I feel at this time. My kids' smiles are worth a million words."



Your Impact

Lives you touched

63% visible minorities

54% newcomers

25% Indigenous

70% single parents

40% live in unstable housing or shelters

25% experience domestic violence

Kids you championed

All ages from 0 to 17 years

40% have a learning, cognitive or neurological disability

30% face mental health struggles

10% live with a physical disability

"My oldest child has some mental health issues and so red dyes are very poor for her. With grocery gift cards, I've actually been able to take her off some of her medication and keep the red dyes out of the home."
Single-parent, 3 children



Because of your incredible generosity:

\$710,800

in grocery gift cards targeted to food-insecure families most in need

34,400+ kids

received support, including 3802 Ukrainian children who fled the war

214 communities (including 15+ rural areas)

accessed our grocery gift card program

Top reasons parents needed your support

- 1 Unexpected job loss
- 2 Unable to work due to changes in mental health
- 3 Unable to work due to changes in physical health

Boosting resilience in stressful times

Through our research and evaluation, we continually learn how our grocery gift card program makes it so much easier for families to access the food they need. Here's a story from a family who told us that our grocery gift cards reduce stress and increase confidence in ways that food provision programs cannot achieve.



Job Loss: Carla had extensive knee surgery after an accident and wouldn't be able to work for several months.



Reduced Income: Her husband Darren only had seasonal employment and worked odd jobs during the winter.



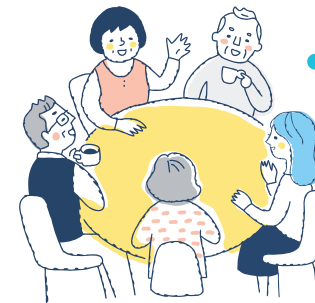
Overwhelming Stress: Carla's mental health declined quickly. She couldn't afford pain medication and couldn't feed their four children as well as usual.



Food Insecurity: The family had to rely on low-cost foods and Darren took over care of the children.



Agency Support: Carla asked an agency partner for support. They provided iCAN grocery gift cards so her friend or husband could go buy fresh food.



Stronger Connections: The agency staff developed trust with Carla, and she registered for free mental health classes.



Reaching Balance: Carla learned healthy ways to cope with her stress, and the family could afford enough healthy food during her recovery.

From a recipient:

"Due to the support, I was able to feel less stress and didn't feel like I was failing my children. It gave me the strength to move forward because people cared for me and my children's well-being."



Why you give

I Can for Kids is honoured to receive support from so many leading and forward-thinking corporations, philanthropists, and foundations who wish to spark real and meaningful change. We're also inspired by the generosity of longstanding and new donors who choose to invest in our program month over month. Every donation fuels healthy futures for kids. And it means the world when a donor shares their vote of confidence in our ability to make it happen.

Here are a few messages of encouragement we received this past year:

"At the Alvin and Mona Libin Foundation, we believe in the power of philanthropy and are committed to doing our part to enhance the lives of communities and people in Calgary by promoting excellence in our areas of interest. **We chose to partner with I Can for Kids because of their innovative, evidenced-based, targeted approach to addressing food insecurity in our community.** The I Can for Kids grocery gift card model not only helps to reduce food waste and administrative costs, but it also empowers families to make food choices that are best for their household. Most importantly, it just lets kids be kids."

Eda Libin,
Executive Director & Vice-President

"I Can for Kids is taking an innovative and bold approach when it comes to food insecurity, and empowering food-insecure families in a way that is changing the landscape of food insecurity in Calgary. **It is because of that forward-thinking model that we are excited to partner with I Can for Kids** to help mitigate barriers to well-being and strengthen the vitality of our community."

Christa-Lee Sowerby,
Social Impact Advisor, TC Energy

"We chose I Can for Kids as the beneficiary of our 10th annual Jamboree for Charity because of Bobbi and Sutton's passion and the organization's commitment to practice, create, and share research on the most effective ways to alleviate food insecurity among children in our city. In doing so, **I Can for Kids ultimately mitigates a lot of future mental and physical problems** which would be much more difficult and expensive to address as this young population grows into adults."

Craig Senyk,
Craig Senyk Initiatives

Can't thank you enough!

I Can for Kids empowers children and families with dignified options to alleviate food insecurity. But we could never do it without you! We'd like to recognize several of our [champions](#) who stood behind our mission and our innovative approach throughout 2022 with their incredible generosity, enthusiasm, trust, and dedication.

Your support means the world to thousands of food-insecure kids across Calgary.

Save-On-Foods
Craig Senyk Initiatives
Nutrien
TC Energy
The Alvin & Mona Libin Foundation
Hobson Chahal Advisory Group
The Auxilium Foundation
The Prosser Charitable Foundation
Inter Pipeline
Hunter Family Foundation
Cenovus
Mazon Canada
Calgary Flames Foundation
Children's Hospital Aid Society (CHAS)





“Without supports from agencies like yours, my family would suffer. Especially right now with inflation and the way food costs keep going up! I say this as tears fill my eyes, but these cards have literally been the difference of a choice between lunches OR dinners to now choosing to have both. As a mom, it breaks my heart to admit that, but this is why supports are so vital in a community. It gives us room to breathe and to find our footing again. The grocery gift cards give the kids nourishment and the ability to focus on the important things like growing and school! Thank you again and again!”
Single-mother, 3 children



Join community leaders to revolutionize the way we address food insecurity.

icanforkids.ca/donate

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Charitable Registration
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