



Changing the way we feed our kids

2015 Annual Report

Mission & Vision

OUR MISSION is to provide school communities with tools, training, resources and funding to help them create healthier food and redefine lunchroom environments.



"It should be a birthright in our country that every child, every day has healthy, delicious food in school and that no child is ever hungry. Chef Ann Foundation is helping thousands of schools across the country turn that vision into a reality, and we won't rest until we've reached our goal."

~Chef Ann Cooper, Founder and President

"2015 was a big year for CAF programming. We saw the launch of the School Food Support Initiative, which takes districts through comprehensive reform, and our Project Produce grant reached new levels of impact. With this strong programmatic growth in mind, we are powering into 2016 with a BIG goal: reach 393,750 more kids with our healthy school food programs."

~Mara Fleishman, Chief Executive Officer



Spark! Discovery Preschool

St. Vrain Valley School District, CO

275
School Enrollment

55%
Free and Reduced

Grantee
Spotlight

Project Produce launched in 2014 in partnership with Healthy Skoop, and supports the purchase of fresh fruits and vegetables for school-wide nutrition education activities.



Pre-schoolers learning how vegetables grow through the book "Up, Down, and Around"



"We were so excited to support this school's activity. Teaching the kids how vegetables grow through a storybook and painted growing wall, and then incorporating some of those veggies into the tasting was so creative! It's such a great example of how to get kids excited about healthy eating through learning, tasting, and fun."

~ **Curry Rosato, CAF Program Director**

"Project Produce gave us the opportunity to have meaningful food experiences with kids and has allowed food service to become an extension of education. Grants like this really help support doing something different and forced us to think outside the box."

~ **Shelly Allen, Food Service Director**



Kids enjoying the fruits of their labor: a delicious Chickpea Pico de Gallo!





2,345
TOTAL KIDS
REACHED



6,103
TOTAL SCHOOLS
REACHED TO DATE

[illegible]

501+



478,640
TOTAL KIDS
REACHED IN 2015



2,013
TOTAL SCHOOLS
REACHED IN 2015

		2015	TO DATE			2015	TO DATE			2015	TO DATE
AK	5	52	KY	7	66	NY	56	213			
AL	8	48	LA	13	131	OH	53	193			
AR	8	38	MA	46	120	OK	21	53			
AZ	30	78	MD	8	53	OR	16	52			
CA	293	1239	ME	10	54	PA	38	131			
CO	97	266	MI	179	372	RI	3	28			
CT	19	102	MN	142	157	SC	14	70			
DC	2	36	MO	27	135	SD	9	21			
DE	2	5	MS	4	29	TN	18	306			
FL	24	119	MT	21	45	TX	316	454			
GA	99	231	NC	16	38	UT	7	15			
HI	0	8	ND	10	15	VA	47	103			
IA	30	51	NE	14	30	VT	18	55			
ID	7	21	NH	9	49	WA	66	69			
IL	40	207	NJ	36	105	WI	62	179			
IN	38	135	NM	4	19	WV	5	34			
KS	8	39	NV	4	26	WY	4	8			



Changing the way we feed our kids

Our Programs

PROGRAM
SUPPORT MODEL



The Lunch Box	REGISTERED USERS IN 2015	TOOL DOWNLOADS IN 2015	REGISTERED USERS TO DATE	TOOL DOWNLOADS TO DATE
	3,315	17,475	3,809	17,706
	TOTAL KIDS REACHED IN 2015	TOTAL SCHOOLS REACHED IN 2015	TOTAL KIDS REACHED TO DATE	TOTAL SCHOOLS REACHED TO DATE
	11,731	19	17,658	33
	Project Produce			
Let's Move Salad Bars to Schools	278,500	557	2,089,000	4,178
	School Food Support Initiative			
Healthy Breakfast for Kids	22,321	60	22,321	60
	16,576	30	70,410	147
Get Schools Cooking	149,512	316	149,512	316

These numbers represent program impact as of December 31, 2015.

1. Tools & Resources

2. Grant Funding

3. Individual Support



Online Tools and Resources for School Food Reform

"The Lunch Box is a reliable source of tools and resources. It has tons of excellent material located in sensible tabs! Great to have a centralized resource site for our needs!"

-Dan Sharp, Director of Food & Nutrition Services, Mesa County Valley School District (CO)



Fruit and Veggie Grants for Nutrition Education

"There are students everywhere not getting the nutrition they need. Project Produce was an awesome opportunity to provide them with new fruit and vegetable choices and to open their horizons."

-Lisa Seiber, Food Service Director, Trenton Special School District (TN)



Salad Bar Equipment Grants

"Salad bars have made the greatest impact on children's eating behaviors at Riverside Unified School District, where our goal has been to teach children to become life-long healthy eaters."

-Rodney Taylor, Former Director of Food Services, Riverside Unified School District (CA)



Technical Assistance Workshops

"The School Food Support Initiative will be invaluable in helping navigate our way through the process of opening the new scratch cooking central kitchen!"

-Mark Dalton, Food Services Director, Bellingham Public Schools (WA)



Equipment Grants for Universal Breakfast

"The breakfast grants have had a significant impact on DPS's ability to serve breakfast in the classrooms. They've allowed us to purchase equipment, shorten staff preparation time, speed up service, and provide more during breakfast."

-Carl Williams, Assistant Director School Nutrition, Detroit Public Schools (MI)



Kitchen Equipment Grants

"Procuring new equipment specific to scratch-cook production can be cost-prohibitive for many districts. The Get Schools Cooking grants are filling a funding gap, and are expediting handling fresh ingredients with efficiency in the grantee districts."

-Beth Collins, Partner, Lunch Lessons LLC

Chef Ann On Tour

Spreading the Healthy School Food Message Around the World

Highlights from Ann's Year

- Jan:** Launch of "Food Truth Coalition" with Jamie Oliver and Alice Waters (Sacramento, CA)
- Feb:** 4,000 Salad Bar Celebration with Mayor of Baltimore and Chef Sam Kass (Gwynn Oak, MD)
- Apr:** USDA Farm to School Plenary Session with Deborah Kane (Denver, CO)
- May:** Forum chair at "Building the Desired City" health, culture and sustainability conference (Caracas, Venezuela)
- Jun:** Keynote speaker at "Serving Change in Public School Food" conference at Harvard University (Cambridge, MA)
Child Nutrition Summer Workshop (San Antonio, TX)
- Aug:** Keynote speaker at Minnesota SNA Annual Conference (St. Cloud, MN)
- Sep:** Chef's Action Network Bootcamp (Shelburne, VT)
Host/Judge of a kids' cooking competition tv series (Qatar)
Tedx Manhattan Speaker (New York, NY)
- Oct:** Keynote speaker at "Tomorrow's Chef x Food Revolution Forum" (Taiwan)



Venezuela



New York



Taiwan



Qatar

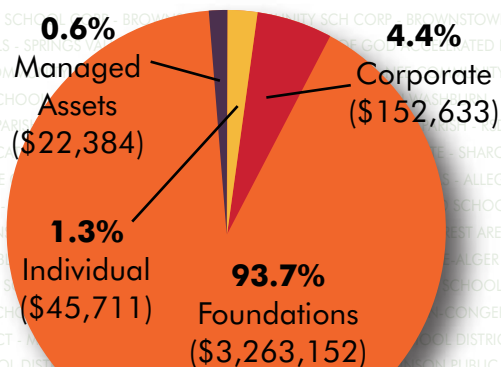
Revenue vs. Expenditures

Total Revenue: **\$3,483,880***
Total Expenditures: **\$3,040,680**

*\$535,407 of 2015 revenue was restricted for 2016 spending.

Financial Information

SUPPORT REVENUE

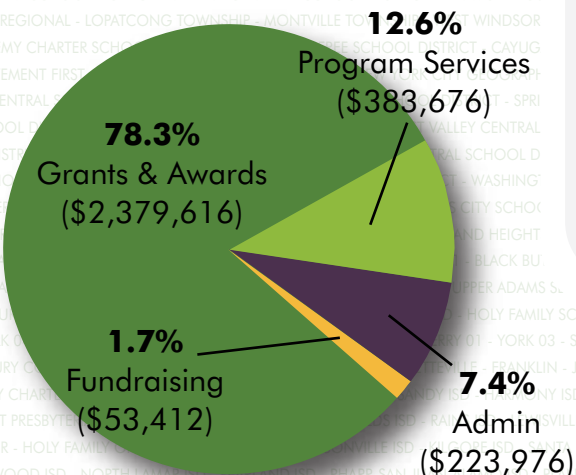


PROGRAMS

Let's Move Salad Bars to Schools: \$2,254,297
Get Schools Cooking: \$180,445
The Lunch Box: \$89,852
Project Produce: \$89,091
Healthy Breakfast for Kids: \$81,987
School Food Support Initiative: \$19,191



EXPENDITURES



ADMIN

Wages and Contract Services: \$128,874*
Marketing and Outreach: \$56,621
Office and Other: \$38,481

FUNDRAISING

Donor Management: \$51,369
Support Services: \$2,043



*These wages exclude program support dollars and development director salary.



Visit www.chefannfoundation.org to see our 2015 990. Please note that for the revenue listed on this page, we have included 2014 fund carryover.

Changing the way we feed our kids

Donor Recognition

Our donors make our vision of healthy school food for all possible.
We are deeply grateful for your support.

\$1-\$49

Aaron Larocque
Aaron M. Graber
Abhirup Dutta
Allan Hancock
Amy Christiansen
Annette Puckett
Annie Baker
Bill Stein
Bobbie Gordon
Brad Dixon
Brian C. Lucas
Bryanne McCurry
Carmen Johnson
Carol Danly
Catherine Simon-
Vobornik
Cecil Clontz
Chris Newton
Christian Parker
Christie L. Rumiano
Cosette Turnbow
Craig Hasday
Dana Peterson
Dani Levine
DeAnna Mathis
Deborah Carroll
Denise Millard
Dennis Knock
Dennis Hazen
Elisa Kuppinge
Elizabeth Santorella
Emily Miller
Eric M. Opal
Erica Younkin
Erick Cedeno
Frank Messina
Gordon Ellis
Hillary Locke
James Kamitses
Janet Weller
Jason Dunn

Jessica Grose
Joshua Nims
Julie Cruz
Justin R. Spears
Kevin D. Crosby
Kevin M. Pruett
Kira Brown
Krista Reiss
Kristen Teraila
Laura Hobson
Lauren Demers
Li Ann Taba
Lillian Vanessa Gabela
Lindsey Vaughan
Lois Reitzes
Lynn Gilbert
Mara Fleishman
Marie E. Riddell
Marla Beck
Matthew J. Anderson
Meghan Anderson
Michele Battiste
Nancy Melton
Natalia Crofut
Pamela Oliver
Patricia Spatz
Peggy Guerra
Regina Thomas
Renee Bastine
Richard Avis
Ronald Bilodeau
Ryan Andrews
S.D. Cook
Shannon M. Blando
Shawnon Morris-
Steinohrt
Stephen O. Hultin
Tanisha Barnes
Tara Carter
Toby A. Kernan
Tracy Kaus

\$50-\$99

Andrea Adams
Anna Simmons
Anna Walker
Bradley R. Crowe
Brandi Cass
Brent Halsey
Catrine Vold
Courtney Balentine
Dixie Gunning
Elise Jones
Elizabeth Lewis
Elizabeth Eller
Ellen Flynn
Eric Boudreau
Gracie Wade
Jennifer Kurtz
Jillian Dolin
John & Sharon Woods
John Redano
Keegan Linza
Kerry White
Kyle Harris
Lacy Mile
Magdalena Sikora
Miguel Villarreal
Nancy Melton
Nisouri Sananikone
Pieter De Waal
Rebecca McMillin
Rod Gallagher
Sally Handley
Sarah Camiscoli
Staci Jones
Susan Forbush
Suzanne Jones
Sylvia Bernstein
Tara Carter
TaraLeigh Masterson
Tim Meagle
Walter J. Crowley

Wendy Sosik

\$100-\$199

Alan & Cheryl Greene
Andrew Goldman
Christopher Reynaud
Corrine Marrinan
Deborah Callahan
Diane Harpold
Erwin & Ronnie Sidman
Jo Collins
Joel Amundson
Karie Seehorn
Kathryn Werner
Kristen Bishop
Laura Kang
Maryellen D'Aiuto
Rebecca Silverberg
Roberta Nieslanik
Ryan Bishop
Shane Latouf

\$200-\$499

Adrian Cheng
Annie Luongo
Gayle Swain
Helayne Jones
Julie Lavender
Laura Rooklin
Michael Sprague
Rich O'Brien
Roger Schultz

\$500+

Aileen Schwab
AJ Grant
Ann Cooper
Bonnie Moore
Elizabeth Collins
Karen Trilevsky
Katherine Portnoy

Kim & Ethan Zoubek
Robert Surles
Steven Miller

Corporate Support

Applegate
Cambro
Doc Popcorn
Earthbound Farm
Litehouse
Mamma Chia
Organic Valley
Presence Marketing
Sterling Rice Group
US Potato Board

Foundation Support

350 Colorado
American Garden Association
Association of State Public
Health Nutritionists
Clif Bar Foundation
Elevation Reps of the Rockies
Global Giving
John G. Duncan Charitable Trust
Johnson Ohana Foundation
Nestle Foundation
Pew Charitable Trust
Theberge Family Fund
Tromblee Foundation
United Fresh Start Foundation
Vital Projects Fund
Walmart Foundation

Core Partners

Boulder Valley School District
Healthy Skoop
Life Time Foundation
Whole Kids Foundation

Together Everyone Achieves More

Key Staff

Board of Directors

Ann Cooper, President
Director of Food Services
Boulder Valley School District

Patrick O'Kelly, CPA, Treasurer
Partner
Cahill O'Kelly and Associates

Alan Greene, MD, FAPP
Pediatrician, Author, Founder
DrGreene.com

Barbara Koch
Executive Director
Life Time Foundation

Bonnie Moore
President
Moore Impact

Emily Friedberg
Business Development Executive
Fastly

Helene Kennan
Chief Innovations Officer
Guckenheimer

Karen Trilevsky
Founder,
Veloz Group LLC, FullBloom Bakery Company

Roberta Nieslanik, JD
Attorney
Office of Alternate Defense Council

Rodney Taylor
Director of Food & Nutrition Services
Fairfax County Public Schools

The Lunch Box Advisory Board

Bertrand Weber
Director of Nutrition Services
Minneapolis Public Schools

Betty Izumi, RD
Assistant Professor
Portland State University

Jenny Montague
Food Service Director
KalisPELL Public Schools

Miguel Villarreal
Food and Nutrition Services Director
Navato Unified School District

Spencer Taylor
Executive Director of Nutrition Services
Metropolitan Nashville Public Schools

Sunny Young
Project Coordinator -Good Food for Oxford Schools
Oxford Public Schools

Staff*

Mara Fleishman
Chief Executive Officer
mara@chefannfoundation.org

Beth Collins
Director of Operations
beth@chefannfoundation.org

Kate Kelsch
Director of Development
kate@chefannfoundation.org

Curry Rosato
Program Director
curry@chefannfoundation.org

Emily Miller
Marketing & Education Manager
emily@chefannfoundation.org

Emily Gallivan
Administrative and Programs Associate
emilyg@chefannfoundation.org

*Reflects current, 2016 staff member names



#RealSchoolFood

In 2015, celebrities, kids, parents and chefs helped us reach **over 23 million** people through our public awareness campaign about healthy school food.

www.realschoolfood.org



Grant Gustin & Jesse L. Martin, Actors



Elisabeth Rohm, Actress



Al Roker, The Today Show



Alice Waters, Chef



Mary Sue Miliken, Chef



Lake Bell, Actress



Jamie Oliver, Chef



Angie Harmon, Actress

Will you support #RealSchoolFood in 2016?