

# 2020 Annual Report

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## Chef Ann Foundation





Chef Ann in BVSD's new Culinary Center  
Matthew Jonas for *Daily Camera*

Dear Friends of the Chef Ann Foundation,

Reflecting on 2020, it feels like we lived five years in one, and I'd like to dedicate this annual report to all of the school food professionals who overnight became first responders. Here's to all of those who went from smiling at children and serving delicious food on plates and trays to wearing PPE and figuring out how to distribute food from street-corners and parking lots - all while keeping themselves and their families safe. School food as hunger relief has never been more important, and school food professionals have become current-day super heroes.

For me, and I imagine for most of us, it was unlike any time I have ever experienced in my life. I personally struggled with the same challenges as most: not being able to see my family, and concern for my health, my family's health, and my team's health. But most of all, my heart ached for our country's children and their families.

On a professional level, it was hard for me to focus outside of the day-to-day at the district. My thoughts centered on helping our community with the food they needed to feed their families, making sure that our team had the proper supplies to stay safe, and continuing to expand our hunger relief support.

When I did come up for a breath and connected with the CAF team, it truly was a shining light. They were working to do everything possible to support our partner districts with emergency response resources, recipe and menu resources for districts' new school food realities, legislative advocacy to extend

funding and reduce paperwork for school food programs, and planning for the future.

It is this last item, "planning for the future," that keeps me going. We have spent the last eleven years working on school food reform and we have made huge headway; we need to ensure that when we come out of this pandemic, school food continues to progress. We're dedicated to the long-term work of systematic change, with projects like a new fellowship program to train the next generation of school food leaders, a tech platform for school districts to self-assess their level of scratch cooking and receive recommendations to support change, and pathways through community colleges to support a healthy school food workforce.

It's 2021, and we are not out of the woods by a longshot, but I am grateful to all those that have stepped up to make sure our future is brighter.

Chef Ann Cooper  
Founder and President of the Board



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# Mission & Impact

Academic performance increases in children who eat a healthy lunch each day. This effect is 40% greater among children who participate in the free and reduced-price lunch program.\* Our mission is to ensure that school food professionals have the resources, funding, and support they need to provide fresh, healthy, delicious, cook from scratch meals that support the health of children and our planet.

\* National Bureau of Economic Research (2017)

Since 2009, Chef Ann Foundation programming has reached

3,379,509 CHILDREN  
and 13,169 SCHOOLS

in all 50 states and the District of Columbia.



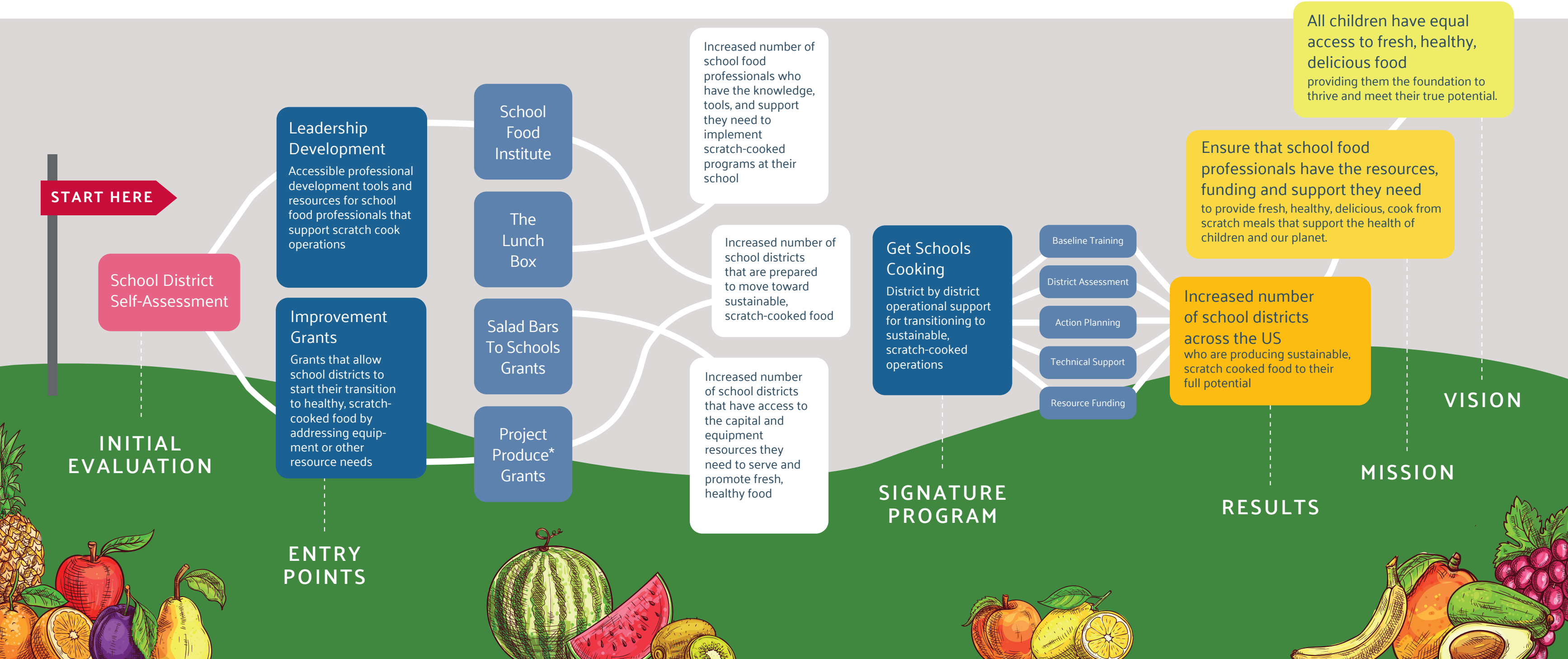
Greeley-Evans Weld County School District 6. Credit: Danielle Bock, Vox



# Theory of Change

70% of the 30 million children who eat school lunch each day are eligible for the free and reduced-price (F/R) lunch program. These children often do not get a choice to bring their own lunch; they eat school food because they have to. The food they are served is often heavily processed and lacking in fresh fruits and vegetables, leading to a myriad of long term nutritional and educational issues, such as obesity and diabetes.

\*Project Produce, a fruit and veggie grant program focused on nutrition education, is currently on hold and seeking funding. If you or your organization is interested in funding this program, please contact [development@chefannfoundation.org](mailto:development@chefannfoundation.org).





# The Lunch Box

**The Lunch Box (TLB)** is an online toolkit that provides free step-by-step guides, tools, recipes, and other resources to help schools improve their meal programs and convert to scratch-cooking.

“

You have a wealth of valuable information for school districts to use. Thanks for all you do in providing schools with the tools they need to provide nutritious meals to students.

**TERRI**

FSD at South Hamilton School District  
Jewell, Iowa



School Food Service Staff making sandwiches at Napa Valley Unified School District in Napa, CA.

## KEY STATISTICS

In 2020, we registered over

**3,000 NEW USERS**

to the website

To date, we've  
registered almost

**24,500 USERS**

Over half of these users  
are from schools.



Erin Schaff for The New York Times

## 2020 HIGHLIGHTS

In 2020, we redesigned and added new content sections to The Lunch Box website to better support school districts during the COVID-19 pandemic, including Food Access, Scratch Cooking To-Go, and Bulk Meal Packs in our new Emergency Feeding section.





# School Food Institute

**School Food Institute (SFI)** is a set of online courses that provide professional development and comprehensive training on the key components of successful scratch-cook operations in schools.

“

I am hoping to expand my knowledge of serving meals from scratch to our youth population. I believe that local food and clean eating has a huge impact on behavior and anything I can do to learn on the topic, I will certainly do!”



**SFI STUDENT**

## KEY STATISTIC

# 80% OF STUDENTS

reported that they are likely or very likely to make changes as a result of what they have learned in their course.

## 2020 HIGHLIGHTS

We launched Spanish translations for all eleven School Food Institute courses! By making the operational content covered in SFI courses accessible to more people, schools will have fewer barriers for making the shift from heat-and-serve meals to scratch cooking.

# Salad Bars to Schools

**Salad Bars to Schools (SB2S)** is a granting program that provides schools and districts with salad bar equipment and support, such as Cambro bars, camchillers, and technical assistance.

“

Salad bars allow our cafeterias to offer many fruit and vegetable choices to our students every day. With a choice, we see many more children taking a fruit and vegetable than if only offered one and EATING IT!”

**TAMMY CONNERS**

Food Service Manager, RSU#74



## 2020 HAPPENINGS

Due to the pandemic, the partnership decided to pause the granting and shipment of salad bars. Districts had to remove communal feeding items like salad bars. We expect school districts to slowly reintroduce them in school year 21-22.





School Food Service team member packaging to-go meals during Covid-19 at Boulder Valley School District in Boulder, CO.

## Get Schools Cooking

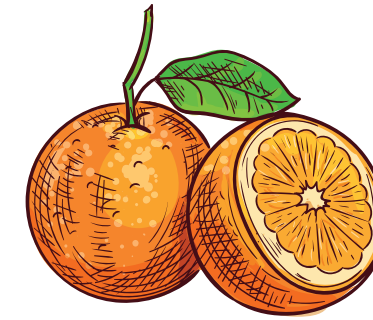
**Get Schools Cooking (GSC)** is an intensive 3-year assessment and strategic planning program that provides schools with the operational knowledge to transition from a heat-and-serve to a scratch cook operational model.

“

It was a great presentation! It was nice for all of our leadership to see your leadership. I am so sad it was not in person and that you didn't get to hear the interest that was generated by the presentation. You made a great impression and helped them envision a new, different reality for food service.”

**MARNÉ PRICE**

Child Nutrition Operations Coordinator, Franklin Special School District  
Franklin, TN



### 2020 HIGHLIGHTS

By the end of 2020, the districts in the second GSC cohort had completed an average of

**54% OF THE RECCOMENDATIONS**

from their assesment. The third cohort reported an average

**33% COMPLETION RATE.**

We received 20 applications from districts across the country eager to participate in the fourth cohort of the program. After a thorough review and interview process, we selected five districts to add to the existing group of 15. We are excited to work with these districts over the next three years to create change and serve fresh, delicious meals to their students!



School Food Service team members marketing to-go meals during Covid-19 at Napa Valley Unified School District in Napa, CA.



# Hero Highlights

With so many incredible people working to feed America's children during the COVID-19 crisis, CAF set out to showcase their heroic efforts and uplifting outlooks. Hero Highlights: Stories from the Field became our organization's first multimedia series, which debuted in March 2020 with support from Danone North America.

The mission of Hero Highlights was to ensure the stories of our school food workers were being told, as they navigated widespread school closures amid the pandemic.

“

I never thought that being in food and nutrition, we would be considered a ‘hero’ or a ‘first responder.’ It’s been an eye-opening experience.”

**AARON SMITH**

## AARON SMITH, SEATTLE PUBLIC SCHOOLS

Seattle Public Schools’ Aaron Smith endured some major challenges while transitioning the district’s food service operation during the coronavirus pandemic—but he always stayed hopeful. In our first audio Hero Highlight, Smith shared how his team built 26 meal sites, 35 bus routes, home delivery to 3,000 students, and support for city shelters in order to keep the community fed. The school food team at SPS were offering a variety of chef’s salads, hummus, bagel meals, and take-and-bake options to students and their families as school closures continually extended.

The district’s central kitchen was producing about 12,000-13,000 meals per day and serving around 6,000 for both breakfast and lunch. “There’s a warm and helpful feeling going into the city from the things that we are doing,” Smith said. Parents reached out to say thank you, and kids dropped off pictures and cards. “It’s been an amazing experience. I never thought that being in food and nutrition, we would be considered a ‘hero’ or a ‘first responder.’ It’s been an eye-opening experience.” Smith expressed his hopefulness that the support given to school food workers during such a challenging time could carry on beyond the pandemic circumstances, and that his team could “help remove the stigma and perception of school food” and become a more recognized part of the school system.



## LORI DANELLA, LEE’S SUMMIT R7 SCHOOL DISTRICT, KANSAS CITY

One of the biggest challenges that districts faced at the start of the pandemic was discovering how to quickly transition their food program to remote feeding. This situation was a first for everyone and available resources were limited at the time. Many food service directors believed the closures would last for two or three weeks, with the possibility of an

extension. “This has to be the most stressful situation I have ever endured due to the unknowns,” Lori Danella, Food Service Director at Lee’s Summit R7 School District in Kansas City, Missouri, said at the time.

“So many families and students rely on us for food, and we are going to do whatever it takes to get them fed.” For Danella and her team at Lee’s Summit, strict health and safety protocols were already in place, but what they didn’t anticipate when schools closed was the amount of work and strategizing it would take to configure a new plan for remote feeding—factoring in transportation, inventory, available labor, dispersed poverty in the community, and more. Danella described the pandemic and subsequent school closures as “a once in a lifetime situation” and stressed her team’s need to stay flexible, listen to each other, and work together.

**“We’re really proud of what we do. We serve good food in schools, and people need to know that.”**

**OMAR GUEVARA-SOTO**



## OMAR GUEVARA-SOTO, MINNEAPOLIS PUBLIC SCHOOLS, MINNEAPOLIS

Omar Guevara-Soto serves as Assistant Director of Culinary and Wellness Services at Minneapolis Public Schools. Guevara-Soto says that food insecurity grew quickly as closures extended through the end of the school year and into summer. By June 2020, they were handing out 44,000–45,000 meals a day with 50 food pick-up sites and direct transportation to 10 different

areas in Minneapolis. We spoke to Guevara-Soto about his experience tackling the area’s hunger crisis with the addition of national unrest following George Floyd’s murder in Minneapolis. “Minneapolis became the epicenter of despair,” he said of the tragedy. “But we still needed to go out and be there for the community.” Guevara-Soto found that the staff at MPS wanted to have conversations about racial issues and food equity.

When protests started, they recognized that certain areas of the city became food deserts overnight. “Right away, we increased the number of sites within the southeast area—the most affected area of the city,” said Guevara-Soto. Fortunately, MPS has the resources and background to continue serving high-quality food despite the challenges of COVID-19. The district serves “True Food,” which means all of their meals are cooked without high fructose corn syrup, trans fats, artificial colors, or preservatives, and much of their produce comes from small sustainable farms in the region. For Guevara-Soto, food quality is just as important as access. “We’re really proud of what we do, and I hope once we are back in school, we can keep up with this and work on ending that stigma of school lunch,” he said. “We serve good food in schools, and people need to know that.”



# The Challenges – and Solidarity – of 2020

Just as nobody could predict the COVID-19 pandemic, the CAF team never anticipated the need to pivot the organization’s programming to fit the needs of school food professionals around the country, whose operations were rapidly changing.

Along with providing COVID information, tools, and resources, we debuted a brand new section of The Lunch Box website dedicated to helping school food teams navigate the unknown waters of emergency and remote feeding.



School food employees Deb Lunder (left) and Jerilyn Button packaging up-to-go lunches at Mitchell School District in Mitchell, SD.

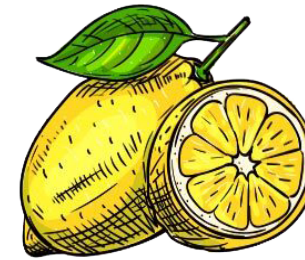


School food employees packaging to-go meals for delivery at Franklin Pierce Schools in Tacoma, WA.

“

I’m hoping that the way that everyone is showing support right now carries on for a long time and we can help remove the stigma and perception of school food.”

**AARON SMITH**



More and more, school is being interrupted by emergency issues related to health, environment and other present day crises. In 2020, schools needed to be constantly prepared to pivot their programs to react to changing situations, and that included their school food program. We could not predict how 2020 would go, but we took the lessons learned and created content that we felt school food professionals could use to prepare for the future.

## Feeding Equity Through School Food

More than ever before, 2020 demonstrated a serious need for hunger relief across the country—particularly in areas with rising unemployment rates spearheaded by the pandemic. For organizations and individuals in school food, hunger issues have always been top of mind. The COVID-19 health crisis made it even more clear that school food is not just a “nice-to-have”—it is essential.

The issue is that a lot of school food is processed. We need to nourish students with healthy, nutritious food to help them thrive in every aspect of their daily lives. Scratch cooking is a key part of the solution to food inequity experienced by many Black and Hispanic communities in the United States. According to a 2019 report by UConn’s Rudd Center for Food Policy and Obesity, food-related companies target Black and Hispanic youth at significantly higher rates than their white peers with advertisements for fast food, candy, sugary drinks, and snacks—all of which are significant contributors to poor diets and diet-related diseases.

As the second largest food relief program in the country, the National School Lunch Program (NSLP) provides a unique opportunity for equal access to healthy, scratch-cooked meals that students of all races and backgrounds need to thrive and meet their full potential. Providing more scratch-cooked school meals could reduce the rate at which students consume ultra-processed foods.

2020 forced us to look past short-term solutions. As we look at the intersection of hunger relief and equality, we need to expand our approach to support positive, long-term outcomes and ensure programs (like school food) provide the springboard for change. When we scratch cook in schools (instead of serving low-quality processed food), we change habits, palates, expectations, and health and achievement outcomes. The challenges of 2020 solidified that we must not give up on making healthy food more equitable for all students.





(Left and right): inside the Covid Kitchen Warehouse at Boulder Valley Public Schools in Boulder, CO.



Dear Friends of the Chef Ann Foundation,

In 2020, this community ensured that the Chef Ann Foundation had the resources to reach schools across the country, providing kids the healthy food they needed to thrive.

Hopefully, this annual report has served as a spotlight into our 2020 story, one that you all helped us create. I hope that we don't see the likes of another 2020, but if we do, I cannot imagine a better team to work with than our current Chef Ann Foundation employees. From the moment the pandemic hit, this group continuously searched for ways to help, pushed themselves to find solutions, and solved for today while keeping tomorrow in mind. I feel privileged to be a part of this group and grateful to know people with such huge hearts.

As you can imagine, our partner districts across the country are tired; they have been pushing themselves and their teams for the last year and there is no end in sight. 2021 is a time for CAF to listen, to support, and to implement for the future. School food teams can barely come up for air, but

they still believe in what we have all been fighting for: healthy school food that supports equity, healthy bodies, and the environment.

Our 2021 plan is to ensure that our school food partners can see the pathway to change, even if it's not moving as quickly as it used to. We are reinventing and customizing professional development support and working to ensure that our country has strong school food leaders for tomorrow and for years to come.

In the darkest hours, there is always light, and it is that light that our team will focus on in 2021. Thank you for your continued support; without you, this work could not continue.

Mara Fleishman  
Chief Executive Officer

# Our Financials

## STATEMENT OF FINANCIAL POSITION ASSETS

<b>Current Assets</b>	
Cash & cash equivalents	\$1,742,115
Contributions receivable	\$24,846

<b>Total Current Assets</b>	<b>\$1,766,961</b>
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<b>Equipment</b>	
Office equipment	\$9,347
Less accumulated amortization	(\$7,321)

<b>Net Equipment</b>	<b>\$2,026</b>
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<b>Other Assets</b>	
Deposit	\$1,244
Less accumulated amortization	(\$7,321)

<b>Total Assets</b>	<b>\$1,770,231</b>
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## LIABILITIES & NET ASSETS

<b>Current Liabilities</b>	
Accounts payable	\$383,787
Accrued compensation & benefits	\$9,088

<b>Total Current Liabilities</b>	<b>\$392,875</b>
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## NET ASSETS

Net assets, without donor restrictions	\$397,228
Net assets, with donor restrictions	\$980,128

<b>Total Net Assets</b>	<b>\$1,377,356</b>
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<b>Total Liabilities &amp; Net Assets</b>	<b>\$1,770,231</b>
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## STATEMENT OF ACTIVITIES OPERATING SUPPORT & REVENUE

<b>Operating Support</b>	
Contributions & grants	\$2,219,272
In-kind contributions	\$22,000

<b>Total Operating Support</b>	<b>\$2,241,242</b>
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<b>Operating Revenue</b>	
Enrollment fees	\$14,997

<b>Total Operating Support Revenue</b>	<b>\$2,256,269</b>
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## OPERATING EXPENSES

<b>Expenses</b>	
Programs services	\$1,483,643
Supporting services: general & administrative	\$116,500
Supporting services: fundraising	\$116,328

<b>Total Operating Expenses</b>	<b>\$1,716,471</b>
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<b>Operating Support &amp; Revenue in Excess of Operating Expenses \$ (539,798)</b>	
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<b>Other Changes</b>	
PPP grant	\$101,000
Interest income	\$1,893
Other income	\$2,500

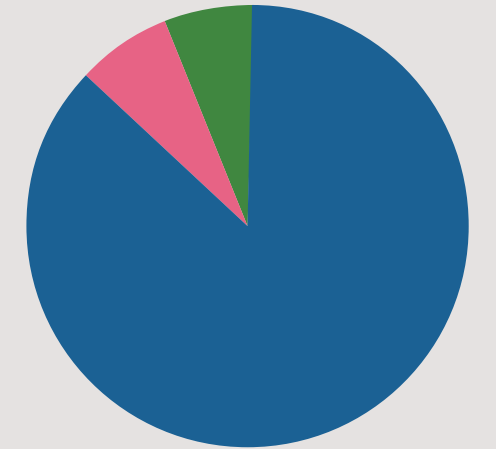
<b>Total Other Changes</b>	<b>\$ 105,393</b>
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<b>Change in Net Assets</b>	
Net Assets, Beginning of Year	\$732,165

<b>Net Assets, End of Year</b>	<b>\$1,377,356</b>
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# Expenses

**TOTAL EXPENDITURES**  
**\$1,716,471**



86% Programs Services	(\$1,483,643)
7% General & Administrative	(\$116,500)
7% Fundraising	(\$116,328)

## PROGRAMS EXPENSES

Get Schools Cooking	\$402,436
Professional Development	\$134,211
The Lunch Box	\$69,074
Fellowship Planning	\$57,946
Assesment Technology	\$57,432
School Food Institute	\$19,368
Minnesota SFSI	\$33,292



# Our Supporters

## 2020 CONTRIBUTIONS

We extend a special thanks to the many individuals, corporations, foundations and community groups that supported the Chef Ann Foundation through generous financial and in-kind assistance. In order to compile this list, we diligently searched our records for gifts received during January 1, 2020 - December 31, 2020 to provide correct and heartfelt recognition. If your name is not listed, or if there is an error of some kind, we sincerely apologize. We are truly grateful for your support.

### >\$500,000

Whole Kids Foundation

### \$250,000-\$499,000

Anonymous

### \$100,000 - \$248,000

Cares Act PPP  
Colorado Health Foundation\*  
Vital Projects Fund

### \$50,000 - \$99,999

Anonymous  
The Life Time Foundation\*  
Rachel Ray Foundation  
Sierra Harvest  
Transformation Trust

### \$25,000 - \$49,999

Anonymous (Global Giving)

### \$10,000 - \$24,999

Danone North America  
EACH Foundation  
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Stillwater Foundation  
Tromblee Foundation

### \$5,000 - \$9,999

AEC Trust  
Robert & Toni Bader  
Charitable Foundation  
Clif Bar Family  
Foundation  
Linda A. Stancliffe

### \$2,500 - \$4,999

Conscience Bay  
Company  
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Rhonda McGaughey  
Organic Valley  
Whole Foods Market

### \$1,000 - \$2,499

Alpine Bank  
Bluestone Life  
Community Shares of  
Colorado  
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Brad Feld and Amy  
Batchelor  
Philip Frisk  
Justin Garcia  
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Tamar Rydzinski  
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### \$500 - \$999

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Ann Cooper  
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Nader Zaidan  
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### < \$99

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John Greene  
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Randy Hauer  
Billy Hecklau  
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Sareda Johnson  
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Stefanie Winfield  
Christopher Witte  
Eric Wyss  
Erica Younkin

### In-Kind Donations

Cahill O’Kelly and  
Associates  
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Service Reps  
Google Ad Words  
Lunch Lessons, LLC  
Holland & Hart

\*Multi-year grants





The Chef Ann Foundation is  
a 501(c)(3) national nonprofit  
focused on incorporating healthier,  
scratch-cooked food in schools.

(303) 330.6484  
[CHEFANNFOUNDATION.ORG](http://CHEFANNFOUNDATION.ORG)

 @chefannfoundation

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 @chefannfoundation

 @chefannfoundation



*Please note new address:*

**Chef Ann Foundation**  
5485 Conestoga Court, Suite 110F  
Boulder, CO 80301