



2019 Annual Report



Morgan Rachel Levy for *The New York Times*

Dear Friends of the Chef Ann Foundation,

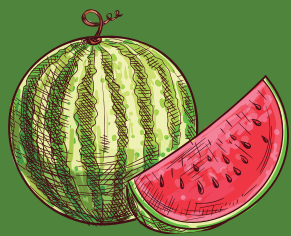
When I started this organization in 2009, I never thought about what it would look like 10 years out. I scraped together funding, worked weekends and nights to build out the content for The Lunch Box website, and met with anyone that would talk to me about why scratch cooking in schools is so important.

2019 was a very special year for me, and for this organization. It was a milestone that allowed us to take a step back and acknowledge the work we've done, and ask ourselves how our work is still needed. We went through a traditional strategic planning process that, I have to admit, had me begging to get back into the kitchens (3 days of office meetings is about all I can handle.) However the process proved productive, and we were really able to engage with our stakeholders, take note of where school food is today, and ask ourselves what is needed from our organization over the next decade.

I am happy to report that more schools and districts than ever before are applying for our grants and utilizing our resources. Communities want to improve their school food, they want to cook, they want to choose the ingredients they put into the meals they serve their students, and they want to ensure kids have what they need to succeed.

I am incredibly proud of the support we have provided to schools over the last 10 years. I hope you enjoy reading about some of our work from 2019.

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 provide school communities with the tools, training, resources, and funding that enables them to create healthier food and redefine lunchroom environments.

* National Bureau of Economic Research (2017)

Since 2009, Chef Ann Foundation programming has reached

3,227,009 CHILDREN

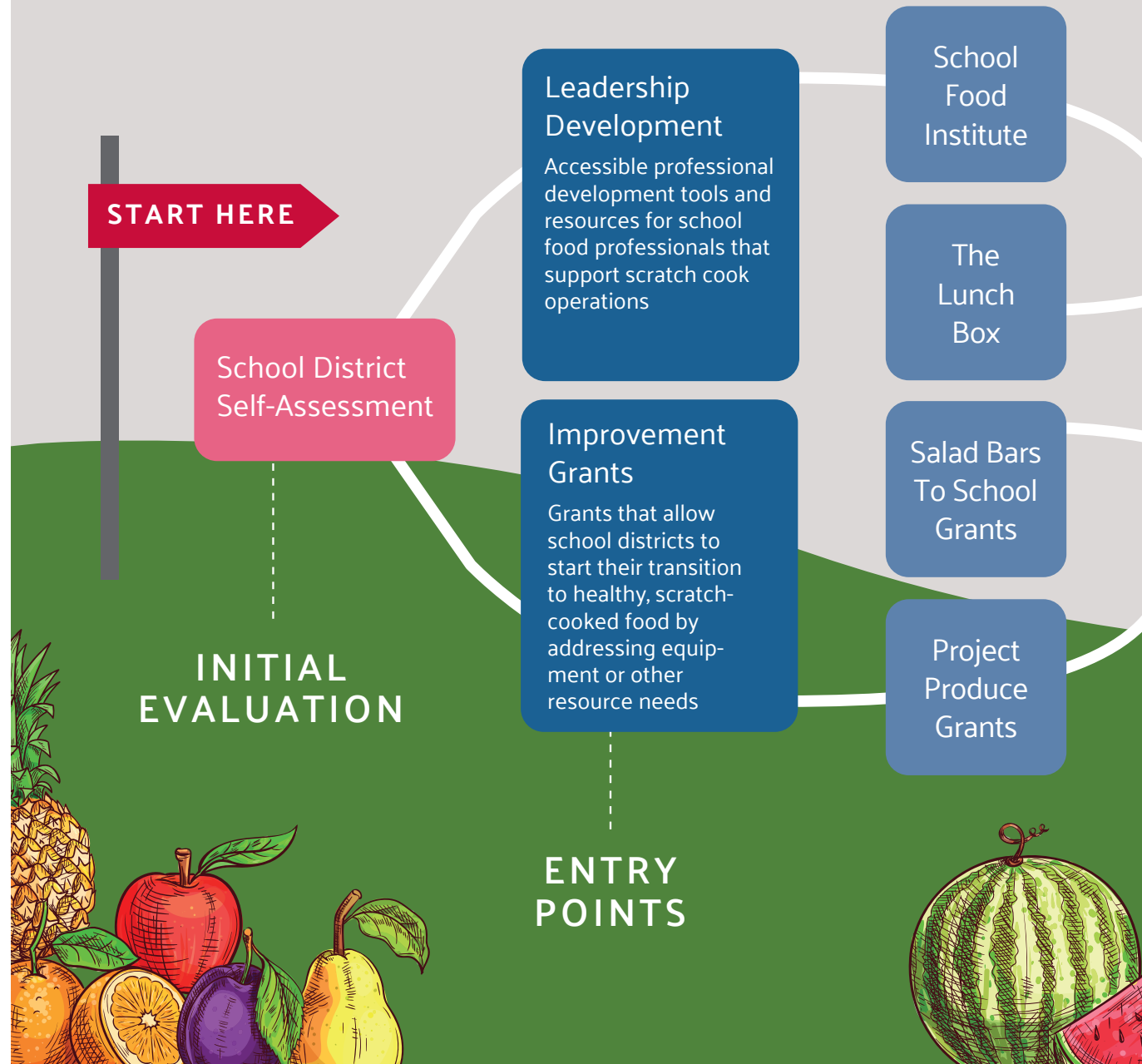
and **11,832** SCHOOLS

in all 50 states and the District of Columbia.



Theory of Change

70% of the 30 million children who eat school lunch each day are eligible for the free and reduced-price (F/RP) lunch program. These children 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 fruits and vegetables, leading to a myriad of long term nutritional and educational issues, such as obesity and diabetes.



Increased number of school food professionals who have the knowledge, tools, and support they need to implement scratch-cooked programs at their school

Increased number of school districts that are prepared to move toward sustainable, scratch-cooked food

Increased number of school districts that have access to the capital and equipment resources they need to serve and promote fresh, healthy food

Get Schools Cooking

District by district operational support for transitioning to sustainable, scratch-cooked operations

Baseline Training

District Assessment

Action Planning

Technical Support

Resource Funding

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.

Increased number of school districts across the US who are producing sustainable, scratch cooked food to their full potential

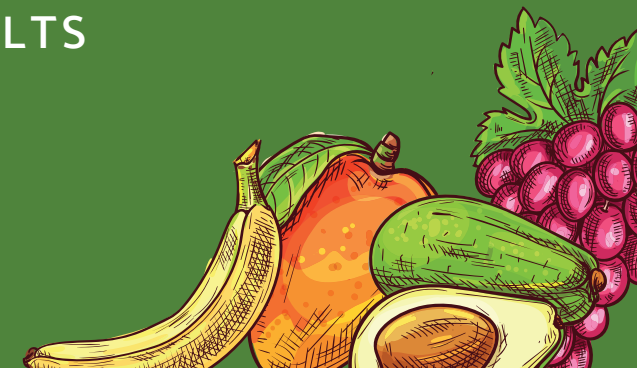
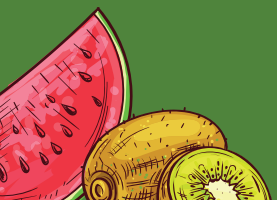
All children have equal access to fresh, healthy, delicious food
providing them the foundation to thrive and meet their true potential.

SIGNATURE PROGRAM

RESULTS

MISSION

VISION



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.

“

I love everything you do! I want to be that example for these children and parents... I will be making a book of all your recipes for my kitchen to use.”

LISA E.

Florence-Carlton School District 15-6
Florence, MT



KEY STATISTICS

In 2019, resources from TLB were downloaded from the website over

20,240 TIMES.

To date, we've registered almost

21,500
USERS TO TLB.

Over half of these users are from schools.



2019 HIGHLIGHTS

CAF began work on an overhaul of The Lunch Box. The new site—launching in spring 2020—will feature new operational case studies, plant forward recipes, and more!

We also launched a 3-year partnership with the Culinary Institute of America that will bring 100 new plant forward recipes to TLB (pictured above: portobello fajitas).



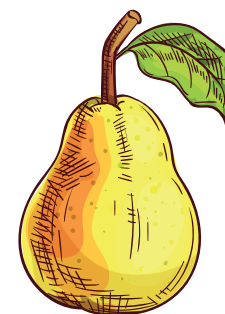
School Food Institute

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.

“

The School Food Institute courses have been the backbone to our work as a Foundation to support schools who are transitioning from heat and serve to healthy, freshly prepared school meals.”

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.

2019 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



KEY STATISTIC

Our 2019 survey results noted that

50% OF GRANTEES

have decreased their purchase of canned fruits and vegetables since implementing their salad bars.



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 & serve to scratch cook operational model. (Program previously known as the School Food Support Initiative.)

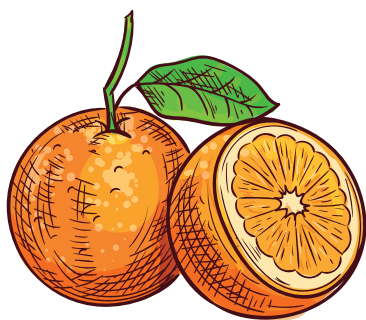
“

We are excited about the opportunity that the Get Schools Cooking grant will provide for us to look objectively at every aspect of our program and to help us develop a plan as we move to increase the amount of scratch cooking our schools provide.

The ultimate goal is for our students to have healthy options with fresh, locally grown food prepared in our own kitchens by a knowledgeable staff. We know the Chef Ann Foundation will help us achieve this goal.”

ROBBIN CROSS

Child Nutrition Supervisor, Franklin Special School District, Franklin, TN



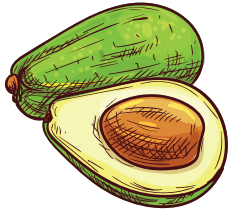
2019 HIGHLIGHTS

In 2019, Chef Ann Foundation welcomed **five new districts into the Get Schools Cooking program**, reaching an additional

54 ADDITIONAL SCHOOLS
and **16,328 STUDENTS.**

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!





Real School Food Challenge

Each year, we partner with hosts around the country to put chefs to the test with our **Real School Food Challenge (RSFC) events**. From restaurateurs to parents and foodies, chefs of all kinds compete by preparing a school lunch that meets USDA nutritional guidelines, tastes great, and uses whole, fresh ingredients. And they have to do it on a school food budget of \$1.25 per meal!



LOCAL

Natural food industry executives from companies like Bobo's Oat Bars and Noosa Yoghurt competed in the Boulder RSFC in November. The winning recipe? Italian Meatballs with Herbed Polenta and Maple-Braised Carrots by Kristy Lewis, Founder and CEO of Boulder-based Quinn Snacks.

NATIONAL

In 2019, we enlisted restaurant chefs nationwide to take the Real School Food Challenge! Chefs at participating restaurants created and featured a USDA-compliant school meal on their menus during the month of October, with proceeds benefiting CAF. Five recipes were selected based on creativity and scalability, and competitors traveled to Brooklyn, NY for the final competition at StarChefs International Chefs Congress. Congrats to Chef Mihoko Obunai for her winning Japanese chicken curry featured at Brush restaurant in Atlanta!



Photo courtesy of StarChefs

Parent Advocacy

At the Chef Ann Foundation, we strive to inspire, educate, and assist parents in advocating for better school food in their local communities.

Our online Parent Advocacy Toolkit walks parents nationwide through the process of engaging with school districts to create healthier food for students in their communities.



ACTION FOR HEALTHY KIDS

Chef Ann Foundation CEO Mara Fleishman and COO Leslie Stafford led Action for Healthy Kids' Parent Workshop in Lakewood, CO in the fall of 2019. School Food: Get Educated, Energized, and Engaged offered parents and caregivers information on how school food departments work and how they can support meaningful collaboration to create healthier school meals.



ONE PARENT'S JOURNEY TOWARD BETTER SCHOOL FOOD

Hear from Lindsey Shifley (mom, coach and wellness chef in Lake County, IL) on why she turns to the Chef Ann Foundation for parent advocacy support.



As a concerned parent and community member, I've worked with my school district to bring fresh food and nutrition education to our students since 2012. I am proud to be a Chef Ann Foundation Parent Advocate for real school food.

I dove into the unknown waters of school food after a family food change deeply impacted the course of my daughter's learning, attention, and social development. I became passionate

about getting more real, whole, and nutrient-dense food into the school lunchroom—and the Chef Ann Foundation (CAF) helped me spark more school food love in our district.

To start, I reached out to my school district, Diamond Lake District 76, and became a member of the Wellness Committee. I made connections with staff members and began building trust with those who shared the same passion for improving school food. Together with a school nurse, we applied for the CAF Project Produce grant, and were awarded the grant for the 2016 school year. We named our pilot program the "Chef's Tasting Table" to bring more fresh produce into the lunchroom once a month. To this day, it continues to be a huge success, and the administration has funded the program every year since 2016! We're still learning, but here are some of my most important takeaways:

- School lunchroom culture **can** change. Volunteer your time when it's feasible for you.
- Positive and enthusiastic school lunch staff make a big difference in getting kids to try new things, especially older students.
- Knowledge is power—pursue and digest the growing body of research and data that supports better nutrition for better health, real food, learning, and emotional development.
- Patience, perseverance, and creativity is required. Model love for good food, and an adventurous spirit for trying new things.

CAF leads the way with all sorts of resources to help parent advocates and school administrations create their unique map towards more real school food. Anyone can help make change in a school district, and CAF is here to help every step of the way. Check out their grant offerings, school food training program, and most especially the Parent Advocacy Toolkit.

As parents, we are an essential source of inspiration to get food education back into our schools. There is no one better than us to spark new school food ideas for our districts. Become a CAF parent advocate with me, and join this incredible real school food movement!

Our Financials

STATEMENT OF FINANCIAL POSITION

ASSETS

Current Assets

Cash & cash equivalents	\$732,166
Contributions receivable, net	\$192,281
Prepaid Expenses	\$5,827

Fixed Assets \$3,895

Other Assets \$7,365

Total Assets **\$941,534**

LIABILITIES & NET ASSETS

Liabilities

Accounts payable	\$172,672
Accrued compensation & benefits	\$36,697

Total Liabilities **\$209,369**

NET ASSETS

Net assets, without donor restrictions	\$281,187
Net assets, with donor restrictions	\$450,978

Total Net Assets **\$732,165**

Total Liabilities & Net Assets **\$941,534**

STATEMENT OF ACTIVITIES

OPERATING SUPPORT & REVENUE

Support

Contributions & grants \$1,656,455

Revenue

Enrollment fees \$10,946

Total Operating Support Revenue **\$1,667,401**

OPERATING EXPENSES

Expenses

Programs services	\$1,811,464
Supporting services: general & administrative	\$152,918
Supporting services: fundraising	\$113,377

Total Operating Expenses **\$2,077,759**

Operating Support & Revenue in Excess (Deficit) of Operating Expenses **\$ (410,358)**

Other Changes

Interest Income \$1,122

Change in Net Assets **\$ (409,236)**

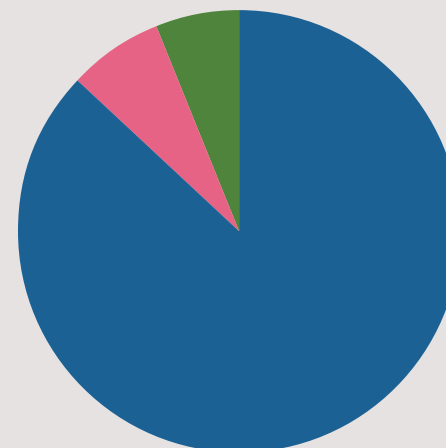
Net Assets, End of Year \$1,141,401

Net Assets, Beginning of Year **\$ 732,165**

Expenses

TOTAL EXPENDITURES

\$2,077,759



- 87% Programs Services (\$1,811,464)
- 7% General & Administrative (\$152,918)
- 6% Fundraising (\$113,377)

PROGRAMS EXPENSES

Get Schools Cooking	\$562,332
Salad Bars to Schools	\$816,240
Professional Development	\$242,114
The Lunch Box	\$30,904
School Food Institute	\$21,190
Project Produce	\$71,513



Dear Friends of the Chef Ann Foundation,

As we look towards the year ahead, our goal is to continue to embrace the spirit and mission upon which Chef Ann founded this organization. Even though serving fresh fruits and vegetables (and actually cooking in school kitchens) may no longer be considered “renegade,” we still see a ton of highly processed food served in schools across the country.

We are committed to staying focused on the principals and mission of healthy scratch-cooked meals. We are committed to staying close to our stakeholders, making sure that we never get too far from school kitchens. We are committed to understanding the needs of our stakeholders, and knowing what tools, funding, and resources school food professionals need to cook in their districts. Most of all,

we are committed to keeping the health and wellness of children at the heart of what we do.

2019 was an incredible milestone for our team, celebrating 10 years of work. We reflected on our progress, and took a moment to think about what is needed over the next decade. We are energized, focused, and ready to go. We hope you will join us on this journey; it truly takes a village.

Mara Fleishman
Chief Executive Officer

Our Supporters

2019 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, 2019–December 31, 2019 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

United Fresh Start
Foundation

\$100,000 - \$249,000

Colorado Health
Foundation*
Vital Projects Fund

\$50,000 - \$99,999

The Gateway Fund
of the Denver
Foundation*

The Life Time
Foundation*
Transformation Trust

\$25,000 - \$49,999

Anonymous
(Global Giving)
Feed the Truth
Whole Foods Market

\$10,000 - \$24,999

Big Lots Foundation
Danone North
America
Kettering Family
Foundation
Tromblee Foundation

\$5,000 - \$9,999

AEC Trust

Clif Bar Family
Foundation
Laurie Dubchansky
Guckenheimer
Organic Valley
Sprouts
Healthy Communities
Foundation
Stillwater Foundation
Tundra Restaurant
Supply

\$2,500 - \$4,999

Conscience Bay
Company
Boulder Food Group
EACH Foundation
Annika & Will Paradise
Elevation
Foodservice Reps
Sage Garden Project
Karen Trilevsky
Sterling Rice Group

\$1,000 - \$2,499

Anchor Point
Foundation
Bluestone Life
Carolyn Booth
& Jonathan Hager
Charles Bruce
Ann Cooper
FnB Restaurant
Mark Law
MRB Foundation

\$500 - \$999

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Amy Shipley
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Robert “Chef Bobo”
Surles
Gayle Swain
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Rozlynn White
Helene York

\$250 - \$499

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Hope Hamilton
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Summer Lenderman
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Niraj Naik
Carin Reich
Glen Roberts
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Carolyn Stormont

\$100 - \$249

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Brittany Myers
Lori Myers
Rachel Namordi
Roberta Nieslanik
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*Multi-year grants

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 Brenda Roberts
 Glen Roberts
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 Miguel Villarreal
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Arapahoe Basin
 Athleta
 Avid 4 Adventure
 BarTaco
 Bhakti Chai
 Big Red F Restaurant
 Group

Black Belly/Santo
 Black Cat Bistro
 Blo Blow Dry Bar
 Bobo's
 Bulldog Yoga
 Canteen Wine Co
 Chelsea
 Chimera
 Cocomels
 Color Me Mine
 Common Threads
 Crested Butte Nordic
 Cryofusion
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 Eco Vessel
 Eco-Products
 Elements Massage
 Ethan's
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 Honey Bunchies
 I and Love and You

Justin's Nut Butter
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 Pica's Mexican
 Taqueria
 Pizzeria Locale
 Prana
 Rayback Collective
 Rebecca's Herbal
 Apothecary
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 Salt Household
 Teakoe
 The Buff
 The Protein Bar
 The Singing Cook
 The Spot
 The Tea Spot
 TOPO Designs
 Weller
 Wish Garden Herbs
 Yoga Loft





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

(303) 330.6484

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Chef Ann Foundation

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