



2016 ANNUAL REPORT

DEAR FRIENDS OF THE CHEF ANN FOUNDATION,

2016 was a very interesting year. We had a lot of change and many of us ended the year not knowing what to expect in 2017. In times of change, it's always good to have some stability, and the constant for me has been the continued work the Foundation is doing to support school food reform across the country.

One of the greatest moments for me in 2016 was being a part of the last Let's Move! meeting in December at the White House. I had been working with this group of childhood wellness experts and advocates for nearly seven years. It was truly amazing to take a moment to reflect on the massive accomplishments that we all had made together, and it made me think about what school food was like before the Healthy Hunger Free Kids Act of 2010. This piece of legislation was the most progressive step our country has taken to support healthier eating for kids. I am grateful to all those that have been, and will continue to work tirelessly to create change.

We can't control what tomorrow will bring; however, I can assure you that the Chef Ann Foundation will be uncompromising in our work to ensure that every child has access to fresh, healthy food at school every day.

Sincerely,



CHEF ANN COOPER

Founder and President of the Board



OUR MISSION

TO PROVIDE SCHOOL
COMMUNITIES WITH THE TOOLS,
TRAINING, RESOURCES, AND
FUNDING THAT ENABLES THEM
TO CREATE HEALTHIER FOOD
AND REDEFINE LUNCHROOM
ENVIRONMENTS.





THE SITUATION

1 IN 3¹

children will develop
diabetes in their lifetime

31²

million children eat school
lunch every day

70%³

of kids who eat school
lunch qualify for free or
reduced price meals

93%⁴

of kids don't eat enough
vegetables

A photograph of three young girls sitting at a table in a school cafeteria, smiling and eating. The girl in the foreground is wearing a striped shirt and a black earring. The girl in the middle is wearing a red shirt. The girl in the background is wearing a purple shirt. There are green trays with food and a glass of milk on the table.

OUR IMPACT

2.7 MILLION

CHILDREN REACHED IN ALL 50 STATES

OUR PROGRAMS



SALAD BARS TO SCHOOLS

A grant program that helps schools expand their commitment to serving fresh fruits and vegetables by implementing salad bars as part of their daily meal program.

In 2016, 68% of schools who implemented a salad bar saw an increase in participation of their school lunch program.

PROJECT PRODUCE

A grant program that helps schools increase kids' access to fresh fruits and veggies while providing nutrition education through fun, lunchroom learning activities.

In the third year of the program, we awarded 122 schools with Project Produce grants, reaching 59,098 students.

SCHOOL FOOD SUPPORT INITIATIVE

A program that provides hands-on support through assessment, in-person training, strategic planning, and systems grants, allowing school districts to serve healthier food.

In 2016, we visited 60 schools in five states to assess their school food operations and transition them to a scratch-cook production model, benefiting 22,321 children.

THE LUNCH BOX

An online resource that provides free step-by-step guides, tools, and recipes to help schools improve their food programs and transition to scratch-cooking.

Last year, 5000 additional healthy food advocates began using our resources to improve their school food.

PARENT ADVOCACY INITIATIVE

Resources to inspire, educate, and activate parents to advocate for better school food in their communities.

We launched our first webinar in 2016 to train parents on effective strategies to influence their school's wellness policy.



MARA FLEISHMAN

CHIEF EXECUTIVE OFFICER

We have been working on school food reform since 2009, and what was most striking about 2016 was the increasing number of schools that applied for our grants. School communities are realizing that they want to improve, and they are taking the steps to get there. Three things really stand out for me as I reflect on our 2016 programming:

1. 2016 marked our 6th year working on the Salad Bars to Schools initiative and the partnership ended the year having granted out nearly 4800 salad bars across the country. With over 500 schools still on the waitlist for a grant, we know that salad bars are becoming mainstream.
2. Processed, heat-and-serve food is not the only game in town anymore. We had double the number of applicants in 2016 for our School Food Support Initiative grant. Schools are ready to make change and they are reaching out for help to get there!
3. Education can be extended into lunchrooms too. We awarded over 100 Project Produce grants in 2016, and schools are coming up with innovative ideas for fruit and veggie education in lunchrooms.

Despite the restrictions and barriers, schools are making it happen. They are preparing healthier food, made with fresh ingredients that is cooked from scratch. It can be done, and we have seen a huge increase in schools that want to create change.



"We have had huge success with our salad bar, kindergarten through 4th graders being our biggest fruit & veggie eaters. I have seen an increase in the amount of fresh fruits and veggies we go through and a decrease in canned fruit intake."

MARIA SCHWARZROCK

FOOD SERVICE MANAGER, PLENTYWOOD SCHOOL DISTRICT, IL

2016 RESULTS

391,919

kids reached by
Chef Ann Foundation's
programming in 2016

2,154

schools reached in 2016

67%

of kids reached by our
programs are from
low-income households





"Over the course of our 10 Project Produce "Chef's Tasting Table" events, participation increased across all grade levels to more than 90%. It was fascinating to witness the students' enthusiasm grow over time and to discover how each age interacted with the tasting events. Thank you Chef Ann Foundation for injecting the jet fuel into our school food education efforts!"

LINDSEY SHIFLY

WELLNESS COMMITTEE MEMBER
DIAMOND LAKE SCHOOL DISTRICT, IL

"Our salad bar has been a great way for our kids to get fresh fruits and veggies that they might not get at home. We have seen an increase in participation of about 14% and a decrease in waste by letting the kids pick what they want to eat."

CHELSEY FINK

FOOD SERVICE DIRECTOR
METROPOLITAN SCHOOL DISTRICT OF WARREN CITY, IN

2016 RESULTS



59,098

kids tasted new
fruits and vegetables

621

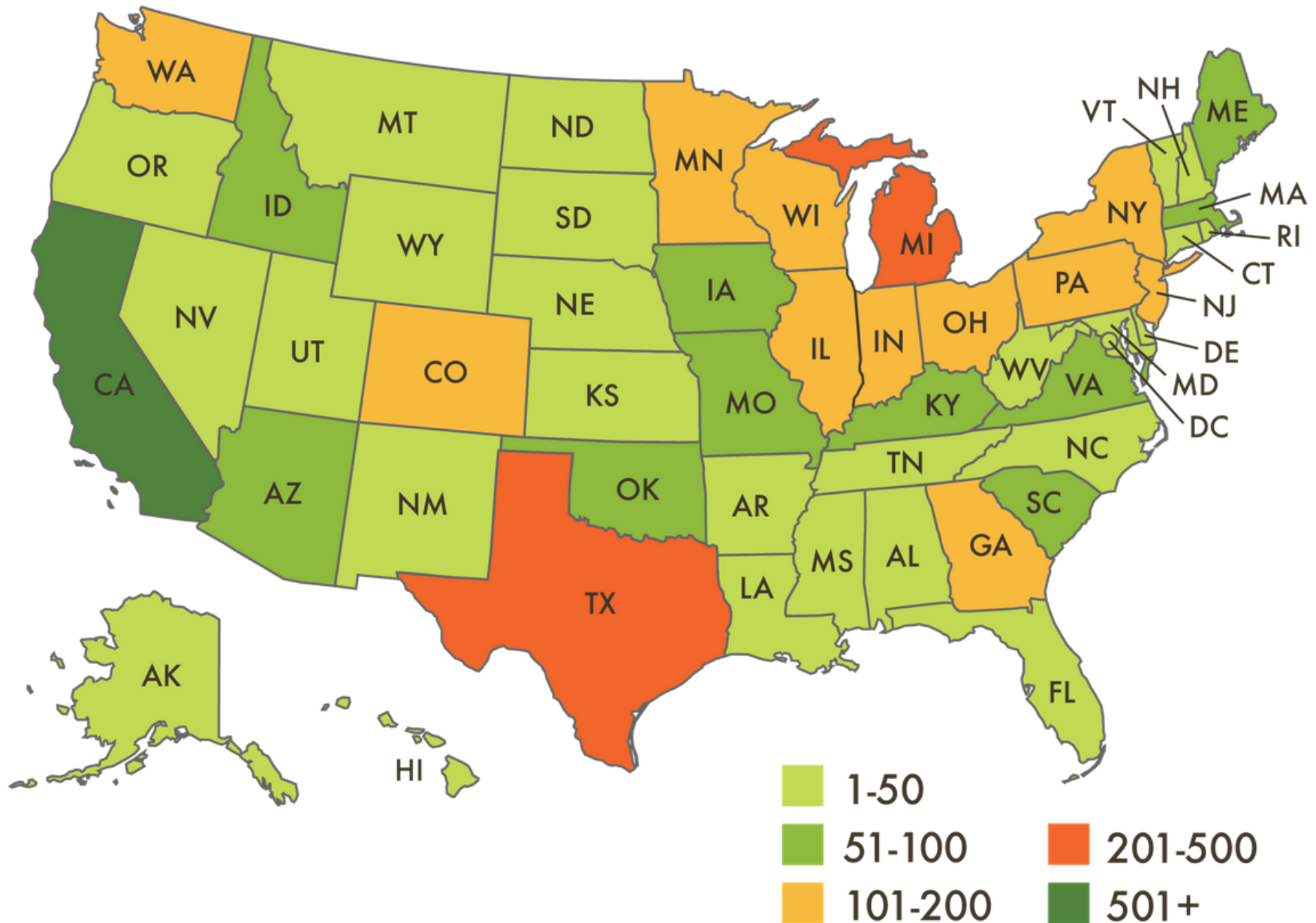
salad bars placed
in schools

21,148

tools downloaded from
The Lunch Box

CHANGING THE WAY WE FEED OUR KIDS

NUMBER OF SCHOOLS SERVED IN 2016 BY STATE



THE FINANCIALS



TOTAL REVENUE: \$3,202,390*

TOTAL EXPENDITURES: \$2,382,129

PROGRAMS

Let's Move Salad Bars to Schools: \$1,300,913

The Lunch Box: \$57,762

Project Produce: \$79,827

School Food Support Initiative: \$188,042

Online Learning: \$103,723**

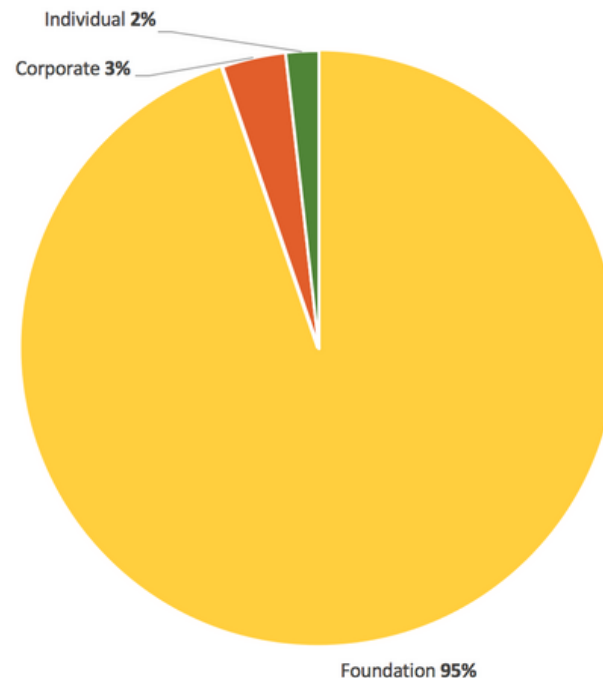
Get Schools Cooking: \$32,552***

*Amount of 2016 revenue that was restricted for future spending: \$1,270,754

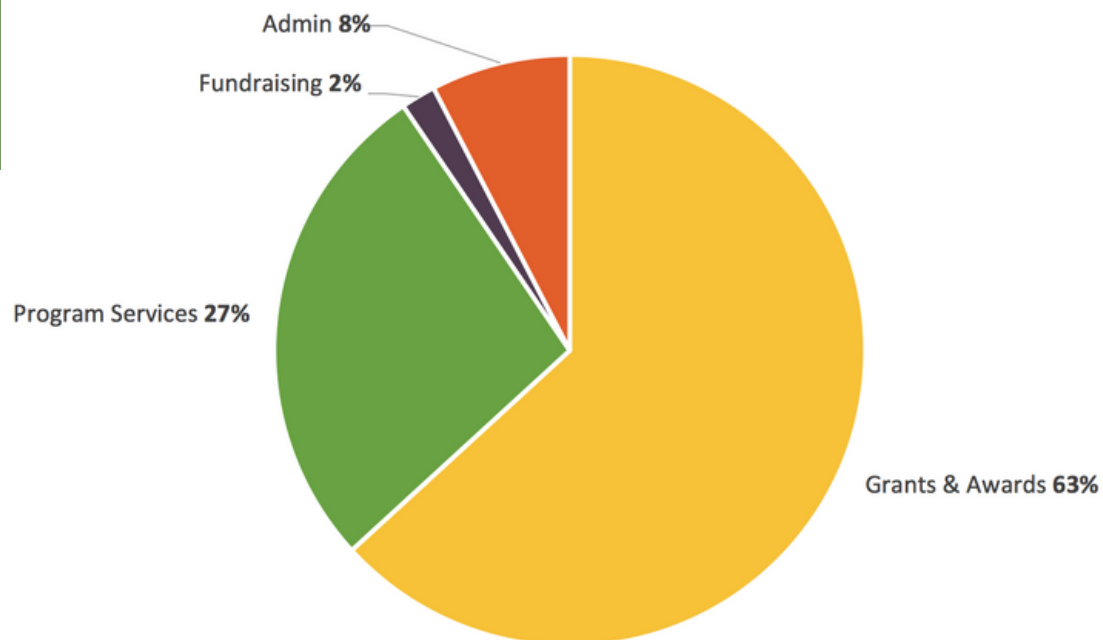
**Future Program

***Completed Program

SUPPORT REVENUE



EXPENDITURES



Visit tiny.cc/CAFAudit for our 2016 financial audit

THE TEAM



BOARD OF DIRECTORS

Ann Cooper
President & Founder

Emily Friedberg
Fastly

Helene Kennan
Guckenheimer

Barbara Koch
The Life Time Foundation

Bonnie Moore
Moore Impact

Patrick O'Kelley
Treasurer, O'Kelley & Associates

Amy Shipley
Sterling Rice Group

Tom Spier
Boulder Food Group

Rodney K. Taylor
Riverside Unified School District

Karen Trilevsky
Veloz Group, LLC

SCHOOL FOOD ADVISORY BOARD

Sunny Young Baker
Farm to School Network

Betty T. Izumi
Portland State University

Jenny Montague
USDA Child Nutrition Programs

Spencer Taylor
Metropolitan Nashville Public Schools

Miguel Villareal
Novato Unified School District

Bertrand Weber
Minneapolis Public Schools

STAFF

Mara Fleishman
Chief Executive Officer

Heidi Kessler
Chief Programs Officer

Meghan Brenner
Programs Director

Emily Gallivan
Programs Manager

Molly Brown
Programs & Administrative Associate

Danielle Staunton
Development Director

Sarah Flinn
Marketing Manager

THANK YOU TO OUR DONORS

CORE PARTNERS

- Colorado Health Foundation
- The Life Time Foundation
- Whole Kids Foundation
- United Fresh Start Foundation

FOUNDATION SUPPORT

- Anchor Point Foundation
- Bill & Melinda Gates Foundation
- Clif Bar Family Foundation
- Community Shares
- Global Giving
- The Kettering Family Foundation
- The Pret Foundation
- Robert & Toni Bader Charitable Foundation
- Theberge Family Fund
- USDA
- Vital Projects Fund
- Walmart Foundation

CORPORATE SUPPORT

- Boulder Food Group
- Earthbound Farm
- Elevation Reps of the Rockies
- Guckenheimer
- Healthy Skoop
- Lucky's Market
- Made in Nature
- Makeena
- Mamma Chia
- Presence Marketing
- Quinn Snacks
- Solgar Inc.
- Steelite
- Telluride Wine Festival
- The Harris Team

INDIVIDUAL SUPPORT OF \$500 OR MORE

- Ann Cooper
- Mara Fleishman
- Nancy Howatt
- Steven Miller
- Adam & Melissa Pitale
- Aileen Schwab
- Katherine Sugg
- Robert Surles
- Karen Trilevsky
- The Zoubek Family

INDIVIDUAL SUPPORT UNDER \$500

- Richard Ahrens
- Debby Albayati
- Jill Aloia
- Nanci Alpert
- Albert & Mary Ann Anderson
- Derek Anderson
- Adan Araujo
- Kevin Arellano
- Robert & Jena Atlass
- Rivkah Bacharach
- Miche Bacher
- Mary-Elizabeth Bagley
- Sunny Young Baker
- Theodore Balman
- Carla Bankes
- Andrea Banks
- Sasha Barajas
- Lisa Barbato
- Molly Bayer
- Richard Becker
- Jennifer & Jay Behringer
- Kathryn Benenati-Romano
- Jennifer Billings
- Matthew Bischof
- Duane Blasik
- Michael Blow
- Lauren Bollich
- Ricki & Stewart Booker
- John R Branca

- Janell Breen
- Nancy Brenyas
- Christina Brown
- Tess Brown
- Jason Brownstein
- Tara Burkley
- Kristine Carey
- Vance Checketts
- Thomas Clark
- Julie Coker
- Gregory Colburn
- Beth Collins
- Jo Collins
- Jorge Collins
- John Contreras
- Keith Cook
- Melissa Cornish
- Philip Costello
- Tonnie Creath
- Keila Crosby
- Bradley Crowe
- John Cummings
- Marc D'Agostino
- Teri Darrenougue
- Antoinette Delaine
- Manfred Descenzo
- Sheri Devereux
- Kate & Josh Dinar
- Stephen Dodge
- Jillian Dolin
- Abby Driscoll
- David P Edwards
- Jennifer Egbert
- Robin Elowe
- Kristina Eschmeyer
- Kelly Ferrero
- Patrick Fanizzi
- Alison Faulconer
- David Finkel
- Danna Fleishman
- Melissa Fox
- Emily Friedberg
- Julie Frieder
- Rodney Frost
- Jennifer Gardiner
- Alicia Gibb
- Geoff Gilbert
- Nancy Gillum
- Robert Green
- Sara Hahn
- Bronwyn Harris
- Dennis Hazen
- Ann Heard
- Colleen Hegarty
- Karla Hertzog
- Karen Hofferaman
- Judith Hollis
- Donald J Holman
- Nicole Hopewell
- Anne Hough
- Christine Hudson
- Brian Humphrey
- Debbie Huttner
- Steffen Hvernen
- Brian & Tucker Humphrey
- Patrice Ignelzi
- Emily James
- David Janner
- Beth Jensen
- Nils R Julin
- Suzanne Jones
- Craig Julian
- Debra Julin
- Michael Kalles
- Kristin Kalush
- Mallory Kates
- Levi Kautz
- Kate Kelsch
- Lisa Kendall
- Marian Kneeland
- Jennifer Korczak
- Jason Kottra
- Jason A Land
- Jered Lawson
- Elizabeth Lee
- Jan Leger
- Jen & Will LeMaire

- Summer Lenderman
- Zori Levine
- Richard Ligols
- Carol Yen Ling Lim
- James Lincoln
- Katharine Litwin
- Donna Loden
- Trish Lowder
- Alan Machado
- Lauren & John Maggio
- Eden Mallon
- Joanna Mandell
- Kathi & Jay Mangel
- Paul Manzone
- Nicholas Maradei
- Sarada Margam
- Christina Marquis
- Robert Martin
- Todd Martin
- Kelly McConnell
- Laura McNally
- Adonis Mendoza
- Erica Meyer
- Stephen Griego
- Mendoza
- Anita Miller
- Emily Miller
- Robin Miller
- William Milliot
- Alvin Minor
- Melissa More
- Laura & Kevin Morningstar
- April Morris
- Sean Murphy
- Tiffany Myers
- Leslie Newman
- Rich O'Brien
- Caroline O'Malley
- Wendy O'Rourke
- Pamela Oliver
- Pamela Paglino
- Sean Pankuch
- Annika Paradise
- Amanda Paulson
- Bethany Payne
- Renato Pereira da Silva
- Curt Pesman
- Emily Peterson
- Melanie Peterson
- Susan Peterson
- Susan Pfeuffer
- Michael Picarello
- Eric Platt
- Rebecca Pryor
- Carin Reich
- Jill & Hector Ripa
- Erin Robinson
- Nancy Robinson
- Travis Robinson
- Melroy Rodrigues
- Scott Romano
- Camila Rosas
- Curry & Peter Rosato
- Joyce Rosen
- Jerry Rubino
- Bader Said
- Juan Saldana
- Ryan Sallee
- Courtney Sambur
- Eric Schnorr
- Aileen Schwab
- Tricia Scoby
- Richard Sebaly
- Jan Secrest
- Ellen Serrano
- Jacalyn Sexton
- Katherine & Geoff Shaffer
- Lisa Shanken
- Jeffrey G Shaw
- Kumiko Shimoda
- Cynthia Sidman
- Erwin Sidman
- Ronnie Sidman
- Sabrina Sjahputra
- Christopher A Smith
- Lori Smith
- Nicholas Snow
- Melody Sonnemann
- Danielle & Kevin Staunton
- Rob Sterba
- Patrick Stevens
- Carolyn Stormont
- Christine St. Pierre
- Brendan Sullivan
- Karen Sun
- Lee & Heddy Sutton
- Gayle Swain
- Charles Swartz
- Rodney Taylor
- Neil Theberge
- Stephanie Thompson
- Bradley Totman
- Matt Turner
- Erica Tremblay
- Matthew Trottier
- Kathryn Trujillo
- Nick & Nina Tubach
- Sarah Udy-Hegvik
- Lisbeth Van Bouwel
- Carlo Vindittelli Jr.
- Miguel Villareal
- Kristina Walker
- Michael Weaver
- Liz Weiss
- Kathryn Werner
- Dakota-Rae Westveer
- Thomas Whalen
- Alissa Wheeler
- Charles White
- Suzanne & Randy Wight
- Theodore Williams
- Suzanne Wolf
- Nader Zaiden
- Olesia Zinovieva
- Tracy Zunik



Sam Kass,
NBC News Food Analyst



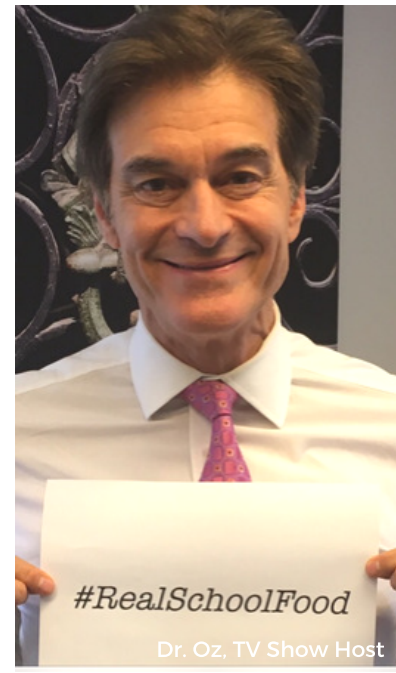
Al Roker, TV Show Host



Emma Hemming-Willis, Model



ANTHONY RUIVIVAR
MEKHI PHIFER
Actors



Dr. Oz, TV Show Host



Eric Paslay
Country Musician

#REALSCHOOLFOOD
REACHED 20,000,000+ PEOPLE IN 2016



Bobby Canavale & Rose Byrne, Actors



Cast of "The Flash"



Tom Colicchio, Celebrity Chef

THANK YOU TO OUR 2016 #REALSCHOOLFOOD SPONSORS



To become a sponsor in 2017, please contact danielle@chefannfoundation.org.



THANK YOU

FOR YOUR CONTINUED SUPPORT



CHEFANNFOUNDATION.ORG