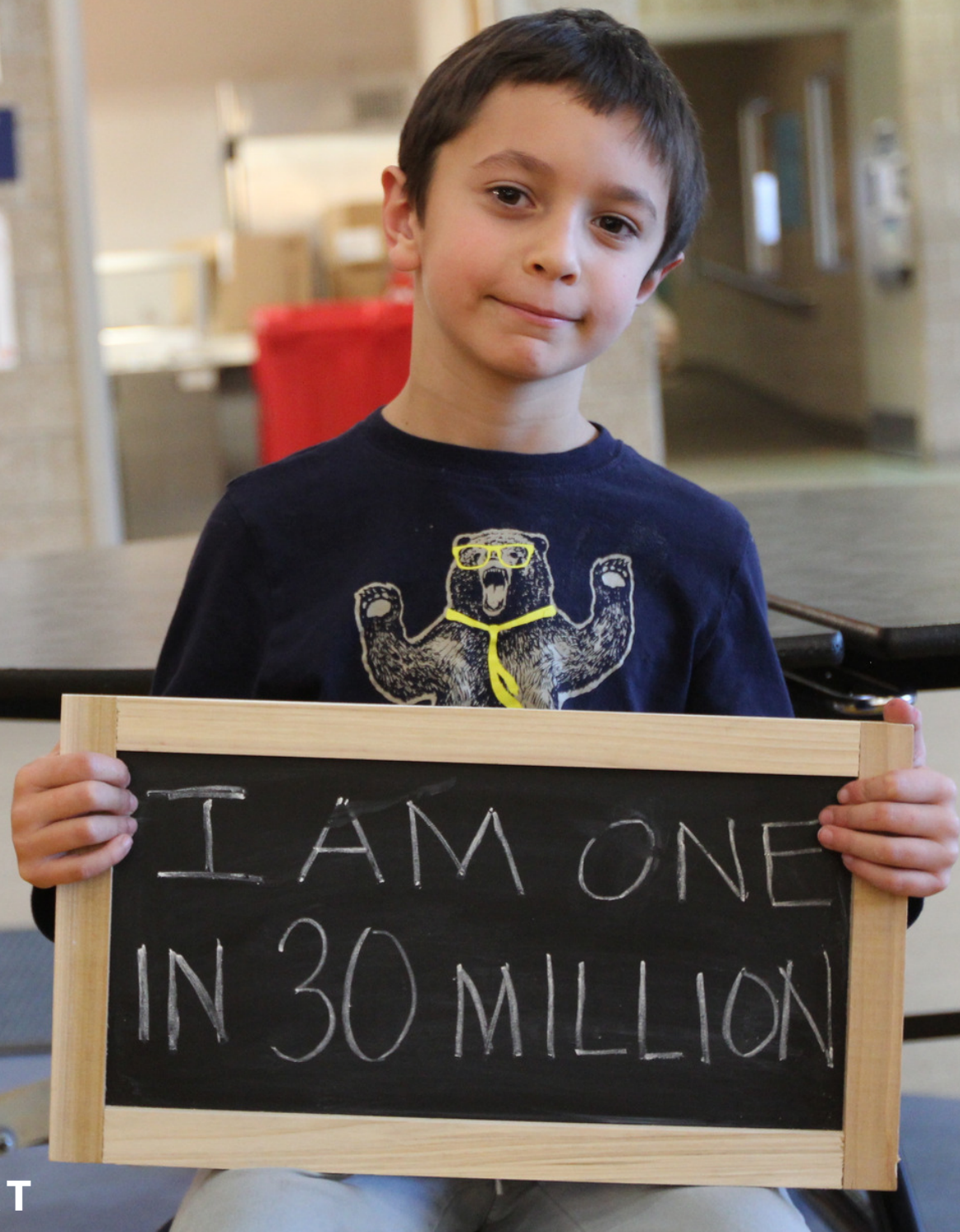


OVER  
30 MILLION  
CHILDREN EAT  
SCHOOL LUNCH  
EVERY DAY



2017 ANNUAL REPORT

Dear Friends of the Chef Ann Foundation,

2017 proved to be a year of exciting growth in both new and mature programming. Throughout the year, I worked with the CAF team and our partners to support better food in all of the schools we work with.

One of my proudest moments was launching School Food Institute, an online learning portal for school food professionals and advocates. We built it from decades of school food experience and a desire to create new ways to support schools in serving healthier food. School food employees, administrators, and advocates are enrolling in our eight courses and choosing professional development education rooted in cooking from scratch. It feels like scratch cooking and healthy school food is coming into the mainstream.

2017 was also the year of PLANTS! Working in partnership with Whole Kids Foundation, the team worked throughout the year for an early 2018 launch of *More Plants Please!*, a plant forward initiative that supports school districts that want to serve more plant-based meals. It provides educational resources and materials along with recipes and marketing materials for staff, administration, students, and parents to help explain and promote the benefits of plant-forward meal choices. *More Plants Please!* is another area where school food is beginning to mirror where more and more mainstream food service is headed: more plant-based meals.

Taking a moment to reflect on both our eight years of working as a foundation to support school food reform and what I witnessed happening in schools in 2017, I'm so proud of the passionate school food service operators across the country who are expanding their role and leading the charge in changing the way we feed our kids.

For me, it's important to always remember why we do this work, which is to ensure that every child, every day, has access to healthy, delicious food in schools, and that no child is ever hungry. Thank you for all you do in support of our work, and for caring for our nation's children.

Every day, over 30 million children eat school lunch. Each and every single one of them is a reason to continue the work we do. Read more about what we accomplished in 2017 and what's in store for our future in this report.

May all your meals be healthy, delicious, and made with whole ingredients!

A handwritten signature in black ink that reads "Ann Cooper". The signature is fluid and cursive, with the first name "Ann" and last name "Cooper" clearly distinguishable.

**CHEF ANN COOPER**  
FOUNDER AND PRESIDENT OF THE BOARD





**33%**

of children are likely to develop diabetes as adults.<sup>1</sup>

**90%**

of children are not eating enough fruits and vegetables.<sup>2</sup>

**73%**

of children eating school lunch who qualify for free or reduced-price lunch.<sup>3</sup>

**20%**

of children<sup>4</sup> are obese.

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.<sup>5</sup>

1. National Diabetes Statistics Report (2017).

2. Centers for Disease Control and Prevention (2017). 3. United States Department of Agriculture (2017). 4. Centers for Disease Control and Prevention (2018). 5. National Bureau of Economic Research (2017).

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

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Since 2009,  
Chef Ann Foundation  
programming  
has reached

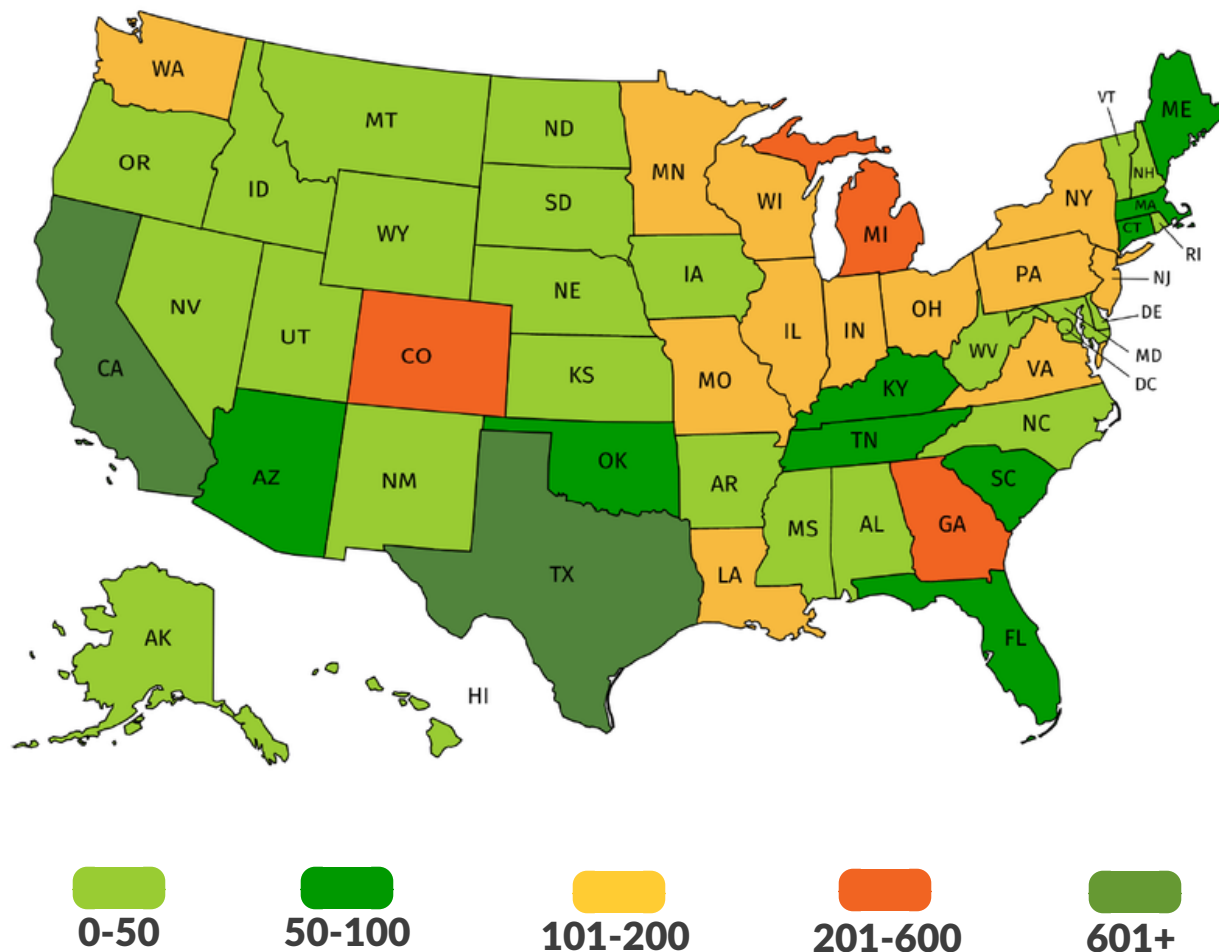
**2,924,056**

children  
and impacted

**9,270**

schools  
in all 50 states  
and the District  
of Columbia

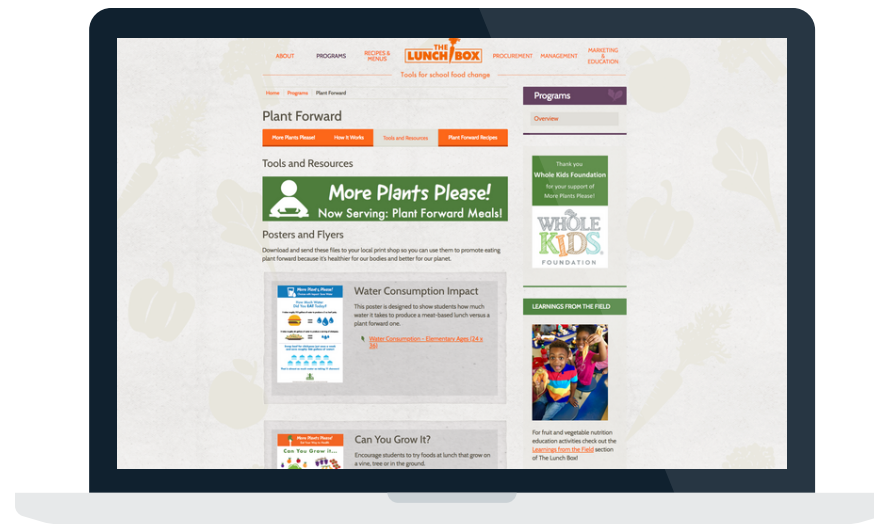
## Number of Schools Served by State 2009-2017:



# The Lunch Box

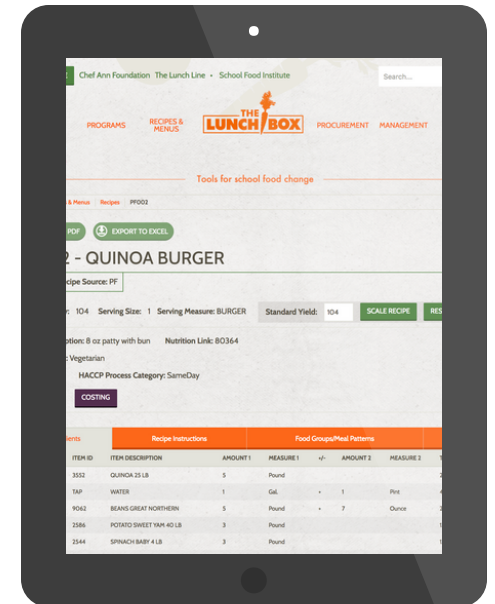
*A free online resource that provides step-by-step guides, tools, and recipes to help schools improve their food programs and transition to scratch-cooking.*

Over  
**11,000**  
resources  
were downloaded by  
**2,330**  
school food  
professionals  
from  
**3,364**  
districts across  
the country.



**Thank you for the posters, they make a colorful, eye-catching addition to the line."**

**~Gina Agin, West Linn-Wilsonville School District, OR**



**"We just started a hot lunch program at our small school and about 80% of the recipes are from The Lunch Box."**

**~Ashley Pigford, Hilltop Montessori, AL**

## 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.*



2017  
marked a milestone:

**5,000**

salad bars granted

"I've had so many parents come to me and share stories of how their children started ordering salads when they go out for dinner or how their children used to not eat any fresh foods, but the salad bar gives them so many choices and helps them develop a taste for fresh fruits and vegetables."

~ Wimberly Brackett, Dalton Public Schools, GA



In 2017:

**337**

salad bars awarded

**168,500**

students impacted  
around the country

**85%**

of grantees  
reported an increase  
in fresh fruit and vegetable  
purchases



# School Food Institute

*Launched in 2017, School Food Institute is an online educational program that gives school food service professionals and childhood nutrition advocates the in-depth training, operational skills, and strategic vision necessary to make school food fresh, healthy, and sustainable. All courses are taught by Chef Ann Cooper and align to USDA Professional Standards learning objectives.*

Just under  
**600**

enrollments, including

**292**

school food professionals from

**55**

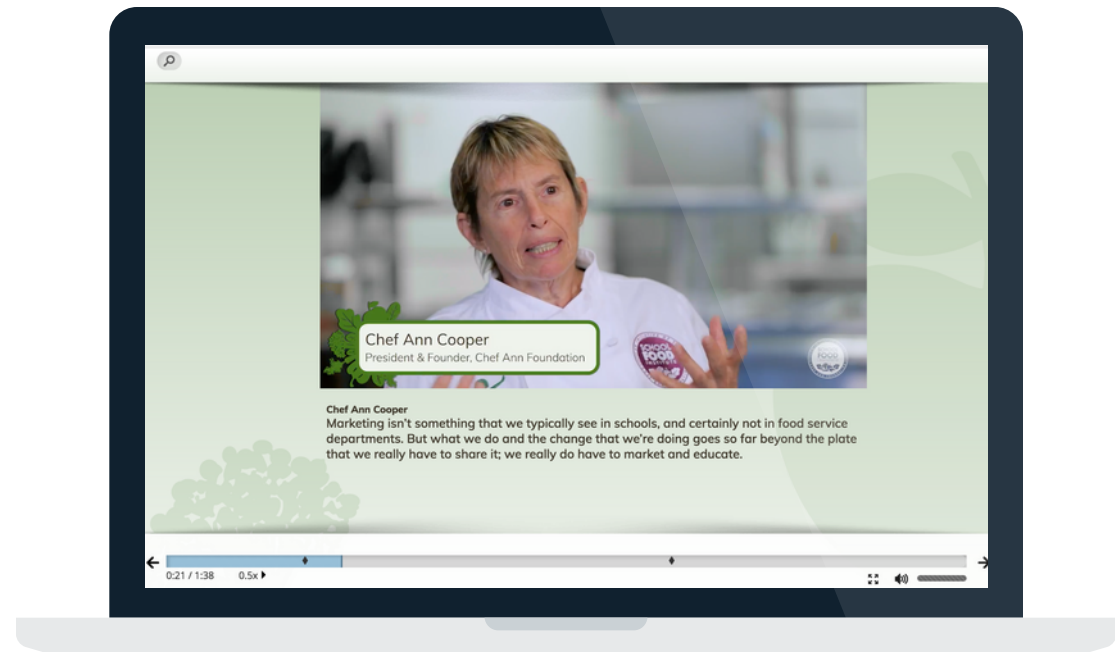
schools  
and

**16**

school food advocacy organizations  
around the country.

**"School Food 101 inspired me to use more scratch cooking in our cafeteria and be a little more innovative with our menus."**

**~Jessie Wesch, Shandon Unified Joint School District, CA**



# Get Schools Cooking

*A multi-year program that enables school districts to increase their amount of scratch cooking by providing an on-site assessment of school food operations in addition to strategic planning, funding opportunities, and technical assistance.*



## 2016 Cohort

*Four school districts making progress:*

*increased spending on fresh fruits and vegetables*

*eliminated ice cream, frozen desserts, and processed beef crumbles*

*introduced whole muscle chicken, locally procured pizza crust, and fish tacos*

## 2017 Cohort

*Seven new school districts began their journey to scratch-cooked food operations.*

*Their commitment and effort will improve over 18,000 school lunches.*

**“This is one of the best things we have ever done. Believe in the process. Be willing to challenge and to be challenged. Enjoy the journey.”**

**~Emma Kitzman, Tempe Elementary School District, AZ, 2017 Cohort**

## Project Produce

*A grant program that provides funds to schools to purchase fresh fruits, vegetables and whole ingredients used in scratch-cooked recipes and nutrition education events.*

In 2017:

**9,033**

children reached

**87%**

of grantees  
reported an increase  
in fresh fruit and  
vegetable purchases

**75%**

of grantees  
reported an increase  
in local fresh fruit and  
vegetable purchases



**“The amount of fresh fruit and vegetables that are being consumed at breakfast and lunch has increased within our school nutrition program. We are seeing less food in the trash because the kids are eating more.”**

**~Sue Lewis,  
Duluth Public Schools  
Academy, MN**



# 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 events. From leading restaurateurs to parents and foodies, chefs of all kinds compete by preparing an inspiring 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!

The experience is rewarding for both chefs and guests, who get to judge each dish and determine the winner. Everyone learns about the challenges of creating a healthy school meal while recognizing the importance of serving real food to our children.

Google hosted a Challenge at their headquarters in Mountainview, CA, where Google chefs competed and hundreds of Googlers judged the winning dish as part of their employee charitable giving week. The Challenge also took place at the Goldring Center for Culinary Medicine in New Orleans, LA, which brought together food industry leaders and top-notch chefs.



# #RealSchoolFood

During the month of October, Chef Ann Foundation enlists healthy food advocates, chefs, and celebrities to support healthy food in schools by snapping #RealSchoolFood selfies, posting them on social media, and linking to the campaign webpage. Campaign sponsors donate \$1 for every #RealSchoolFood post or share, help drive participation and impact, and they help us reach even more children with our healthy school food programming.

Jamie  
Oliver



Jillian  
Michaels



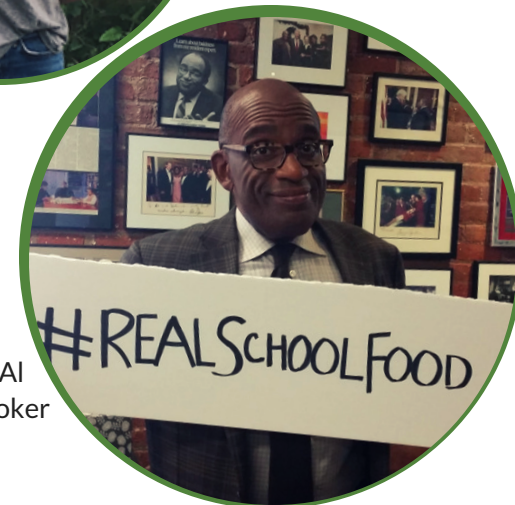
Emma  
Hemming Willis



Kate  
Flannery



Al  
Roker



36,514,833 SUPPORTERS REACHED

49,714 ADVOCATES ENGAGED



# Parent Advocacy Initiative

Change begins with parents who care about healthy food at home and at school. At Chef Ann Foundation, we strive to inspire, educate, and assist parents in advocating for better school food in their local communities. Our Parent Advocacy Toolkit is designed to guide parents through school food advocacy by taking three steps:

- Educating them about school food systems, current policies, and how to learn more about their local school district's food program
- Helping them organize and engage their community network
- Guiding them in their first action steps towards making lasting school food change

**"When I learned what my children were eating, I knew I wanted to create changes, but I was not sure how. With the help of the Parent Advocacy Toolkit, I've started an organization to educate kids on healthy eating and where their food comes from. I brought local farms into schools and hosted fruit and vegetable tastings. What started with four events at one school became 13 events at six schools, and we're continuing to expand!"**

**~Jodie Popma, Parent Advocate, Founder of St. Vrain Healthy Kids**





**TOTAL  
REVENUE**

**\$2,558,322**

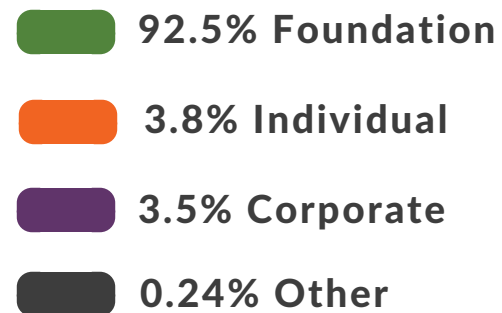
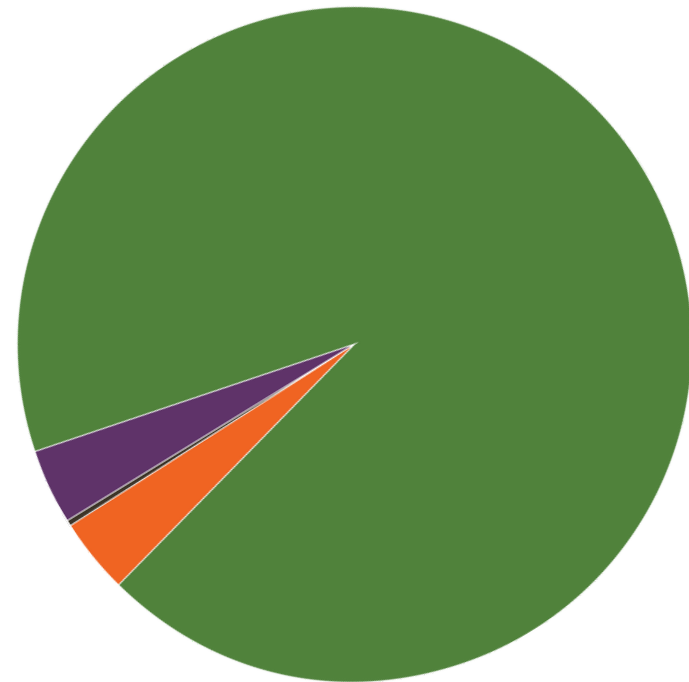
**Foundation: \$2,366,625**

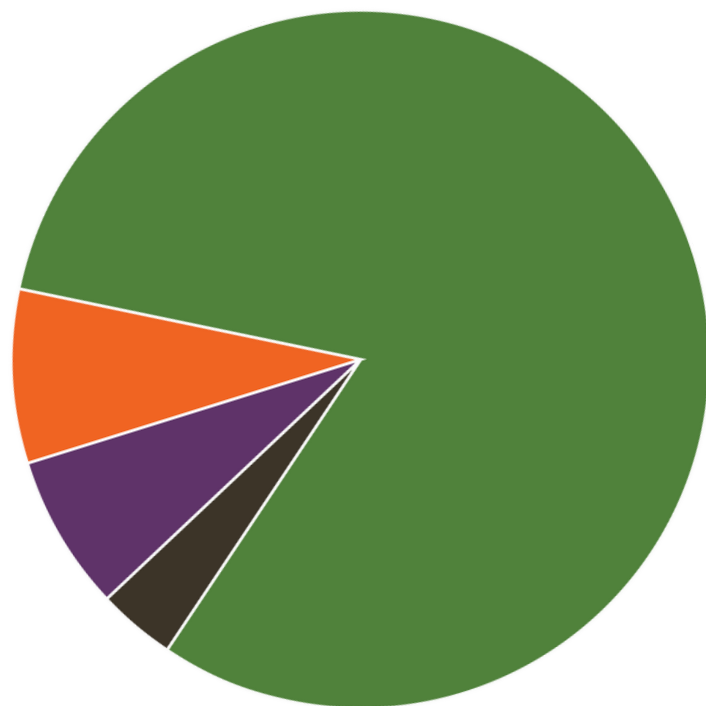
**Individual: \$97,342**

**Corporate: \$88,300**

**Other: \$6,055**

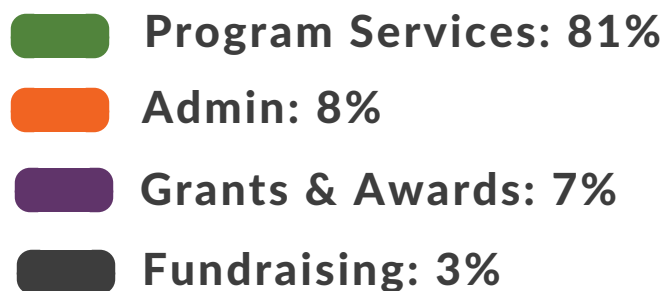
**Restricted for future  
spending: \$1,270,754**





**TOTAL  
EXPENDITURES**

**\$2,327,054**



**PROGRAMS  
EXPENDITURES**

**Project Produce:**

**\$116,165**

**Salad Bars 2 Schools:**

**\$967,927**

**The Lunch Box:**

**\$85,477**

**Get Schools Cooking:**

**\$557,944**

**School Food Institute:**

**\$282,615**

**Other Programs:**

**\$43,915**

## BOARD OF DIRECTORS IN 2017

**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'KELLY  
& ASSOCIATES*

**AMY SHIPLEY**

*STERLING RICE GROUP*

**TOM SPIER**

*BOULDER FOOD GROUP*

**RODNEY K. TAYLOR**

*FAIRFAX COUNTY  
PUBLIC SCHOOLS*

**KAREN TRILEVSKY**

*VELOZ GROUP, LLC*

## STAFF IN 2017

**MARA FLEISHMAN**

*CHIEF EXECUTIVE OFFICER*

**HEIDI KESSLER**

*CHIEF PROGRAMS OFFICER*

**DANIELLE STAUNTON**

*DIRECTOR OF STRATEGIC  
PARTNERSHIPS*

**MEGHAN BRENNER**

*PROGRAMS DIRECTOR*

**EMILY GALLIVAN**

*PROGRAMS MANAGER*

**MOLLY BROWN**

*PROGRAMS &  
ADMINISTRATIVE ASSOCIATE*

**CAROLINE MENDE**

*ONLINE LEARNING ASSISTANT*







## PROGRAM PARTNERS

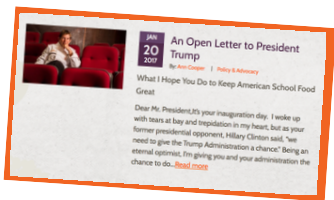
Colorado Health  
Foundation  
The Gateway Fund  
of The Denver  
Foundation  
The Life Time  
Foundation  
United Fresh  
Start Foundation  
Walmart Foundation  
Whole Kids Foundation

## FOUNDATION SUPPORT

AEC Trust  
Anchor Point  
Foundation  
Cliff Bar Family  
Foundation  
EACH Foundation  
Johnson Ohana  
Foundation  
Newman's Own  
Foundation  
Sage Garden  
Theberge Family Fund  
Transformation Trust  
Tromblee Family  
Foundation  
Vital Projects Fund

## CORPORATE SUPPORT

Compass Group  
Boulder Food Group  
Chipotle Mexican Grill  
Conscience Bay  
Company  
Elevation  
Foodservice Reps  
Google  
Guckenheimer  
Made in Nature  
Mamma Chia  
National Renewable  
Energy Laboratory  
Organic Valley  
Snooze  
Steelite International  
Tundra  
Restaurant Supply



The year starts off with a response to the new president and a call for staying focused on continued progress for school food reform.



We remind schools why salad bars are a lunchroom necessity because they provide daily access to fresh fruits and vegetables.



A heartwarming parent advocate success story demonstrates how even the small steps make a big impact toward long term progress.



We proudly announce the opening of School Food Institute by explaining why it's so challenging for schools to transition to scratch cooking and why it's vital for us to start changing our ways now.



Creating change is not easy and does not happen overnight, but we can learn from each other, like one director who set out to get salad bars in all of the schools in her district.

Over  
**14,000**

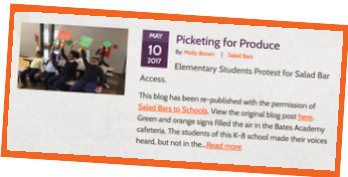
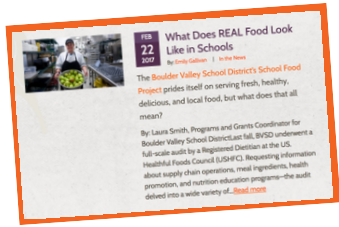
words written in support  
of school food reform

Does your local district serve REAL food? REAL school food is Responsible, Epicurean, Agricultural, and functions as Leadership by enabling good choices.

When the big kids got a salad bar, the little kids got mighty: they took a lesson from their Social Studies class and staged a silent protest to demand a salad bar of their own, proving that if you offer them fresh produce, kids will eat it!

Why do you support school food reform? We offer just a few of the many reasons to change the way we feed our kids.

2017: the year of School Food Institute, more plants, and continued progress.



Visit  
**chefannfoundation.org**  
to read more

Dear Friends of the Chef Ann Foundation,

Looking at the work ahead of us in 2018, we are inspired and motivated that schools across the country are so engaged in making change. We know that the tide is continuing to move because we see how many people visit the Lunchbox.org for support materials, we see how many schools are applying for our grants, and we hear from schools that are pushing forward with change.

Charging into 2018 we are raring to go and ready to take on the following work:

- Grant out over 330 SALAD BARS and provide support to schools that need implementation guidance.
- Grant out nearly 80 PROJECT PRODUCE grants to support fruit and veggie educational tastings in lunchrooms across America.
- Launch 7 NEW COURSES through the School Food Institute to increase professional development in cook from scratch operations for school food workers.
- Bring 4-5 DISTRICTS into our 2018 GET SCHOOLS COOKING grant program to provide these districts with a customized support package to move them to cook from scratch operations.
- Evaluate 3 2016 GET SCHOOLS COOKING districts to continue providing technical assistance, ensure goals are met, and progress is being made.
- Finish assessments and strategic planning for our 7 2017 GET SCHOOLS COOKING districts and process their \$50,000 systems grants to help them achieve their strategic goals.
- Increase RESOURCES on THE LUNCH BOX by partnering with districts making change to provide webinars, operational blogs, best practice resources, recipes, and more.
- Launch our new MORE PLANTS PLEASE! plant forward initiative for schools that provides schools with plant forward recipes, menu cycles, and educational materials for the lunchroom.

We all know that a balanced diet filled with fresh healthy food gives you the foundation to support success. We all know that when you eat a piece of broccoli, as opposed to canned pears in syrup, your body will perform better. We all know that children are born into circumstances, and that ALL kids deserve access to food that will help them thrive and meet their potential. This work will and should continue, and the Chef Ann Foundation will stay focused and determined to ensure all children have daily access to fresh, healthy food in schools.



A handwritten signature in black ink, reading "Mara Fleishman". The signature is fluid and cursive, with a long horizontal stroke at the end.

**MARA FLEISHMAN**  
CHIEF EXECUTIVE OFFICER





**THANK  
YOU**

**FOR YOUR  
CONTINUED  
SUPPORT**

