



2018 **ANNUAL REPORT**

Celebrating 10 years of school food change

Dear Friends of the Chef Ann Foundation,

We're celebrating our 10-year anniversary of the Chef Ann Foundation; what a perfect time to reflect on our journey. Back in 2009, I was spending so much energy creating tools and resources for a few districts to change their school food... I thought, how can we share this information and improve school food across the country?

We created The Lunch Box to become that platform, a space to distribute the assets we had created. Although I didn't think past that, things started happening organically. Other school food professionals recommended additional resources. Partnerships came together to support salad bars in schools. Schools started to ask for deep-dive assessments and multi-year support. It really all just happened.

Now—10 years in and with more than 300 schools on our grant waitlist—I realize this isn't a one-and-done organization. Districts are making huge strides in creating healthier, scratch-cooked meals, but there are many districts still looking for help.

School food professionals want to push the boundaries even further—to better support their kids, their communities, and our planet. They want to cook plant-forward meals from scratch, reduce waste, and purchase healthier ingredients. They want to know how to increase efficiency and support their employees. We constantly improve and evolve our programs to keep up with this movement.

As long as districts keep asking for help to move forward, the Chef Ann Foundation will be there, for the next 10 years and beyond.



Chef Ann Cooper
Founder & President of the Board



Board of Directors

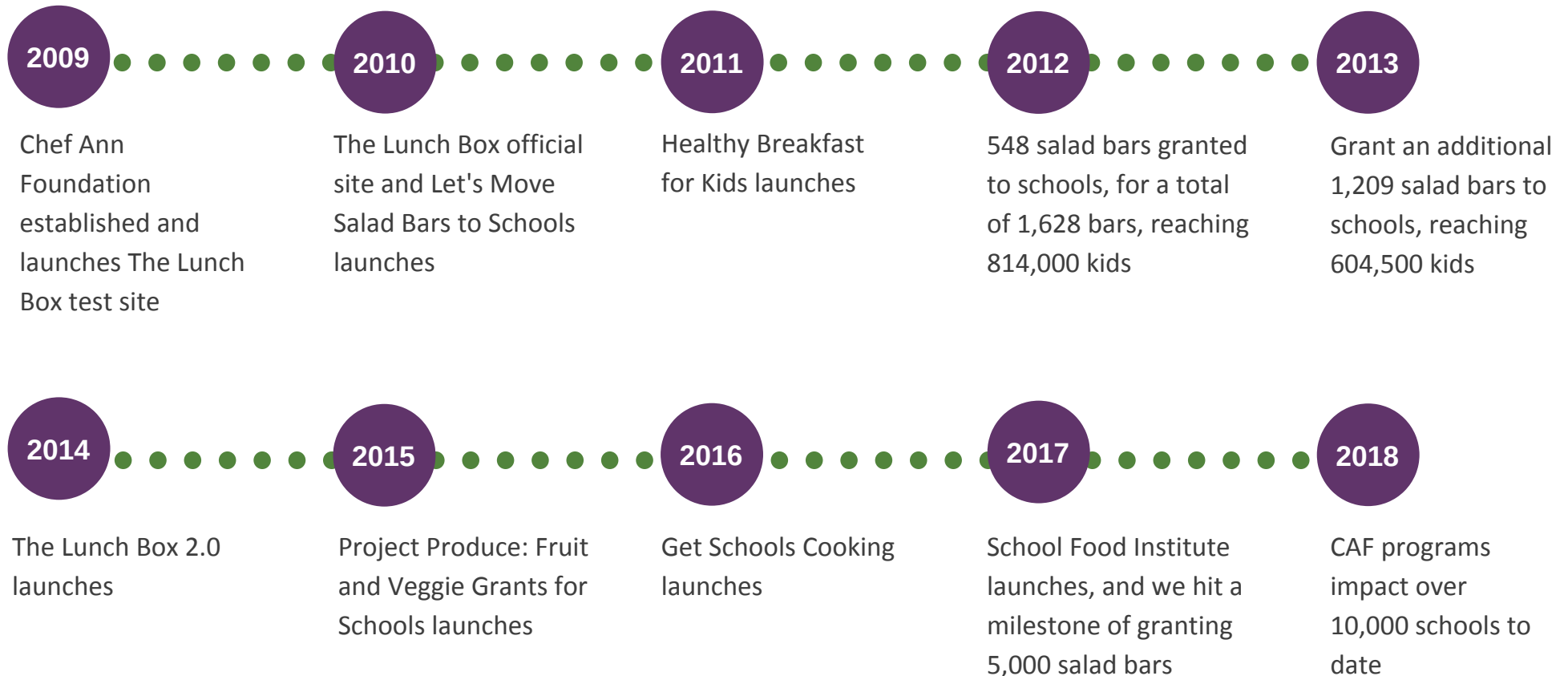
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Celebrating 10 Years of School Food Change

We're celebrating our 10 year anniversary—10 years of programming to support districts across the country in transforming school food. Here's a snapshot of our most celebrated moments.



Our Mission

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.*

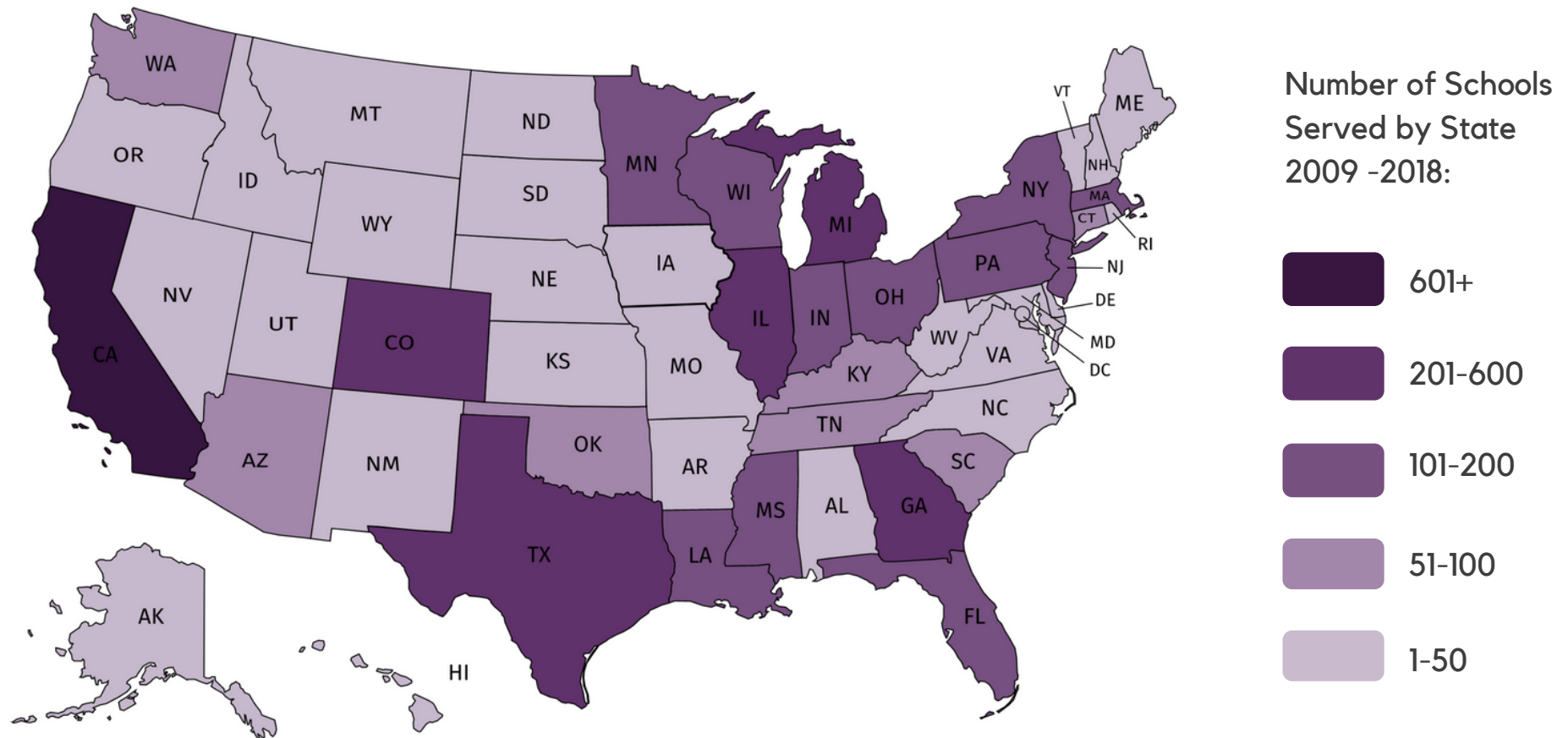
Our mission is to provide school communities with the tools, training, resources, and funding that enables them to create healthier food and redefine lunchroom environments.

* National Bureau of Economic Research (2017)



Our Impact

Since 2009, Chef Ann Foundation programming has reached 3,110,681 children and 10,526 schools in all 50 states and the District of Columbia.





Chef Ann Foundation Membership Program

We're celebrating many achievements for our 10 year anniversary. Since 2009, we've impacted the food served to more than 3 million children—but there is still a lot more work for us to do.

Our new membership program will help us continue moving the needle forward on school food change by allowing us to plan for long-term programs. By donating a minimum of \$25 per month, you can support positive, lasting change to children's health!

As thanks for contributing to our mission, we want to share a special curated culinary gift from Chef Ann. We hope you enjoy a few of her favorite things in your own kitchen, and remember the impact you are making on the health of children in our country.

Become a member today! Visit chefannfoundation.org/membership to learn more.





OUR PROGRAMS

We started the Chef Ann Foundation with one major program: The Lunch Box. Since then, it's become just one of five major programs. Take a look at what we cooked up in 2018.

Great tips and recommendations here to help implement change in our public schools.

I am a substitute school nurse in Northern NJ with three kids in public schools and have been searching and searching for ways to help implement change for increasing plant-based foods in school lunches.

This is a little slice of gold I have found in your webinar. I thank you very much!

— Feedback on the *More Plants Please!* webinar

In 2018, more than
4,000 users
downloaded resources
21,500 times
to transform school food
in their districts!

The Lunch Box

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

New Initiatives

We launched the *More Plants Please!* initiative in 2018, which provides school district's food service programs with the resources and tools needed to offer more meals with plant-based proteins and to market those meals to students.



School Food Institute

School Food Institute is a collection of online courses that provide school food service professionals and child nutrition advocates the in-depth training, operational skills, and strategic vision necessary to make school food fresh, healthy, and sustainable.

New Courses

At the end of 2018, we debuted a set of three new courses that explore sustainability and healthy eating trends in school food: *Sustainable Lunchrooms*, *Plant Forward* and *Ingredients for Healthier Kids*.

Since launching in
fall of 2017,

192 students

have enrolled in

851 seats



“The most valuable thing I learned was the basics as to how the food service works in schools, and what laws and regulations control how things are made and reported.

— SFI student

We awarded 305 salad bars in 2018, impacting 152,500 students across the country.

"Students feel they control what they are eating and implementing the salad bar has increased participation and encourages the students to eat healthy weekly."

— Salad Bars to Schools grantee

Salad Bars to Schools

The Salad Bars to School grant program is a partnership whose goal is to ensure every school in the United States has a salad bar as a part of their school food service program.

Program Impact

In a 2017 survey, 85% of school districts that implemented a salad bar reported an increase in procurement of fresh fruits and vegetables.



Get Schools Cooking

Get Schools Cooking (GSC) provides hands-on support through an assessment of school food operations, strategic planning, funding opportunities and technical assistance, enabling school districts to increase their amount of scratch cooking.

Long-Term Success


Districts in the 2016 GSC cohort completed their year one evaluation, demonstrating numerous changes to their meal program that included the purchase of 15 pieces of equipment, implementation of 25 new recipes from The Lunch Box and a 7% overall increase in Average Daily Participation (ADP).

In 2018,
4 districts
joined the Get Schools Cooking
program, reaching an additional
73 schools
and
18,157 students

I can't explain how informative, beneficial, and invigorating this whole experience has been. It's really made me a better director and leader and I can see my staff are happy with the changes I've put into place thus far.

— Amber Watson, Marysville Joint Unified School District, Marysville, CA





This grant was a great way to expose students to a variety of fruits and vegetables, get them to try something new, and help expand our menu.

— Shandon Joint Unified School
District, Shandon, CA

Project Produce

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

In 2018, we reached

29 schools

serving

12,712 students

with an average of

78 percent

free & reduced.

93% of the 2018 grantee schools reported an increase in their purchases of fresh and local fruits and vegetables as a result of this grant.



ENGAGEMENT, AWARENESS & SUPPORT

We wouldn't be able to do our work the last 10 years without the dedication of this healthy school food community! From events to advocacy campaigns, we garnered more awareness and support of our work than ever before.

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 restauranteurs 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!

Featured Event: RSFC Boulder

- Natural products industry
- Winning recipe: plant-based sweet potato & black bean enchiladas
 - 160 guests



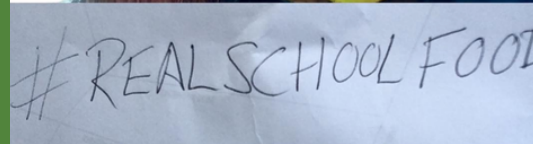
From left: Chef Ann Cooper, Hosea Rosenberg of Blackbelly and Santo, Leah Swalling and Justin Gold of Justin's, and CAF CEO Mara Fleishman. Rosenberg and Gold won the Real School Food Challenge Boulder with their plant-based sweet potato and black bean enchiladas.



#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 to help us reach even more children with our healthy school food programming.

In 2018, we reached
10,496,169
supporters & engaged
30,748
advocates!





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 Parent Advocacy Toolkit is designed to guide parents through school food advocacy by taking three steps:

1. Get Educated

Learn about school food systems, current policies, and how to find out more about their local school district's food program.

2. Get Organized

We help parents get organized and engage their community network.

3. Take Action

The toolkit assists parents in their first action steps towards making lasting school food change.

Mother, chef, coach and food educator Lindsey Shifley leveraged the Chef Ann Foundation's Project Produce grant in 2016 to implement more nutrition education and changes on behalf of the district's wellness committee. Way to go Lindsey!

OUR FINANCIALS

STATEMENT OF FINANCIAL POSITION

ASSETS

Current Assets

Cash & cash equivalents	\$1,213,925
Contributions receivable, net	\$52,777
Other receivables	\$2,900
Prepaid Expenses	\$1,361

Fixed Assets \$5,764

Other Assets \$7,365

Total Assets \$1,284,092

LIABILITIES & NET ASSETS

Liabilities

Accounts payable	\$112,468
Accrued compensation & benefits	\$26,758
Capital lease obligations, current portion	\$3,465

Total Liabilities \$142,691

Net Assets

Net assets, without donor restrictions	\$262,847
Net assets, with donor restrictions	\$878,554

Total Net Assets \$1,141,401

Total Liabilities & Net Assets \$1,284,092

STATEMENT OF ACTIVITIES

OPERATING SUPPORT & REVENUE

Support

Contributions & grants	\$1,846,096
In-kind contributions	\$117,000

Revenue

Enrollment fees	\$18,823
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Total Operating Support Revenue \$1,981,919

OPERATING EXPENSES

Expenses

Programs services	\$2,038,732
Supporting services: general & administrative	\$196,214
Supporting services: fundraising	\$101,218

Total Operating Expenses \$2,336,164

Operating Support & Revenue in Excess (Deficit) of Operating Expenses (\$354,245)

Other Changes

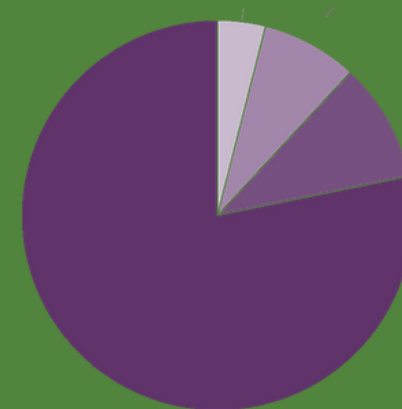
Interest Income	\$250
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Change in Net Assets (\$353,995)

Net Assets, Beginning of Year \$1,495,396

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

EXPENSES



PROGRAMS EXPENSES

Salad Bars to Schools	\$775,585
Project Produce	\$93,191
School Food Institute	\$31,418
Get Schools Cooking	\$562,332
The Lunch Box	\$71,513



Dear Friends of the Chef Ann Foundation,

It's hard to predict everything that could happen in 10 years. We never knew we would impact millions of children through our programming, or that we would support and connect thousands of school food professionals nationwide! And yet, all this happened through collaboration, passion, and hard work.



A few things are for sure—we will continue to improve school food across the country. We just launched a membership program, which will help expand and develop the next wave of school food reform. We also have a new and improved version of The Lunch Box coming your way in 2020!

We've made great strides since this organization was founded in 2009. While we've helped over 3 million children in more than 10,000 schools nationwide gain access to fresh, healthy food, there is still so much more work to be done. Let's get started.

Mara Fleishman
Chief Executive Officer

OUR SUPPORTERS

Program Partners

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

Corporate Support

Boulder Food Group
Bluestone Life
Colorado State Bank & Trust
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Foundation Support

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MRB Foundation
Patachou Foundation
Sprouts Healthy Communities
Foundation
Transformation Trust
Tromblee Foundation
Vital Projects Fund

Individual Donors

This selection of donors includes all who contributed \$500+ in 2018.

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William Reynolds
Tom Spier
Robert Surles
Sharron & Neil Theberge
Karen Trilevsky





Here's to the next 10 years!

Because of you, we've been able to impact millions of children and make healthy, scratch-cooked food available in thousands of schools across the country. We appreciate your dedication to our mission!

 @chefannfoundation

 @chefannfnd

 @chefannfoundation