



**ANNUAL REPORT
2010-2011**

Through the hands and minds of young leaders, FoodCorps strives to give all children an enduring relationship with healthy food.

TABLE OF CONTENTS

LETTER FROM THE LEADERSHIP	2
SOWING THE SEEDS OF CHANGE	
The Challenge	3
The Solution	4
FoodCorps' 3 Pillars: Our Recipe for School Food Change	5
FoodCorps History	6
FISCAL YEAR 2010-2011	
Building Our Team	7
Developing Our Network	8
FoodCorps Across the Nation	9
Finding Our Leaders	11
The Numbers	12
THE ROAD AHEAD	
FoodCorps Launches	13
Forecast for Next Year	14



FROM THE LEADERSHIP

As FoodCorps closes this short first fiscal year, we are excited to share the strides we've made in these first eight months of existence. Though our work is just beginning, it feels like we have come a long way already. We stand in grateful awe of the individuals, partners, and donors that have helped this idea take root and push its first green shoots out of the ground.



Curt Ellis, Executive Director, Cecily Upton, Service Program Director, and Debra Eschmeyer, Director of Policy and Partnerships.

FoodCorps started with a simple idea: to match a problem—the painful and costly epidemic of childhood obesity—with a powerful potential solution: the generation of young leaders eager to get their hands dirty in careers in food and agriculture. We saw millions of children in need, hundreds of organizations doing effective work with limited resources, and a network of food advocates gathering momentum on college campuses. Our job has been to help connect these players and, together, begin to build something that might be more than the sum of its parts: a holistic, effective solution to one of our most challenging problems.

This year, we laid the groundwork for the national rollout of FoodCorps' on-the-ground work. We concluded an open planning process that actively engaged thousands of stakeholders in shaping the FoodCorps program, resulting in a structure that has been designed from the bottom-up, rather than the top-down. We convened a national network of partner organizations, the Host and Service Sites that will supervise our service members and their work in the field. We succeeded in securing more than \$680,000 of federal and private funding to facilitate our program's launch. And we set out to recruit our first class of service members, and were overwhelmed to receive 1,229 applications for 50 positions in this first program year.

In the coming months, we will be preparing for our full-scale launch: we will bring our Host Sites together in July for three days of networking and resource-sharing, train our service members for a week in August, and then launch them into service across ten states, ready to bring children knowledge of, engagement with, and access to healthy food.

Looking back, we are humbled by the way the stars aligned to guide the launch of FoodCorps safely into existence over the last year. When we began work on this project, we imagined that this initiative might be a "right idea at the right time," and that has proven to be more true than we ever imagined. We are excited to see our first class of service members begin to fulfill this first piece of our vision: a nation of well-nourished children, who know what healthy food is, how it grows and where it comes from, and who have access to it every day.

Curt Ellis

Debra Eschmeyer

Cecily Upton

THE CHALLENGE:

In the last 30 years, the percentage of American children who are overweight or obese has tripled. Diet-related disease, diminished academic performance and a shortened life expectancy threaten the future of our kids. According to the Centers for Disease Control and Prevention, one in three American children born in the year 2000 is on a path toward Type II diabetes. Reversing this epidemic of diet-related disease has become a bipartisan national priority.

Organizations around the country have launched effective initiatives to try to stem this epidemic by working directly in vulnerable communities to teach children about nutrition while increasing their access to affordable and healthy food. These effective efforts have been held back from reaching their full potential by financial and human resource constraints. FoodCorps seeks to identify these high-impact organizations and arm them with the resources to deepen the impact of the great work they are already doing in their communities.

THE NUMBERS:

- **32 Million** children eat school meals **five days a week, 180 days a year**
- For many children, these meals are **more than half of their daily calories**
- The typical elementary-age child receives **only 3.4 hours of nutrition education** each year, **less time than most spend watching TV each day**
- **Only 2%** of children meet the USDA's recommendations for eating a healthy diet
- **One in three** children is obese or overweight
- **One in three** children born in the year 2000 is on a path toward Type II diabetes
- America spends **\$147 billion** on obesity-related illnesses each year

“More, and better, nutrition education is needed in schools.... The time spent on nutrition and dietary behavior has declined in recent years, and funding has been limited.”

-White House Task Force on Childhood Obesity

THE SOLUTION:

America's sweeping epidemic of childhood obesity requires us to martial a national response.

FoodCorps responds to this need with a public service program designed to address childhood obesity through school garden and Farm to School service on the national scale.

Our public service program places highly motivated young leaders in limited-resource communities where they spend a year engaging students, teachers and the community in a hands-on discussion of how to improve their school food landscape.

Under the direction of our network of grassroots partners, FoodCorps service members improve the school food environment by implementing a three-ingredient recipe for healthy kids: they conduct nutrition education to develop knowledge, build teaching gardens to promote engagement, and create Farm to School sourcing relationships to bring children access to healthy food on a daily basis.

The FoodCorps program will promote a healthy school food environment by giving children a comprehensive understanding of what healthy food is and where it comes from, fostering a positive attitude toward fruits and vegetables, and giving them the opportunity to eat health-promoting foods in their school cafeterias.

“Changing the way America feeds itself has become the galvanizing issue for a generation now coming of age.”

-Michael Pollan



Garden education engages kids in the process of growing fruits and vegetables, which makes them more likely to try and enjoy eating them in the cafeteria.



KNOWLEDGE: NUTRITION EDUCATION



Though instruction in nutrition and physical activity is compulsory in most states, schools cover these topics for an average of just 3.4 hours per year.

Our service members change this figure dramatically as they work with teachers to integrate nutrition and physical activity lessons into classes as diverse as Health, Math, English and Science.

From hands-on demonstrations in the preparation of healthy foods to food system mapping, service members offer innovative instruction while modeling positive lifestyle choices in a way that makes exercise and balanced eating cool.

ENGAGEMENT: SCHOOL GARDENS



Hands-on learning leads to lifelong healthy habits. With that in mind, service members teach kids how to farm and garden, so they can actually touch the inch worm crawling up their broccoli stalk, smell a freshly grown heirloom tomato and feel the way a changing season determines the contents of their plate.

Service members break ground on new gardens, help integrate garden programs into curricula and engage parents, community volunteers and kids in the growth and harvest of healthy food.

ACCESS: FARM TO SCHOOL



Once children learn what they should eat and where it comes from, they get to reap the rewards: nutritious, local food in their school cafeterias.

Service members forge relationships between school food service directors and local farmers who can supply healthy ingredients at scale, filling lunch trays with tasty food straight from the farm.

Farm to School activities round out the education and engagement kids receive in the classroom and garden, promoting healthy food consumption through engaging displays and simple, kid-friendly recipes like sliced local apples and yogurt to replace fries and ketchup.

SIX YOUNG LEADERS CAME TOGETHER TO DEVELOP FOODCORPS:

Curt Ellis, co-creator of the documentaries *King Corn* and *Big River* and a Food and Community Fellow with the Institute for Agriculture and Trade Policy; Debra Eschmeyer, Communications and Outreach Director for the National Farm to School Network and a Food and Community Fellow with the Institute for Agriculture and Trade Policy; Cecily Upton, Manager of Youth Programs at Slow Food USA; Crissie McMullan, Founder and Director of Montana's pioneering VISTA Farm to School program; Jerusha Klemperer, Associate Director of National Programs for Slow Food USA; and Ian Cheney, co-founder of the Yale Sustainable Food Project, co-creator of the documentary *King Corn*, and the artist behind the mobile garden project Truck Farm.

The team began work together on Earth Day 2009, the day President Obama signed the broadly bipartisan Kennedy Serve America Act into law. The legislation set in motion a tripling of our nation's investment in service programs and signaled a new opportunity to engage AmeriCorps in building a more sustainable, healthful, equitable food system.

A federation of organizations stepped up to support the nascent FoodCorps effort: Occidental College and its National Farm to School Network (an umbrella organization working on behalf of 2,000 Farm to School initiatives nationwide), Slow Food USA (a 20,000-person volunteer network working for integrity in food and farming), The National Center for Appropriate Technology (operators of a model program in Montana), the Food and Community Fellows Program, and the documentary and advocacy organization Wicked Delicate. With Occidental College serving as incubator, the FoodCorps initiative was awarded \$216,481 in planning grants from AmeriCorps and the Kellogg Foundation, and in early 2010 formal work began.

From the beginning, FoodCorps drew strong support from the communities the program will serve. Monthly open conference calls each attracted 45-190 participants. An initial 40-person Planning Summit grew to 60, making room for college students who snuck in as crashers. To manage this outpouring of interest, the founders launched seven Work Groups and those soon drew more than 300 active volunteer members. Embracing the spirit of a collaborative planning process, and using the tools of Wiki, web, and conference call to do so, the founders helped FoodCorps take shape according to the needs of its stakeholders. The result was tremendous buy-in from across the food, health and education fields.

Months of planning and development culminated on November 15, 2010, when the FoodCorps organization was chartered as a New York nonprofit corporation, with the six founders serving as initial directors.



FoodCorps spent its short first fiscal year (November 15, 2010 – June 30, 2011) building the organization’s capacity, solidifying its national network, and recruiting and selecting its first class of service members.

BUILDING OUR TEAM:

Three of our co-founders stepped into full-time staff roles as the FoodCorps leadership team:



CURT ELLIS, EXECUTIVE DIRECTOR

After finding his passion for food and agriculture at The Mountain School and Yale, Curt moved to Iowa to investigate the role of subsidized commodities in the American obesity epidemic. The resulting film he co-created, *King Corn*, won a George Foster Peabody Award, helped bring national press attention to the Farm Bill, and reached an audience of millions. Curt also produced *The Greening of Southie* (Sundance Channel, 2008) and used his Food and Community Fellowship to launch the mobile school garden project *Truck Farm* and direct the sequel to *King Corn*, *Big River* (Discovery, 2010). He has appeared on CNN, CBS, ABC and NPR, is a frequent speaker on college campuses, and serves on the Board of Directors of Slow Food USA.



DEBRA ESCHMEYER, DIRECTOR OF POLICY AND PARTNERSHIPS

Debra is a food justice and school food advocate with 15 years of farming and sustainable food experience. As the Communications and Outreach Director of the National Farm to School Network and an organic farmer in Ohio, Debra established herself as a leading voice for food reform. She has presented at hundreds of events, including the White House Childhood Obesity Taskforce Forum. As a Food and Community Fellow, Debra created One Tray, a successful campaign to encourage Congress and the USDA to support Farm to School programs through policy and regulatory reform. Debra has served as an editor for the book *Food Justice*, as a consultant for Jamie Oliver’s Food Revolution, and as a contributor to the documentary *Lunch Line*. A graduate of Xavier University, her previous non-profit work spans the globe in the humanitarian, conservation, sustainable agriculture and food justice realms.



CECILY UPTON, SERVICE PROGRAM DIRECTOR

Cecily’s interest in food and agriculture began in high school, when she participated in the planning, planting, and harvesting of her school’s first garden. She has been involved with sustainable food ever since. A graduate of Bowdoin College, Cecily spent five years at Slow Food USA, where she served first as their Slow Food in Schools Coordinator and then as Youth Programs Manager. In her tenure, Cecily established Slow Food on Campus, a network of college organizations that advocate for good, clean and fair food at their schools, and worked on Slow Food’s efforts to reform the Child Nutrition Act and develop school gardens. She has farmed in Italy, promoted agricultural development and cultural empowerment in Ladakh, India, and served on the Steering Committee for the Real Food Challenge and the Partner Committee of the National Farm to School Network.

DEVELOPING OUR NETWORK:

Rather than duplicate existing efforts to improve school food within diverse communities around the country, FoodCorps embraces a model of collaboration. Over the last year, we selected a lead partner organization to direct our work in each of the ten states where FoodCorps will launch, and worked with our state-level partners to develop a network of community-level partners where our service members will be placed.

STATE-LEVEL PARTNERS: FOODCORPS HOST SITES

Between September and December 2010, FoodCorps organized a competitive application process that drew applications from 108 organizations in 39 states and the District of Columbia, all eager to direct the work of FoodCorps service teams in their regions. Twenty-two finalist organizations were invited to submit full 15-page proposals detailing their qualifications in the following areas: organizational history and capacity, community need, recruitment and service plan, strategy for selecting Service Sites, potential for measurable impact, budget for implementation, breadth and depth of partnerships, and experience of staff.

Based on internal and external review, FoodCorps selected the 10 best-networked, most shovel-ready, high-capacity organizations, in the communities most at need, to serve as Host Sites for the program’s inaugural year.

COMMUNITY-LEVEL PARTNERS: FOODCORPS SERVICE SITES:

FoodCorps Service Sites are our community-level partners: grassroots organizations with a unique understanding of the needs of the children, families and schools they serve. In collaboration with our Host Sites, FoodCorps evaluated Service Site candidates to ensure each offered both exceptional direct service opportunities for our service members, and had the internal structures necessary for overseeing early-career leaders. In our upcoming program year, our 50 service members will be assigned to 41 Service Sites in the ten states FoodCorps will serve.



Arizona

THE JOHNS HOPKINS CENTER FOR AMERICAN INDIAN HEALTH

The Johns Hopkins Center for American Indian Health partners with American Indian and Alaskan Native tribes to raise health awareness and prevent obesity, diabetes, and other diet-related diseases in native communities.

Arkansas

THE DELTA GARDEN STUDY AT ARKANSAS CHILDREN'S HOSPITAL RESEARCH INSTITUTE

Arkansas Children's Hospital Research Institute (ACHRI) improves children's health, development and well-being through high-quality research, including The Delta Garden Study, the largest and most scientifically rigorous school garden research study in the nation.

Iowa

THE NATIONAL CENTER FOR APPROPRIATE TECHNOLOGY

The National Center for Appropriate Technology (NCAT) is a national nonprofit that champions small-scale, local and sustainable solutions to reduce poverty, promote healthy communities and protect natural resources.

Maine

UNIVERSITY OF MAINE COOPERATIVE EXTENSION

University of Maine Cooperative Extension is committed to healthy kids, food production and building tomorrow's leaders, working closely with community partners to meet the needs of Maine citizens using research-based knowledge.

Massachusetts

THE FOOD PROJECT

The Food Project brings together youth and adults from diverse backgrounds who work together to build local and sustainable food systems for Boston and the surrounding suburbs.



Michigan

C.S. MOTT GROUP FOR SUSTAINABLE FOOD SYSTEMS AT MICHIGAN STATE UNIVERSITY

The C.S. Mott Group for Sustainable Food Systems at Michigan State University engages communities in improving the availability of locally-produced food.

Mississippi

THE MISSISSIPPI ROADMAP TO HEALTH EQUITY

The Mississippi Roadmap to Health Equity, Inc.'s mission is to eliminate health disparities by changing institutions to become engines for the community's efforts to be healthy.

New Mexico

UNIVERSITY OF NEW MEXICO - OFFICE OF COMMUNITY LEARNING AND PUBLIC SERVICE

The University of New Mexico Office of Community Learning and Public Service nurtures leadership for community capacity building in neighborhoods where the social determinants of inequity result in major health disparities.

North Carolina

NORTH CAROLINA 4-H AND THE CENTER FOR ENVIRONMENTAL FARMING SYSTEMS

North Carolina 4-H and the Center for Environmental Farming Systems (CEFS) at North Carolina State University have overlapping missions of youth agricultural education, future food system leadership, and sustainable food system development.

Oregon

OREGON DEPARTMENT OF AGRICULTURE

Part of the mission of the Oregon Department of Agriculture (ODA) is to protect the natural resource base for present and future generations of farmers and ranchers, and promote economic development and expand market opportunities for Oregon agricultural products, making Farm to School a great fit for the state's schools.

FINDING OUR LEADERS: SERVICE MEMBER RECRUITMENT

The lifeblood of FoodCorps is the annual class of service members we recruit, train and deploy to bring positive change to school food systems around the country. Service members invest a year of full-time work conducting nutrition education, building school gardens, and developing farm-to-cafeteria supply chains. In return, they receive a \$15,000 stipend, a \$5,550 education award, health insurance, training in leadership, and job skills.

FoodCorps began its first-year recruitment process in February 1, 2011, under the direction of Lucy Flores. Using the communications expertise from our planning team and our 72-person Recruitment Work Group, we struck out to identify ambitious change-agents, particularly from within the cultural and demographic communities FoodCorps will serve, and invite them to apply to the program. We communicated with these audiences through video, web and traditional media, seeding social networks with the message that FoodCorps offers career development, esprit de corps and a hands-on opportunity to make a difference in communities of need.

Other assets for national recruitment included: USDA Deputy Secretary Kathleen Merrigan promoting FoodCorps on her spring 2011 College Tour, Curt Ellis telling the FoodCorps story at TEDx (a 300-person live event with 35 satellite viewing parties and a popular archive of online video), a strong presence at seven Real Food Challenge youth advocacy summits, and a plug by Mark Bittman for the “much-anticipated FoodCorps” in a New York Times column that quickly rose into the paper’s most-emailed stories.

Running parallel to this national strategy were the recruitment campaigns of our ten Host Sites. Site Supervisors received physical and electronic recruiting materials, personalized coaching on how to cultivate FoodCorps members from within their communities, and media training (provided pro bono by Haberman Communications) on how to earn local press coverage of FoodCorps service opportunities. FoodCorps engaged both traditional networking tools (church flyers, 4-H chapters and small-town newspapers) and new technologies (eBlasts, Twitter and Facebook) to reach the broadest base possible.

We began taking applications on February 8th, 2011 and were overwhelmed to receive 1,229 submissions for only 50 service spots. We evaluated applicants based on their past experiences, their motivation to serve, their commitment to the goals of FoodCorps, their potential to contribute to FoodCorps’ mission, and their potential to benefit from a year of service. After two readers scored each application, we sent finalist candidates to Host Sites. Our Host and Service Sites interviewed and recommended their top picks for selection and placement.

MEASURING OUR PERFORMANCE

An integral part of FoodCorps’ approach is evaluating our success to build the case for holistic school food interventions in general and to assess the efficacy of our program in particular. To this end, FoodCorps worked with Anupama Joshi of the National Farm to School Network and school food researcher and Host Site Supervisor Dr. Michelle Ratcliffe, and convened a 35-person FoodCorps Evaluation Work Group to define our evaluation strategy. Mariana Cotlear, a Public Health Master’s student at Columbia University, joined our team in early June to assist this effort.

FoodCorps is implementing the web-based tracking system called America Learns to monitor the work our service members are doing on the ground. Each FoodCorps member will collect data from weekly surveys and conduct a special impact assessment project with a sample student population, tracking the change in children’s attitude toward healthy food that occurs over a year of service.



FoodCorps recruitment efforts yielded an impressive pool of 1229 applicants for 50 service member positions.

FY 2010-2011: THE NUMBERS

FoodCorps leverages public, private and philanthropic funds and benefits from the generosity of volunteers.

MAJOR FUNDING RECEIVED OR PLEDGED IN FY 2011:

Draper Richards Kaplan Foundation (with benchmarks, over three years)	\$300,000
AmeriCorps (+\$500,000 dependent on enrollment of service members)	\$125,000
Woodcock Foundation	\$100,000
Anonymous	\$50,000
Claneil Foundation (via Occidental College)	\$45,000
Anonymous	\$25,000
Wallace Genetic Foundation	\$15,000

STATEMENT OF ACTIVITY NOVEMBER 15, 2010 - JUNE 30, 2011

SUPPORT AND REVENUE:

Grants and Gifts:	\$680,100
Donated Professional Services	\$110,513
In-kind and Facilities Donations:	\$4,710
Total Revenue:	= \$795,323



EXPENSES:

Program Services:	\$85,708
Management & General:	\$150,555
Fundraising:	\$22,978
Total Expenses:	= \$536,712



STATEMENT OF FINANCIAL POSITION AS OF JUNE 30, 2011

ASSETS:

Cash and Equivalents:	\$136,532
Grants Receivable:	\$420,472
Prepaid Expenses:	\$1,200
Total Current Assets:	= \$558,204



LIABILITIES:

Accounts Payable:	\$8,251
Accrued Salaries and Payroll Liabilities:	\$13,241
Total Current Liabilities:	= \$21,492



NET ASSETS:

Unrestricted:	\$191,712
Temporarily Restricted:	\$345,000
Total Net Assets:	= \$536,712



Total Liabilities and Net Assets:	\$558,204
--	------------------

SERVICE MEMBER TRAINING:

FoodCorps' inaugural term of service commences on August 15, 2011, with five days of intensive member training in Milwaukee, Wisconsin, including workshops at Will Allen's celebrated urban farm, Growing Power.

At this national training, FoodCorps staff will facilitate team building, trainers will lead diversity workshops, and Farm to School leaders from around the country will lead sessions on food and garden safety, fresh food procurement, classroom management, community engagement, volunteer coordination and impact evaluation.

Once at their sites, service members will receive additional and ongoing training from state and local partners and will be paired with a professional mentor from the food and health field. As they conduct their 1,700 hours of service, FoodCorps service members will concentrate their efforts in three areas: food and nutrition education; establishing or expanding garden programs; and increasing children's access to healthy food in school cafeterias.

BUILDING OUR BOARD:

FoodCorps is in the process of expanding its founding board to include strong leaders from outside the founding team. Incoming trustees, due to take office in late 2011, include Jenny Shilling Stein, Executive Director of the Draper Richards Kaplan Foundation; Oran Hesterman, CEO of the Fair Food Network and formerly of the W.K. Kellogg Foundation; Neil Hamilton, Dean of Agricultural Law at Drake University; Beneta Burt, Executive Director of the Mississippi Roadmap to Health Equity and formerly of the Jackson Urban League; Anupama Joshi, Co-Director of the National Farm to School Network; Sierra Burnett Clark, of New York University and the David and Lucile Packard Foundation, and Crissie McMullan, Ian Cheney and Curt Ellis from the FoodCorps founding team.

PLANNING OUR GROWTH:

FoodCorps has ambitious goals for its service program. We seek to expand from a first-year class of 50 service members to 100 by year two. FoodCorps' main challenge is to institute a development strategy that will allow for this growth.



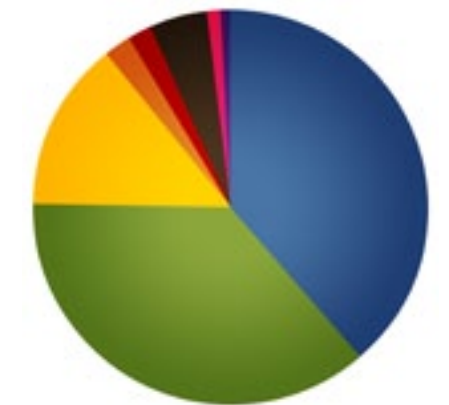
SCHOOL GARDEN GRANTS:

While our national service program is the core vehicle for our work, FoodCorps has established itself as a leading player in the school garden movement. Where we feel we can be a catalytic force, we participate in national initiatives that promote, measure, and facilitate the improvement of healthy school food environments around the country.

FoodCorps is slated to be the lead partner on a \$2.5 million Whole Kids Foundation fall fundraising drive to support school gardens. Under the joint Garden Grants Program, FoodCorps will facilitate the distribution of 1,000 micro-grants to implement and expand school garden projects across the country. One hundred of these \$2,000 grants will go directly to support gardens at FoodCorps schools, and additional support will be donated to FoodCorps to support our national expansion.

NEXT YEAR'S NUMBERS: BUDGET FORECAST FOR FY 2011-2012

Staffing:	\$835,402
Service Members:	\$786,493
Contract Services:	\$300,303
Supplies:	\$45,506
Facilities:	\$40,441
Travel, Meetings, Training:	\$104,550
Uniforms, Service Manuals	\$24,400
Other Expenses:	\$13,980
	= \$2,105,569



Thanks to your help, FoodCorps is embarking on a thrilling adventure. In this short first fiscal year, we have assembled an exciting team, built a robust network of partners, recruited a remarkable collection of leaders, and geared up to launch a national service program that has the potential to give millions of children an enduring relationship with healthy food.

JOIN US FOR THE JOURNEY.



FOODCORPS 2010-2011 ANNUAL REPORT

FoodCorps, Inc.
281 Park Avenue South
New York, NY 10014
(212) 596-7045

www.foodcorps.org

