

# FoodCorps 2013 Annual Report



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If they *grow* it,  
they will *eat* it.

# Dear Friends,

There's a great deal of attention paid to the achievement gap these days: to the disparities of race and privilege that plague our education system. But behind that achievement gap, an equally harmful problem is hiding: a nutrition gap.

Research shows that what we feed our children in school—and what we teach them about food there—goes on to affect how they grow, how they learn, and even how long they're going to live. If we are able to help children forge healthy relationships with food now, we will launch them onto a positive path for the future.



FoodCorps school lunch from a service site in Arkansas.

FoodCorps proves that we can. Over the last year, our second class—80 AmeriCorps service members and 12 second-year fellows—helped more than 67,000 children connect with real food in their classrooms, schoolyards and cafeterias. In more than 250 schools, we started building bridges across the nutrition gap.

The year ahead promises to bring even greater progress. Our incoming class of 125 AmeriCorps members and 15 fellows will make it possible for FoodCorps to serve three new states: California, New Jersey and Hawai'i—and to continue scaling up our efforts in the dozen states we reach already.

These achievements are made possible by the service of our corps members, by the dedication of our partners, and by the generosity of people like you. With your partnership, we are building bridges to health, opportunity and human potential. We are nurturing a new generation of leaders.

Warmly,

Handwritten signature of Curt Ellis

**Curt Ellis**

*Co-Founder and Chief Executive Officer*



# The Challenge

## Obesity and Opportunity

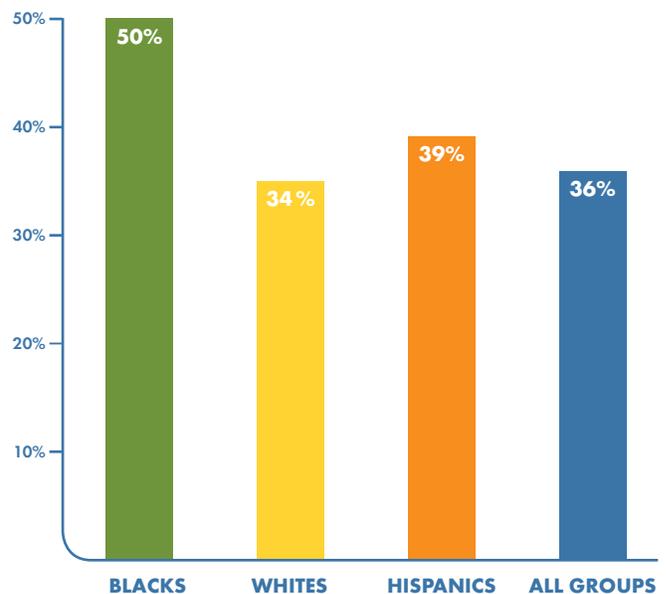
A child's diet and health play important roles in determining her ability to show up for and pay attention in class, her overall achievement in school, and her ultimate happiness and productivity as an adult. But today, a broken relationship with food is afflicting America's children and dragging down a generation's potential.

Over the past 30 years, the rate of childhood obesity has tripled. One in three American children is now overweight or obese. At the same time, one in five of our children struggle with food insecurity and hunger. Yet both challenges stem from the same root problem: a need for a richer, healthier and more reliable relationship with food.

What makes the combination of increased obesity and diminished opportunity truly dangerous is that it discriminates: it plays into the same disparities of race and class that we're already working so hard as a nation to overcome. Children who grow up in low-income neighborhoods, whether urban or rural, are 30% more likely to suffer from obesity. Children of color are 60% more likely to develop Type 2 diabetes than are white children and 200% more likely to not have enough access to healthy food.

The sad reality is that by failing to provide one fundamental thing—a chance to eat and enjoy real food—we're holding our most vulnerable kids back from health, opportunity, and success. FoodCorps is embedding leaders in our nation's most limited-resource schools to change that.

### Obesity Rates in the U.S.



Source: The Journal of the American Medical Association, 2012

“The physical and emotional health of an entire generation and the economic health and security of our nation is at stake.”

— Michelle Obama, First Lady of the United States



# The Approach

## Connecting Kids to Real Food

FoodCorps is a nationwide team of leaders that connects kids to real food and helps them grow up healthy.

Working under the direction of state and community partners, our corps members dedicate a year of public service to ensuring that children grow up in healthy school food environments: places where kids learn what real food is and where it comes from—and have daily access to it in their school meals.

In the process, we train a new generation of leaders and launch them into lifelong careers of impact across the fields of food and health.

### Mission

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

### Vision

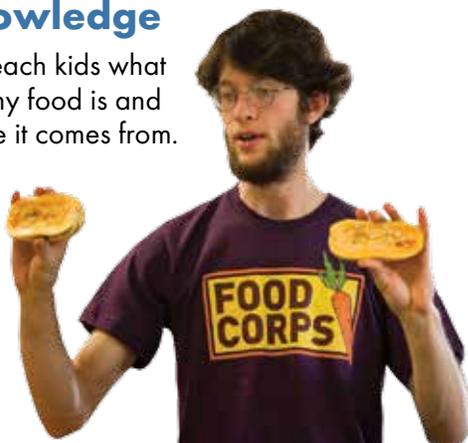
We envision a nation of well-nourished children: children who know what healthy food is, how it grows and where it comes from, and who have access to it every day. These children, having grown up in a healthy food environment, will learn better, live longer, and liberate their generation from diet-related disease.

We envision a bright future for our service members: emerging leaders who, having invested a year of public service creating healthy food environments for children, will go on to become farmers, chefs, educators and public health leaders. These visionaries, armed with the skills to improve school food, will improve all food.

## FoodCorps' Three-Ingredient Recipe for Healthy Kids

### Knowledge

We teach kids what healthy food is and where it comes from.



### Engagement

We build and tend school gardens with kids, parents, and communities.



### Access

We connect schools to local farms and help cafeterias serve and celebrate healthy food.



# Leading The Charge

## Our AmeriCorps Service Members

The lifeblood of FoodCorps is the annual class of service members we recruit and train to bring positive change to school food around the country. Our service members dedicate a year of their lives to teaching kids about healthy food, building school gardens, and bringing high quality local food into schools.

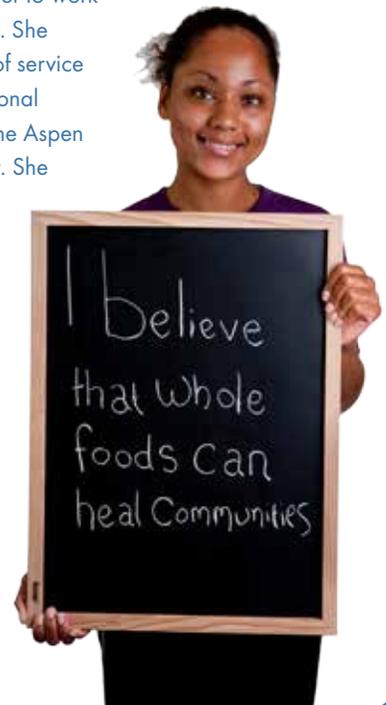
FoodCorps is proud to be part of the AmeriCorps Service Network. This means that we are a grantee of AmeriCorps—receiving a portion of our funding from this federal agency—and that we are a member of an impressive cohort of organizations including Habitat for Humanity, City Year, and Teach for America. We support our service members with a cash stipend that covers their living expenses, an end-of-service education award that can be used for student loans or future education, health insurance throughout their term of service, in-person and ongoing training in leadership and job skills, and career mentoring.

Selected from a pool of more than 1,000 applicants, the dedicated leaders of our second class came to us with a variety of experiences in the classroom, on the farm, and in the kitchen. During their year of service, they became better teachers, better collaborators, better gardeners, and more effective public speakers. They invested energy and curiosity in their communities and made a concrete impact: flourishing gardens, children gobbling green beans, teachers incorporating hands-on nutrition lessons into their classes, and relationships strengthened between farmers and school nutrition directors.

### Stephanie Simmons

FoodCorps Massachusetts Service Member

Stephanie spent the past year serving with The Food Project in Roxbury, Massachusetts. Before FoodCorps, Stephanie was a teacher in preschool and pre-kindergarten classrooms, and worked at a short-term residency program for destabilized youth. She is also a passionate home gardener and graduate of the USDA course “Exploring Your Small Farm Dream.” At our mid-year gathering, she gave a moving and inspiring “FoodTalk” that explored her family’s agricultural roots and the people who inspire her to work with her hands in the soil. She spoke about the power of service at the 21st Century National Service Summit, led by the Aspen Institute’s Franklin Project. She presented with Arianna Huffington, Barbara Bush, and Teach for America founder Wendy Kopp, and wowed the audience with her motivating words. She plans to return to FoodCorps and The Food Project for a second year and hopes one day to establish an educational farm.



# Our FoodCorps Fellows

At the beginning of this second program year, we selected 12 state-level team leaders to join us in pioneering a new program: the FoodCorps Fellowship. These alumni returned for an additional year of service dedicated to supporting, guiding and mentoring the team of service members in their states.

In addition to serving as team leaders for their state cohorts, FoodCorps fellows also undertook a yearlong project related to enhancing children's knowledge of, engagement with, and/or access to healthy food. Each fellowship project culminated in a tangible product—a short film, a best practices guide, a new website, or a statewide assessment of school gardens—that has added to the local, regional or national conversation about healthy food.



## Emily Ritchie

FoodCorps Fellow, Oregon

During her year as a FoodCorps service member, Emily combined her passions for civic engagement and food justice, serving more than 300 young people by building up the capacity and sustainability of garden-based education programs at Food Roots in Tillamook, Oregon. She led after-school garden and educational programs and worked with teachers to enhance the curriculum by including more nutrition education and Oregon products.



This past year she was selected to be the fellow for the state of Oregon, housed at FoodCorps' state-level partner, the Oregon Department of Agriculture. For her fellowship project, Emily helped launch Oregon's Boat to School program, an effort to get Oregon seafood into school lunch throughout the state. After researching what had already been accomplished, she initiated new relationships between fishers and school food buyers, and was instrumental in getting seafood into school lunch in three school districts by the end of her year as a fellow. She'll be returning for a second year of fellowship and plans to continue making waves with Boat to School's success.

“FoodCorps delivers an incredibly high return on investment. Why? Because every dollar you donate is matched by something of immense value: a corps member's time and talent.”

— Gary Hirshberg, Chairman, Stonyfield Organic

# Our State and Community Partners

FoodCorps recognizes that local organizations know their communities best. So instead of taking a top-down, cookie-cutter approach to improving the school food environment, FoodCorps teams up with seasoned partner organizations that lead our service teams in the field. In each state where we operate, FoodCorps selects a lead partner to coordinate our efforts statewide. Working with that partner, we then identify the community organizations that will host and manage FoodCorps service members, welcome them to their respective communities, and fast-track their impact. For our 2012-2013 program year, the FoodCorps network grew to include 12 state-level partners, 61 community partners, and more than 250 participating schools.

“I can tell that kids that I’ve spent time with are more adventurous eaters—instead of being timid or afraid they jump at the chance to try new foods, especially when it’s something they’ve grown in the garden.”

—Natasha Hegmann, service member in Ennis, MT

## FoodCorps Around the Nation







## FoodCorps Connecticut

### State Profile

**T**he FoodCorps program in Connecticut is implemented in partnership with our state-level partner, University of Connecticut Cooperative Extension. County Extension agents are members of a rich network of educators, agriculturalists, researchers, and community builders, making them invaluable guides to the FoodCorps teams serving in partnership with the agency in local schools. As our state partner, UConn Cooperative Extension oversaw our Connecticut FoodCorps Fellow and placed FoodCorps service members with five local partners for the 2012–2013 year:

- Common Ground (aka the New Haven Ecology Project)
- New Britain Community Health Center
- Norwich Public Schools
- Windham Regional Community Council
- Wholesome Wave

In addition to supporting our Connecticut FoodCorps team throughout the past year of service, Extension Educator Jiff Martin and Connecticut FoodCorps Fellow Dana Stevens convened a statewide FoodCorps Advisory Committee that became a hub for sharing knowledge, experiences and resources for improving school food across the state—while



also providing mentorship to service members. The committee included representatives from agriculture, education, and state government, and stakeholders like the Northeast Organic Farming Association and the New England Dairy and Food Council. Broad-based networking like this helped FoodCorps and UConn Cooperative Extension build a thriving FoodCorps program. Thanks to their efforts, we were able to win funding from the Connecticut Commission on Community Service this summer—and will be growing our Connecticut FoodCorps program from 5 service members to 12 for the 2013–14 year.



# Impact

Our 80 AmeriCorps service members spent their year of service constructing the building blocks for healthy kids and healthy schools:

## Knowledge



## Engagement



## Access



In addition to tracking these output measures, we're devoted to understanding the impact our activities are having on people, places, and systems. In the past year, we have honed the tools we use to understand:

## Changes in Attitudes

Studying sample groups in our first year, we learned that 65% of service members' participating classrooms demonstrably improved their attitudes toward trying new fruits and vegetables. Kids' attitudes toward healthy foods are an important precursor to adopting lifelong healthy behaviors. This survey was done in partnership with the University of North Carolina's Center for Health Promotion and Disease Prevention, and findings from our second year will be available in late 2013.

## Changes in Schools

Through the FoodCorps Landscape Assessment, we measure changes happening across each of our participating schools that help make them healthier places to learn, work, and play. Since schools are where kids spend the majority of their day, it's critical that the surrounding environment supports them in making healthy decisions and developing healthy habits. In the last year, 66% of schools where FoodCorps serves made better use of their gardens. Another 60% of schools made improvements to their cafeteria environments to promote healthy eating.

## Changes at Home

We are interested in understanding how FoodCorps' lessons reach beyond the garden and classroom and into the home. We are currently developing a pilot survey with researchers at California Polytechnic University to collect feedback from parents whose children have received instruction from our service members, so we can better understand the impact FoodCorps is having at the family dinner table and in the grocery aisle—not just on the lunch line.

## Setting the Table for Wellness

As FoodCorps service members in Traverse City, Michigan, Kirsten Gerbatsch and Daniel Marbury hosted a “wrap battle”, asking elementary school students to select their favorite wrap featuring local apples. Here’s their top choice, served in the school’s cafeteria two weeks later:

### Turkey, Spinach and Apple Wraps

Courtesy of Traverse City Area Public Schools

#### Ingredients:

25 12” honey wheat wraps

25 cups baby spinach leaves, loosely packed

6 1/4 lbs. thin turkey breast (4 slices per wrap)

12 Gala, or other hard apple, locally sourced, sliced paper thin

12 1/2 cups shredded cheddar

#### Preparation Instructions:

1. Leaving a margin free on the side closest to you, arrange a layer of greens on top of each wrap. Top each layer with half of the turkey.
2. Evenly divide apple slices and lay lengthwise across turkey. Sprinkle 1/2 cup shredded cheese onto wrap.
3. Roll the wrap as tightly as possible toward the opposite side. Cover each wrap tightly with plastic wrap and then refrigerate, seam side down, up to 4 hours before serving.
4. When ready to serve, remove plastic and cut each wrap in half, at an angle.
5. Makes 50 wraps. Each wrap (after cut in half) provides 2 servings

Per serving: 334 calories; 15g total fat (6g saturated fat); 28g carbohydrates; 3g fiber; 27g protein; 400 mg sodium.

“I walked into the room of kindergarteners, and Mykel was standing in front of his classmates. “Raise your hand if you like salad!” he said, and the entire room erupted in raised hands. What a great way to start my final day of classes with them.”

— Marlie Wilson, service member in Boston, MA





# Growth

## Expansion Plans for 2013–2014

In our first program year, FoodCorps deployed 50 service members in 10 states. Last year, we expanded to 12 states and grew to 80 service members and 12 second-year fellows. This fall, we are thrilled to be fielding a corps of 125 service members and 15 fellows as we reach kids in more than 300 schools and enter three new states:



**California**



**Hawai'i**



**New Jersey**

## Our Alumni Network

We have now advanced two classes into the ranks of our alumni.



### Graham Downey

After serving in Jackson, Mississippi for two terms of building new gardens and creating fun food curriculum for pre-K through 5th graders, Graham recently began his studies at Yale Law School. He plans to focus on food and farm policy, local governance and environmental law.

His experience with FoodCorps allowed him to practice project management, develop self-direction, and learn from people from diverse backgrounds. In the future, Graham plans to help farmers and other food entrepreneurs address issues of law and policy, so they might present more sustainable and healthy choices to consumers.



### Allison Marshall

Allison served in FoodCorps' first class in Gaston County, North Carolina at the local Cooperative Extension office. She led garden and nutrition education classes with elementary school students throughout the county, and assisted in the creation of their first-ever farm to school efforts through a partnership with the School Nutrition Services office. After FoodCorps, she was offered a full-time staff position at the Extension office, where she continues her work as the School Garden and Local Foods Coordinator, and Site Supervisor for the FoodCorps service members that have succeeded her. She says that her service term gave her the opportunity to engage deeply with the rural community in which she served, and motivated her to continue her work as a change-agent.

# Governance

## FoodCorps Board of Directors



**Jenny Shilling Stein, MBA, M.Ed — Chair**  
*Executive Director, Draper Richards Kaplan Foundation*  
San Francisco, CA



**Anupama Joshi, M.S.**  
*Executive Director, National Farm to School Network*  
Buffalo Grove, IL



**Sierra Burnett Clark, M.A. – Treasurer**  
*New York University Department of Nutrition, Food Studies, and Public Health; Trustee, David and Lucile Packard Foundation*  
New York, NY



**Crissie McMullan, M.S.**  
*Agriculture Specialist, National Center for Appropriate Technology; Co-Founder, FoodCorps*  
Missoula, MT



**Ian Cheney, M.E.M.**  
*Producer & Director, Wicked Delicate Films; Co-Founder, FoodCorps*  
Brooklyn, NY



**Ali Partovi, A.B., S.M.**  
*Technology Entrepreneur and Angel Investor*  
San Francisco, CA



**Curt Ellis**  
*Co-Founder and Chief Executive Officer, FoodCorps*  
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**Eliza Greenberg, M.P.A**  
*Partner, New Profit, Inc.*  
Boston, MA



**Neil Hamilton, Esq.**  
*Director, Agricultural Law Center, Drake University Law School*  
Waukee, Iowa



**Oran Hesterman, Ph.D**  
*President and CEO, Fair Food Network*  
Ann Arbor, MI

“I’ve seen changes incrementally throughout my service term. From picky eaters who start pleading for carrots to skeptical teachers taking pride in a new school garden, I’ve observed a lot of transformation and change in the individuals I have served with this year.”

— Liz Broussard, service member in Norwich, CT

# Financials

## Statement of Financial Position

<b>Assets</b>	
Cash & Cash Equivalents	\$1,432,305
Accounts Receivable	\$3,507,287
Prepaid Expenses	\$211,588
Security Deposits & Other Assets	\$23,934
Total Assets	\$5,175,114
<b>Liabilities and Net Assets</b>	
<b>Liabilities</b>	
Accounts Payable & Accrued Expenses	\$60,685
Accrued Payroll & Leave	\$153,450
Deferred Revenue	\$104,355
Total Liabilities	\$318,490
<b>Net assets</b>	
Unrestricted Net Assets	\$688,818
Temporarily Restricted Net Assets	\$4,167,806
Total Net Assets	\$4,856,624
Total Liabilities and Equity	\$5,175,114

## Statement of Activities

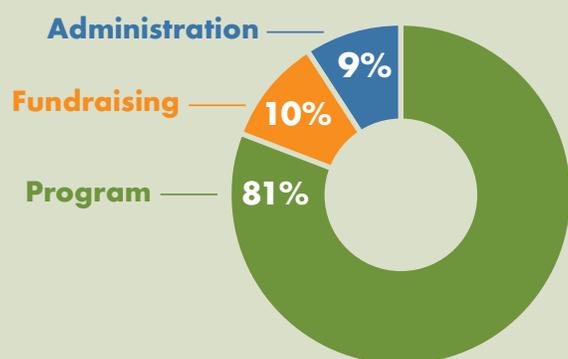
Individual Contributions	\$250,778
Corporate Sponsorships	\$269,313
Non-Government Grants	\$2,458,583
Partner Cost Shares	\$422,633
Federal Grants	\$859,866
Other Earned Income	\$5,270
Total Revenue	\$4,266,443*
Salaries & Related Expenses	\$3,063,430
Contract Services	\$211,545
Communications	\$110,549
Nonpersonnel Expenses	\$175,499
Rent Expenses	\$41,862
Travel, Trainings & Meetings	\$427,187
Total Expenses	\$4,030,071
Net Income	\$236,371*

### Notes:

FoodCorps has changed the start of our fiscal year from July 1 to August 1. The financials presented here are unaudited, and span a 13-month fiscal period, from July 1, 2012 to July 31, 2013. Total Revenue and Total Expenses exclude the value of Donated Good & Services.

\* Reflects unrestricted revenues and revenues released from restriction.

## Expenses by Department



“A small investment in FoodCorps buys something big: a program that is starting to roll back the \$147 billion it costs us each year to deal with the health consequences of obesity.”

— Mark Bittman, New York Times

# Our Supporters

## Gifts from July 1, 2012 to July 31, 2013

The accomplishments of FoodCorps over the past year would not have been possible without the generosity of our donor partners, a selection of whom are acknowledged here:

### Government



### Foundations and other sources

Anonymous  
Clif Bar Family Foundation  
Epstein/Roth Foundation  
Falconwood Foundation  
FixFood  
Lillian Goldman Charitable Trust  
Stuart Family Foundation



### Corporations

Fruit Bliss  
GloryBee Foods  
NBC Universal  
Organic Valley Family of Farms



### Individuals

Ali Partovi and Hadi Partovi  
Anonymous  
Eva and Bill Price

Marjie Findlay & Geoff Freeman  
Marjorie Roswell  
Sierra Burnett Clark and James Clark

### In-Kind Supporters

Orrick, Herrington and Sutcliffe, LLP  
Garvey Schubert Barer

Venable LLP  
Vitamix

“As Principal of Wings Park Elementary in Oelwein, Iowa, I have seen the devastation that living in poverty can have on a child’s life. I am constantly searching for things that make a difference for these students and their families. FoodCorps has made this type of difference for our school. Not only has the program exposed our students to experiences that they would otherwise not have, but the FoodCorps service members have touched their hearts, as well.”

— Principal Dan Racliff, Oelwein, Iowa

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[www.foodcorps.org](http://www.foodcorps.org)

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