



# 2014 ANNUAL REPORT







**The average child receives only 3.4 hours of nutrition education in a school year.**



So it's no wonder that...



**Only 5% of children eat enough fruits and vegetables for a healthy diet.**



And...



**1 in 3 children in America are overweight or obese.**



**FoodCorps changes what's on the plate.**

Dear Friends,

With 125 service members in FoodCorps' third class, together reaching more than 100,000 children in 400 schools across 15 states, we've found ourselves doing a lot of counting this year.

The number of school gardens built or revitalized, of new recipes introduced for children's lunches, of fruits and grains and vegetables sourced from local farms—these figures have all been ticking up at a rapid clip.

But for FoodCorps service members, our work is about more than the impact metrics you can count. It's about being the kind of people who kids and communities can count on. Our corps members stay past dark weeding and watering their school gardens in rural northern California. They show up early on a Saturday to organize a weekend wellness fair in Connecticut. They shuttle between ranchers and butchers to put grass-fed beef on the menu in Montana schools. These acts of service aren't things you can attach a score to, but they're what knit a community together, and make lasting change possible.

So you'll find plenty of numbers in this year's annual report, but you'll also find a lot of stories, a lot of smiling faces, and a lot of heart. Because we're proud to celebrate all the ways FoodCorps has made a measurable difference this year—and all the countless ways we've made an unmeasured difference, too.

Warmly,



Curt Ellis, Co-founder and CEO







First Lady Michelle Obama called FoodCorps “near and dear to her heart.” She said that the work we do—“getting out there and teaching healthy habits for our kids—is brilliant.”



# WHO WE ARE

FoodCorps is a nationwide team of AmeriCorps leaders who connect kids to real food and help them grow up healthy. In 2014, 125 members served in more than 400 schools across the country.



## Danielle Nahal

*California service member*

**Site:** Oakland Unified School District, Oakland, CA

**Hometown:** Benicia, CA (East Bay)

**Highlight of her service:** "Supporting the Garden to Cafeteria Program at OUSD, where vegetables grown by students in school gardens are used directly in school lunches."

**Career aspirations:** Pediatrician or general practitioner who can help patients understand their bodies and make decisions about their health.

**What's next:** Medical school

Each state also has a FoodCorps fellow, a statewide team leader who has formerly served with FoodCorps as a service member.



## Kendal Chavez

*New Mexico fellow*

**Co-sites:** University of New Mexico Community Engagement Center and New Mexico Farm to Table

**Hometown:** Visalia, CA

**Why she serves:** "Growing up in the Central Valley of California, I was heavily exposed to the beauties (and ills) of the power of community connection to food."

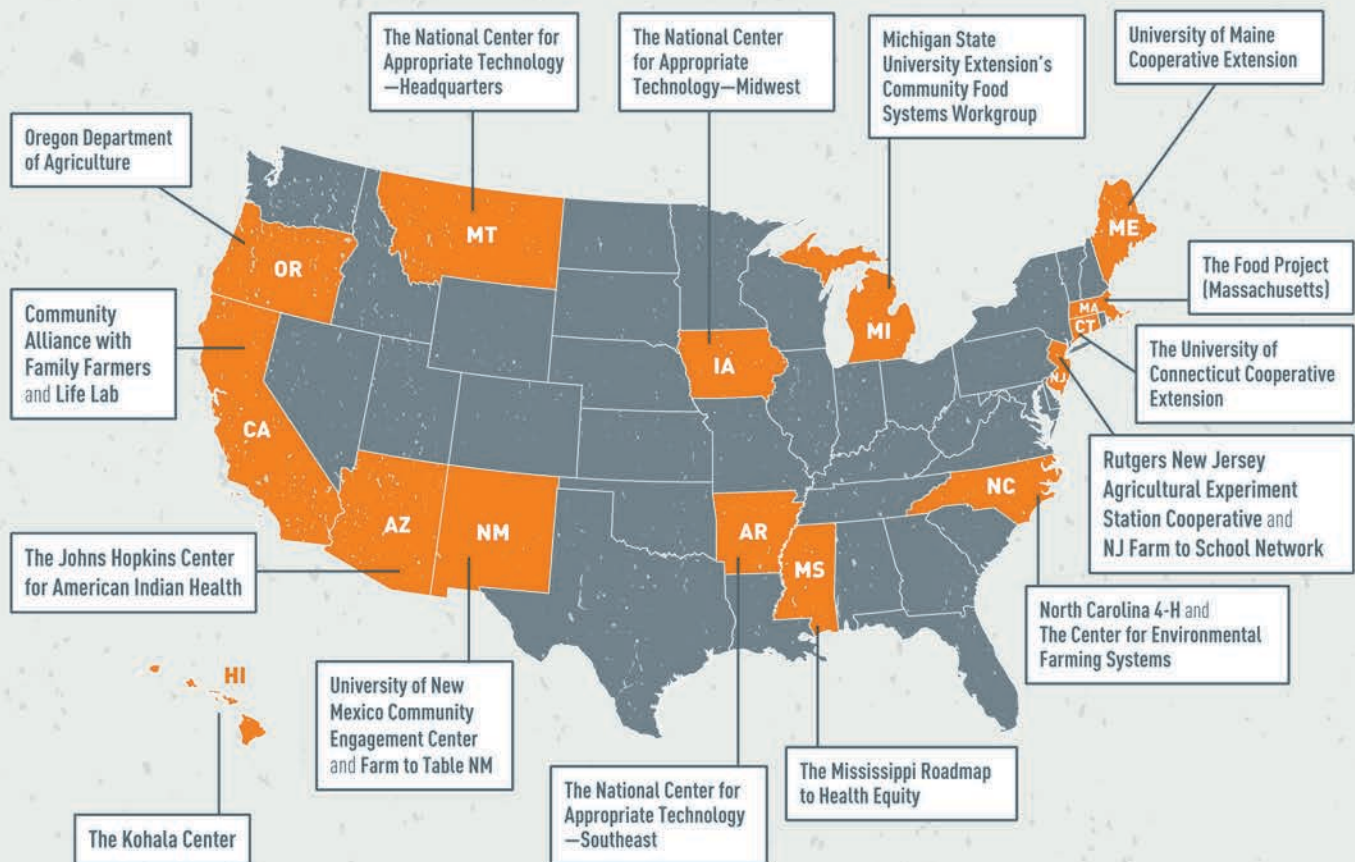
**Favorite part of leading her team:** "The humility, deep commitment, and creativity that our team continues to embody year after year is truly inspiring."

**Career aspirations:** Something that combines her love for spatial design with her passion for ecological justice, environmental education, and community development around healthy food.

**What's next:** Continuing on as the fellow for FoodCorps New Mexico

# A NATIONAL NETWORK

Our corps members and fellows are embedded within 108 state and community partner organizations across 15 states. These partners welcome our corps members to their respective communities and help fast-track their service. Together we're connected and aligned behind common strategies and consistent measures of success to maximize our collective long-term impact.



In Connecticut, FoodCorps' investment in local communities has fueled the creation of a statewide network collaborating in new ways to improve school food environments. School leaders and community organizations are getting state policy-makers enthusiastic about how nutrition, cooking, and school gardens can align with educational core standards.”

—Jiff Martin, Sustainable Food System Educator and FoodCorps Host Site Supervisor, University of Connecticut Cooperative Extension



# OUR RECIPE FOR HEALTHY KIDS

## KNOWLEDGE



**120,364**  
CHILDREN REACHED

We teach hands-on lessons about food and nutrition where children learn how to make smart choices.

“FoodCorps educates students about proper nutrition, makes them active and invested learners, and engages parents and the community—all while supporting educational achievement and mastery of the Common Core skills.”

—Allan Taylor, Chair, Connecticut State Board of Education

## ENGAGEMENT



We build and tend school gardens and teach cooking lessons where kids get to taste fresh food they've grown.

“The parents of my Cooking Club students have reported that the kids are cooking the recipes at home. One said, ‘This class has been one of the highlights of my daughter’s year. She loves it, and I love that it has inspired her to do more healthy cooking for our family.’”

—Clara Baker, service member in Corvallis, OR

## ACCESS



**477** INGREDIENTS & RECIPES INTRODUCED

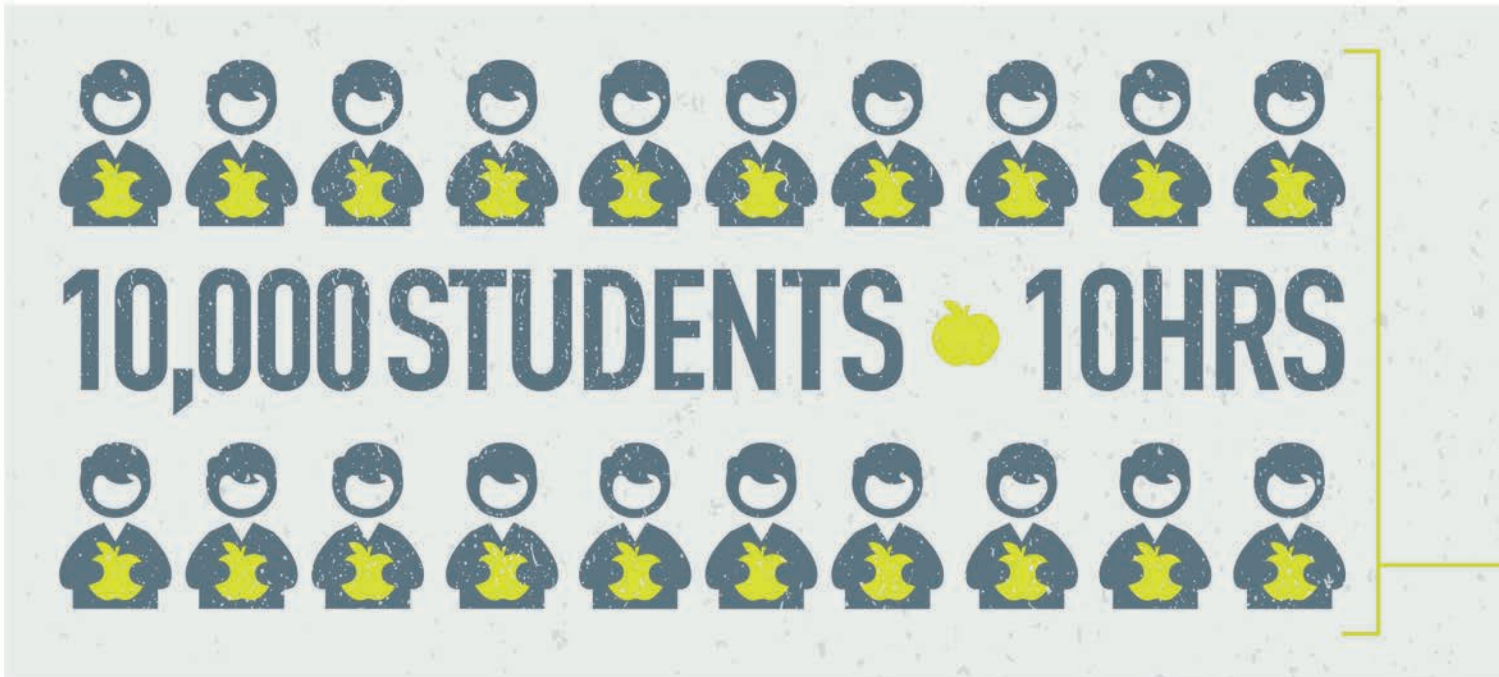
We change what’s on children’s lunch trays, giving them daily opportunities to eat healthy food from local farms.

“I decided to partner with my school for a taste test with the defrosted Maine blueberries they were going to throw out because kids weren’t eating them. We made mini parfaits and the kids loved them. Now Linda (the head lunch staff person) wants me to come regularly and do taste tests with veggies from the salad bar.”

—Nick Geer, service member in Lewiston, ME

# IMPROVED ATTITUDES

FoodCorps members provided more than 10,000 students at least 10 hours of hands-on **food and garden-based education** throughout the school year, an important threshold for children to begin changing what they want to eat.



## Helping kids fall in love with cabbage and collard greens in North Carolina

In Warren County, **Caroline Stover** and her school's food service director collaborated with local farmers to plant cabbage and collard greens, which were pooled together for cutting and packaging, and then supplied to schools for lunches. At the same time, Caroline planted cabbage and collard seedlings with her students, to help them get excited about and develop a taste for the local vegetables that would turn up in their school lunch later that fall.

Friday was the first day we had our local cabbage on the lunch line. I went over to Jeremiah...and he said 'I just ate it ALL. IT'S SO GOOD!' Which was awesome, especially when I remembered that quizzical look he was giving the cabbage plant in August!"



# HEALTHIER SCHOOL ENVIRONMENTS

We're tracking long-term changes in schools as they take root; already **88%** of schools served by FoodCorps are durably healthier places to learn, eat, grow and play.

## What is a “healthy school food environment”?

Our corps members help instill sustained improvements in school practices and cultures, like:



**A school wellness committee**—comprised of staff, students and families—that meets regularly to consider strategies for improving school food, nutrition education, and overall student health.



**Classroom field trips** to a local ranch that supplies ground beef for the school's lunches.



**A school garden** integrated into lesson plans that meet state learning standards while also providing seasonal greens for the cafeteria salad bar.



**School fundraisers** featuring healthy foods grown and prepared by students.



## Building community ownership of a school garden in Montana

**Demetrius Fassas**, who serves in Ennis, initially pursued a Doctor of Pharmacy degree. Then he decided he could help people be healthy before they ever need a prescription, through a preventative, nutrition-based approach. He's helping create a healthy school food environment by building and coordinating a strong school garden committee composed of parents and community members. Together, they are making sure the garden will be tended long after his service term is over.

One service member alone cannot sustain a school garden program; it takes a community with a strong culture based around farm to school.”

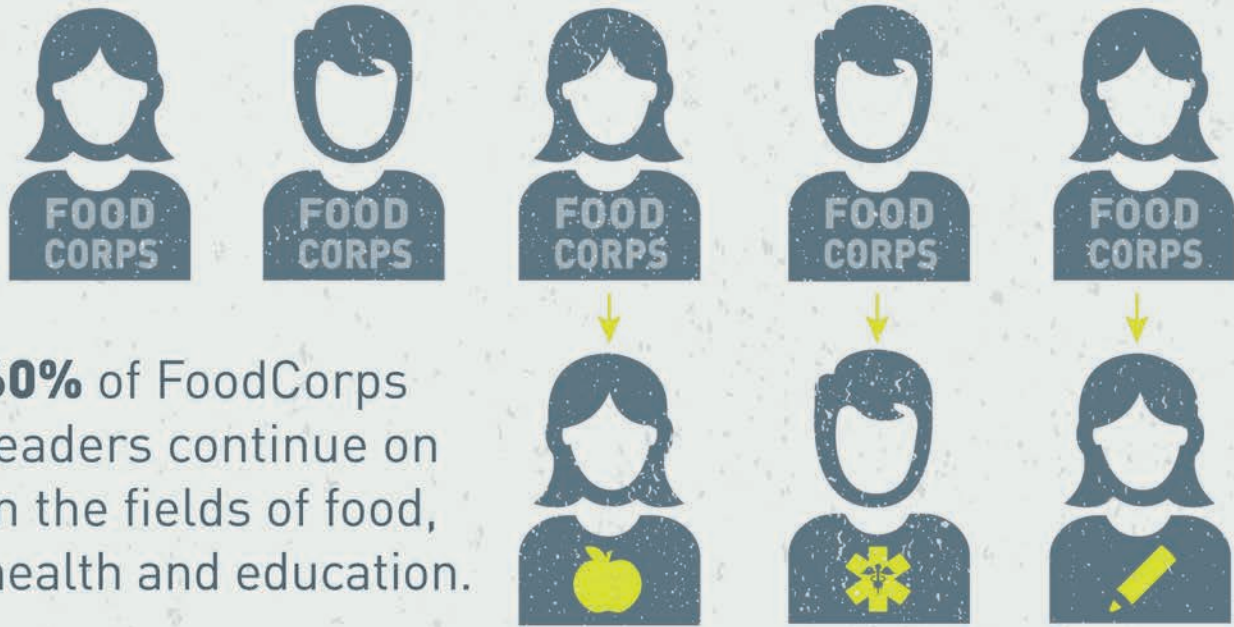


# SYSTEMS CHANGE

## Growing Leaders



**Ally Mrachek** served with the Fayetteville, Arkansas school district, where she taught kids about the healthy, locally grown foods she was helping source for school lunch. The district saw that kids were excited to eat Arkansas-grown fruits and vegetables, and weren't throwing them away, so they hired Ally to be their newly-created Nutrition Supervisor when she graduated from FoodCorps. Ally now manages local procurement and food preservation programs, assists with kitchen staff training and menu planning, and leads district expansion of nutrition education and healthy food marketing. She also shares best practices and resources with other institutions in the region that are interested in purchasing locally grown foods.



## Policy Reform

FoodCorps and our partners are building a national evidence base that demonstrates the value of healthy school food environments to policymakers, and promotes reforms as a result. This year, we championed a Food and Agriculture Service Learning Program in the 2014 Farm Bill. This opens an exciting pipeline of new federal support to help programs like FoodCorps scale, and is an important step forward in building Congressional support for FoodCorps and our mission of improving the health of our nation's children.





# FINANCIALS

## Statement of Financial Position

### Assets

Current Assets	
Checking and Savings	\$ 2,207,464
Accounts Receivable	\$ 3,464,425
Other Current Assets	\$ 140,306
<b>Fixed Assets</b>	<b>\$ 12,650</b>
<b>Other Assets</b>	<b>\$ 10,014</b>
<b>Total Assets</b>	<b>\$ 5,834,858</b>

### Liabilities and Net Assets

Liabilities	
Accounts Payable	\$ 75,874
Credit Card Charges	\$ 24,481
Other Current Liabilities	\$ 225,552
<b>Total Liabilities</b>	<b>\$ 325,907</b>

Net Assets	
Temporarily Restricted Net Assets	\$ 4,342,804
Unrestricted Net Assets	\$ 717,351
Net Income	\$ 448,796
<b>Total Net Assets</b>	<b>\$ 5,508,952</b>
<b>Total Liabilities and Equity</b>	<b>\$ 5,834,858</b>

### Notes

The figures presented here are the unaudited financials for the 12-month fiscal period from August 1, 2013 to July 31, 2014. They are prepared on an operating basis and do not include all gifts or services received in-kind. Total Revenue reflects unrestricted revenue and revenue released from restriction.

## Statement of Activities

### Revenues

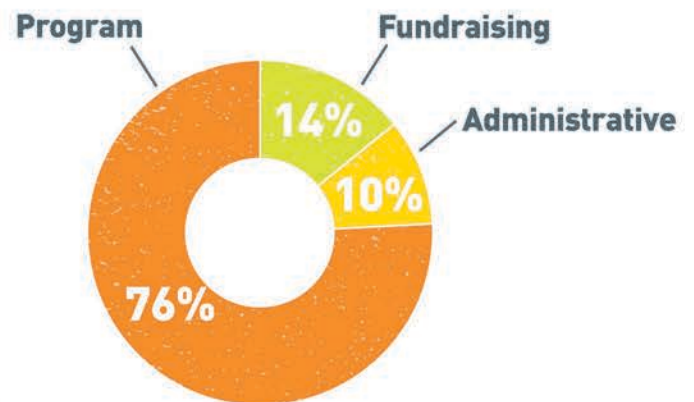
Twelve Months Ended July 31, 2014

Contributions	\$ 807,875
Non-Government Grants	\$ 3,692,663
Government Grants	\$ 1,428,858
Program Service Fees	\$ 690,043
Donated Goods and Services	\$ 20,333
Miscellaneous	\$ 1,551
<b>Total Revenue</b>	<b>\$ 6,641,323</b>

### Expenses

Salaries, Corps Stipends and Related	\$ 4,575,105
Contract Services	\$ 241,419
Communications	\$ 105,968
Nonpersonnel Expenses	\$ 204,776
Facilities and Equipment	\$ 59,260
Travel and Meetings	\$ 935,336
Miscellaneous	\$ 70,663
<b>Total Expenses</b>	<b>\$ 6,192,527</b>
<b>Net Income</b>	<b>\$ 448,796</b>

## Expenses by Department





# GOVERNANCE

## FoodCorps Board of Directors



**Jenny Shilling-Stein, MBA, M.Ed—Chair**

*Co-Founder, Draper Richards Kaplan Foundation*

Palo Alto, CA



**Oran Hesterman, Ph.D**

*President and CEO, Fair Food Network*

Ann Arbor, MI



**Sierra Burnett Clark, Ph.D—Treasurer**

*Trustee, David and Lucille Packard Foundation*

Washington, DC



**Anupama Joshi, M.S.**

*Executive Director, National Farm to School Network*

Cary, NC



**Ian Cheney, M.E.M.**

*Producer & Director, Wicked Delicate Films; Co-Founder, FoodCorps*

Boston, MA



**Crissie McMullan, M.S.**

*Agriculture Specialist, National Center for Appropriate Technology; Co-Founder, FoodCorps*

Missoula, MT



**Curt Ellis**

*Co-Founder and Chief Executive Officer, FoodCorps*

New York, NY



**Ali Partovi, A.B., S.M.**

*Technology Entrepreneur and Angel Investor*

San Francisco, CA



**Eliza Greenberg**

*Lead Partner, Portfolio Investments, New Profit*

Boston, MA



**Neil Hamilton, Esq.**

*Director, Agricultural Law Center, Drake University Law School*

Waukee, IA

In 50 years of venture capital, I learned that it's not enough to have a great idea. You have to have the right team to execute it. FoodCorps has both, and it shows in the impact and scale this organization achieves."

—William Draper III, Venture Capitalist, former CEO of the United Nations Development Programme



# OUR SUPPORTERS

## Gifts from August 1 to July 31

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

### Government



### Foundations

Anonymous

Atherton Family Foundation

Betsy and Jesse Fink Foundation

The Bill Healy Foundation

The Bob and Dolores Hope Foundation

Clif Bar Family Foundation

Epstein/Roth Foundation

The Falconwood Foundation

Johnson Ohana Charitable Foundation

Lilian Goldman Charitable Trust

The Rose E. Tucker Charitable Trust

The Russell Berrie Foundation

Stuart Family Foundation

United Natural Foods Foundation



## Individuals

Anonymous

Georgina Cullman and Chris Berry

Sierra Burnett Clark and James Clark

Marjie Findlay and Geoff Freeman

Sami Inkinen and Meredith Loring

The Matteucci Family

Susan and Gib Myers

Sarah Peter

Eva and Bill Price

Jenny Shilling Stein

Joshua Tauberer

Ben and Barbara Madley

## In-Kind Supporters

Baker Creek Heirloom Seed Company

Garvey Schubert Barer

High Mowing Seeds

Orrick, Herrington and Sutcliffe, LLP

Venable LLP

**VICTORS&SPOILS**

## Corporations

Fruit Bliss

GloryBee

Movado/GQ Magazine Leader Award

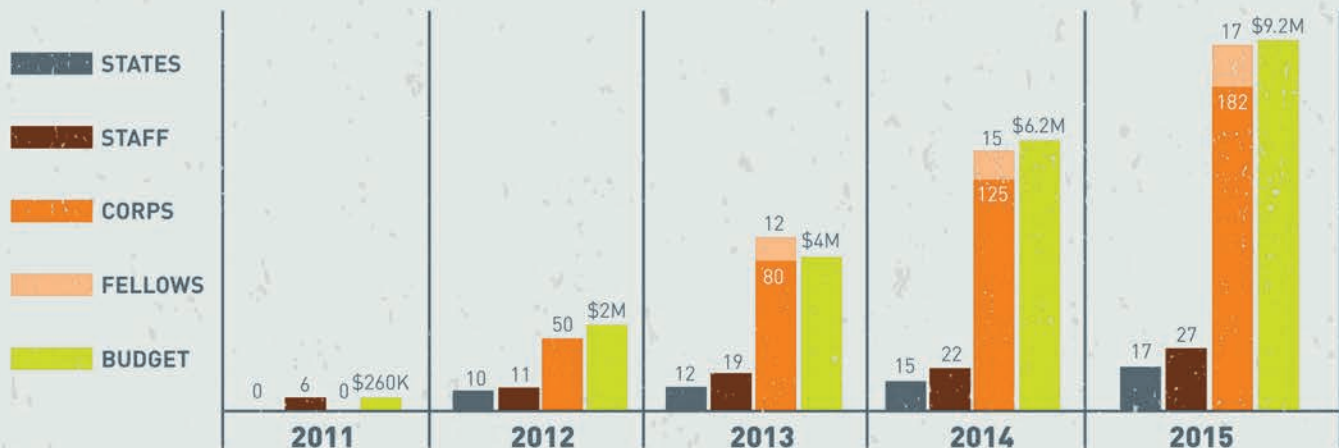
Rudi's Organic Bakery

Truitt Family Foods



## OUR PATH TO SCALE

Since its origin in 2010, FoodCorps has grown quickly to reach as many schools as funds allow.





## Corporate Council Members

The FoodCorps Corporate Council brings together the passion and expertise of corporate visionaries who care about investing in a healthier America. Collaborating with these successful business and social leaders, FoodCorps celebrates what is possible with public-private partnerships around the collective goal of a healthy future for all children.



Sarah Bird, *Senior VP of Industry Relations*

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Gina Asoudegan, *Director of Communications*

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Kathy Higgins, *Vice President of Corporate Affairs*

---



Lori Sobelson, *Director of Corporate Outreach*

---



Jeff Dunn, *President and Chief Executive Officer*

---



Fedele Bauccio, *Co-Founder and CEO*

---



Michelle Lamison, *Vice President, Marketing*

---



Jenny Burns, *Director of Mission*

---



Marc Brush, *Editorial Director*

---



Gary Hirshberg, *Co-Founder and Chair*

---



Sandy Capell, *Community Services Manager*

---



Nic Jammet, *Co-Founder*

---



Wendy Manfredi, *Marketing Manager*



Nothing is more important than giving our children a healthy (and delicious!) relationship to food. And that's just what FoodCorps is going to do."  
—Alice Waters



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