



CHEF ANN
FOUNDATION
Changing the way we feed our kids

Digital Partner Kit 2015

www.chefannfoundation.org

Updated: July 1, 2015

Table of Contents

About Chef Ann Foundation3

Our Mission3

School Food Facts3

Impact: The Numbers5

Board of Directors5

Advisory Board5

About Ann Cooper, President + Founder6

Multimedia Resources7

About Mara Fleishman, Executive Director8

Programs9

Highlights of www.chefannfoundation.org11

Sample Newsletter Verbiage12

Salad Bars on The Lunch Box12

Recipes on The Lunch Box12

Grants on The Lunch Box13

Social Media13

Do One Thing14

Newsletters.....14

Images Available for Download14

Recent Press15

Awards + Recognition15

Understanding School Food Infographic16

Contacts17

About Chef Ann Foundation

The Chef Ann Foundation (formerly Food Family Farming Foundation, or F3) was founded in 2009 by [Ann Cooper](#), an internationally recognized author, chef, educator, public speaker, and advocate of healthy food for all children. Chef Ann's vision was to create an organization that helps schools take action so that every child has daily access to fresh, healthy food. Today, the Chef Ann Foundation (CAF) carries out that vision by actively supporting school districts nationwide through grant programs and by providing tried and tested tools for school food change.

Our Mission

Our mission is to provide tools that help schools serve children healthy and delicious scratch-cooked meals made with fresh, whole food. As a 501(c)3 nonprofit organization, we are grateful to our generous [supporters](#) and friends who help us carry out this mission.

School Food Facts

- The U.S. has more than 38.7 million elementary school students and over 16.1 million secondary school students for a combined total of more than 54.8 million students.
- In 2014, 30.3 million children ate school lunch every day, totaling almost 5 billion lunches. 63.4% of the children served qualified for free/reduced (F/R) school meals.
- In 2014, 13.9 million children ate school breakfast every day, totaling over 2.2 billion breakfasts. 84.8% of the children served qualified for F/R school meals.
- Children eat an average of 35% of their daily calories at school.
- Childhood obesity has more than doubled in children and quadrupled in adolescents in the past 30 years.
- The percentage of children aged 6–11 years in the United States who are obese increased from 7% in 1980 to nearly 18% in 2012. Similarly, the percentage of adolescents aged 12–19 years who are obese increased from 5% to nearly 21% over the same period.
- Children and adolescents who are obese are likely to be obese as adults and are therefore more at risk for adult health problems such as heart disease, type 2 diabetes, stroke, several types of cancer, and osteoarthritis. One study showed that children who became obese as early as age 2 were more likely to be obese as adults.
- In 2012, 15.9 million children live in food insecure households.
- Food Insecurity by household:

- Percent of households that are food insecure: 14.7%
- Number of households that are food insecure: 17,632,345

Impact: The Numbers

- **25:** States with schools now serving [Healthy Breakfast 4 Kids](#) universal classroom breakfast
- **49:** States with [Let's Move Salad Bars to Schools](#) salad bars
- **117:** Schools serving healthy breakfast
- **4,000:** Salad bars granted since January 2011
- **6,010:** Average monthly visits to [The Lunch Box – Tools for School Food Change](#)
- **33,132:** Children living in poverty who now have access to healthy breakfast in school
- **45,612:** Total number of children now eating healthy breakfast in school
- **2,000,000:** Children eating healthy in school as a result of CAF's direct service programs.

2,042,366: Kids eating healthier school lunches

Board of Directors

Ann Cooper, President + Founder

Emily Friedberg

Bonnie Moore

Patrick O'Kelly, Treasurer

Karen Trilevsky

Alan Greene, MD

Roberta Nieslanik

Rodney K. Taylor

Carina Wong

Advisory Board

Betty T. Izumi

Spencer Taylor

Bertrand Webber

Jenny Montague

Miguel Villarreal

Sunny Young

About Ann Cooper, President + Founder



[Chef Ann Cooper](#) is a celebrated author, chef, educator, and enduring advocate for better food for all children. A graduate of the Culinary Institute of America, Ann has been a chef for more than 30 years, over 15 of those in school food programs. Her books *Bitter Harvest* and *Lunch Lessons: Changing the Way We Feed Our Children* established her as a leading advocate for safe, sustainable food. Known as the Renegade Lunch Lady, Ann has been honored by The National Resources Defense Council, selected as a Kellogg Food and Society

Policy Fellow, and awarded an honorary doctorate from SUNY Cobleskill for her work on sustainable agriculture. Her Ted Talk and live lectures have been seen around the world.

In 2009, Ann founded the Chef Ann Foundation (CAF), a nonprofit focusing on solutions to the school food crisis. CAF's pivotal project is The Lunch Box, a web portal that provides free and accessible tools, recipes and resources to support school food reform.

Access Ann's full, downloadable bio [here](#).

Beyond Ann's many different roles, she regularly speaks across the country. Check out her [speaking engagements calendar](#).

Multimedia Resources

Have you watched Chef Ann Cooper's TED Talk on "What's Wrong With School Lunches" yet? It has 942,473 views.



Chef Ann Cooper also presented "Lunch Lessons, Changing the Way We Feed Our Children" at TEDxManhattan.



Chef Ann Foundation's most recent video, "**Talking About School Food with Chef Ann,**" is a video created with grant support from the Birds Nest Foundation. Thank you to the guest stars: Chef Tim Cipriano, Kathy Lawrence, Chef Bobo, Janet Poppendieck, Nancy Easton, and Chef Bill Telepan.



About Mara Fleishman, Executive Director



After becoming involved in school food as a concerned parent, Mara Fleishman served on the CAF board of directors from the very beginning, then transitioned to Executive Director in March of 2013. In this role, Mara supervises all CAF staff and is responsible for program development and oversight, national partnerships, strategic planning, and organizational growth. Mara has nearly 20 years of experience working in natural products including 12 years with Whole Foods Market where she served most recently as National Director of Partnerships. She is dedicated to educating people regarding the benefits of healthy food, and has spoken about sustainable

business practices on panels at Yale University and at the University of Colorado's Leeds School of Business where she was a guest lecturer. In addition to CAF, she has held board seats at The Growe Foundation, the Kitchen Community, and Naturally Boulder. Mara's background in marketing and partnerships, combined with her expertise in natural and organic food and her advocacy efforts to improve school food, uniquely position her to lead CAF through its growth and expansion in the coming years.

Check out Mara's blog entry on [The Lunch Line](#), where Mara writes about how Ann Cooper changed her life, and how they revamped CAF together.

Programs

As part of our commitment to helping schools make real, lasting change to their food programs, the Chef Ann Foundation currently provides the following programs:

	<p>The Lunch Box is an online resource that is dedicated to supporting school districts as they transition their food programs from processed foods to scratch cooking and fresh ingredients. The Lunch Box also shares best practices from around the United States –building a network of school food changemakers. The Lunch Box includes a wide range of in-depth tools and resources such as recipes, financial management models, marketing tools, and parent engagement strategies. Users have free access to scalable and downloadable recipes, USDA compliant menu cycles, procurement tools, financial calculators, implementation strategies, training tools, marketing materials, and much more.</p>
	<p>Let's Move Salad Bars to Schools (LMSB2S) helps school districts expand their commitment to serving fresh fruits and vegetables by donating salad bars across the United States. Salad bars profoundly shift the typical school lunch by offering students not only a variety of foods, but also the opportunity to choose what they eat. As a founding and managing partner of LMSB2S, CAF guides school districts through the grant application process and provides salad bar resources for food service staff. <i>Note: We are the managing partner for LMSB2S, so please contact us for permission to use the logo.</i></p>



The Chef Ann Foundation has teamed up with [Skoop](#), a superfoods company committed to bringing the health benefits of superfoods to every American. Together we have launched [Project Produce: Fruit and Veggie Grants for Schools](#). These \$2,500 grants help schools increase kids' access to fresh fruits and veggies and nutrition education.



The [Parent Advocacy Initiative](#) (PAI) is designed specifically to support parents who want to be catalysts for school food change in their communities. The PAI provides parents with tools and resources to lead grassroots advocacy efforts in their school districts. Working with administrators and school food staff, parents can kick start and support their district's work to make school food a vital component of kids' health and academic success. This Parent Advocacy Toolkit is designed to guide you through school food advocacy in three clear steps: Get Educated, Get Organized, and Take Action.



[Healthy Breakfast for Kids](#) (HB4K) supports universal, after-the-bell breakfast programs in schools. The program provides equipment grants to assist in implementing alternative breakfast models, like grab-and-go and breakfast in the classroom (BIC). BIC programs are proven to reach more students than traditional cafeteria breakfast, which is served before classes begin. By offering breakfast after the bell to all students, we can reduce the severe negative impact of hunger on school-aged children across the country. As part of the program, CAF has developed universal breakfast implementation resources and best practices, available to all schools at The Lunch Box. The 2014-15 grants--restricted to the state of Michigan--are made possible by the Walton Family Foundation.

Highlights of www.chefannfoundation.org

Based on your audience's needs, you may want to directly link to pointed Chef Ann Foundation content:

[The Lunch Box](#): An online resource that provides free step-by-step guides, tools, and recipes to help schools improve their food programs.

[The Lunch Line](#): Stay informed on important school food issues and news with insights from Chef Ann, our executive staff, operations experts, and parent advisors.

[Parent Advocacy Initiative](#) (PAI): A program funded by the [Whole Kids Foundation](#) that provides parents with tools and resources to lead grassroots advocacy efforts in their school districts.

[Healthy Breakfast for Kids](#) (HB4K): A grant program that supports universal, after-the-bell breakfast in schools in order to reduce the severe negative impact of hunger on school kids across our country.

[Project Produce](#): A grant program created out of a partnership between CAF and [Skoop](#), a superfoods company committed to bringing the health benefits of superfoods to every American. This grant helps schools increase kids' access to fresh fruits and veggies and nutrition education.

[Let's Move Salad Bars to Schools](#) (LMSB2S): 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 programs.

[The Mix](#): Stay informed on important news, stories, and tips for salad bar success with this operationally focused salad bar blog.

[School Recipes](#): A user-friendly database of kitchen- and kid-tested recipes that meet USDA National School Lunch Program requirements. School districts have free access to these scalable and downloadable recipes that have been analyzed for USDA meal components.

[Home Recipes](#): Food cooked from scratch is not only fresh and nutritious, it's also delicious and often much easier and quicker to prepare than you might think. Here are several of the yummy kid-tested recipes from Chef Ann's book *Lunch Lessons: Changing the Way We Feed Our Children*. Browse through these healthy, kid-approved breakfast, lunch, and snack recipes; then download or print your favorites to make at home.

Sample Newsletter Verbiage

The Lunch Box Webinar

The Chef Ann Foundation will be presenting the webinar series [Your Guide to the Lunchbox](#) on April 14, 2015 and May 21, 2015, featuring a guided tour of the newly expanded school food resource website and a Q&A with national school food expert [Chef Beth Collins](#).

[The Lunch Box](#) is dedicated to supporting school food service teams with technical assistance for shifting their food programs from a reliance on processed foods to developing whole food based scratch cooked meals. The latest version contains:

- A rebuilt [recipes](#) and [menu cycles](#) system (recipes are analyzed, can be scaled, saved and downloaded)
- Salad bar, breakfast, procurement, fiscal management, and human resource tools
- Marketing and education strategies
- A library of case studies, training videos, blogs, and more

The purpose of the webinar is to familiarize school food professionals with the resources available on the website and to give them the opportunity to ask an expert their questions regarding scratch-cook meal programs. [Register Now!](#)

Salad Bars on The Lunch Box

To link to the [salad bars section](#) on [The Lunch Box](#), here is sample text to accompany the link:

Salad bars add variety, choice, and color to lunch trays nationwide. The [Salad Bars section](#) of the [The Lunch Box](#) provides detailed technical guidance for implementing salad bars in your district. Providing our school-aged children healthy salad bar choices lays a foundation for a lifetime of healthy eating. Be part of the salad bar revolution!

Recipes on The Lunch Box

To link to the [recipes section](#) on [The Lunch Box](#), here is sample text to accompany the link:

If you work in school food service, we encourage you to visit [The Lunch Box](#) where you will find free [meal planning](#) programs that meet USDA National School Lunch Program requirements.

Grants on The Lunch Box

To link to the [Grants](#) section on [The Lunch Box](#), here is sample text to accompany the link:

The [Grants](#) page on Chef Ann Foundation's [The Lunch Box](#) is where you can find current funding opportunities and eligibility information from the Chef Ann Foundation.

Social Media

Find us on social media here:

- Visit our websites: chefannfoundation.org or thelunchbox.org
- Follow us on Twitter: [@ChefAnnFnd](https://twitter.com/ChefAnnFnd)
- Follow us on Facebook: [Chef Ann Foundation](https://www.facebook.com/ChefAnnFoundation)
- Follow us on Instagram: [chefannfoundation](https://www.instagram.com/chefannfoundation)
- Check out our YouTube: [Chef Ann Foundation](https://www.youtube.com/ChefAnnFoundation)
- Follow us on Pinterest: [ChefAnnFnd](https://www.pinterest.com/ChefAnnFnd)
- Find us on Google+: [Chef Ann Foundation](https://www.google.com/+ChefAnnFoundation)
- Find us on LinkedIn: [Chef Ann Foundation](https://www.linkedin.com/ChefAnnFoundation)

Suggested Facebook Posts:

Parents: looking for tools for school food change in your community? Look no further than [Chef Ann Foundation's Parent Advocacy Toolkit](#).

Did you know that childhood obesity has more than doubled in children and quadrupled in adolescents in the past 30 years? Salad bars are an exceptional way to increase fresh fruit and veggie consumption... and kids love the variety and the choice! [Chef Ann Cooper](#) explains [why salad bars are important](#).

Did you know that if children choose chocolate milk over plain every day of the school year they could gain 2.5 - 3.5 pounds due to the added sugar? Let's [eliminate chocolate milk from schools](#)! Head to the [Chef Ann Foundation's website](#) for more facts on school food change.

Is your school or community already working on food system change? Be sure to let them know about [Chef Ann Foundation's The Lunch Box: Tools For School Food Change](#), where they can find tangible resources for school food recipes and menus, procurement, management, marketing, and much more.

Suggested Tweets:

1 in 3 kids will have diabetes in their lifetime - lets change! [#parentadvocacy](#)
[#schoolfoodreform](#) [#healthyschoollunch](#) <http://ow.ly/Ab4dL>

Want to stay up-to-date on school food change? Sign up for Chef Ann Foundation's newsletter. @ChefAnnFnd <http://ow.ly/BAkq5>

Looking for an easy way to increase fruit and veggie consumption? Sign up for @ChefAnnFnd's salad bar newsletter <http://ow.ly/BAkq5>

Hungry for tools for #schoolfoodreform? Sign up for @ChefAnnFnd's The Lunch Box newsletter <http://ow.ly/BAkq5>

Want to change your community's school food? Look here for great ways to start.
@ChefAnnFnd

Do One Thing

Changing an entire school food system may seem like a big task, but it only takes a little time to [Do One Thing](#). Every month we'll post a new challenge, one thing that you can pledge to do each month to improve the school food in your community. While you're on the Do One Thing page checking out all of our pledges, take a minute to tweet to us at #DoOneThing!

Newsletters

Stay connected with us and receive the latest news and information on school food change, and updates about our resources and grants.

Sign up for our newsletter [here](#).

Images Available for Download

All of the headshots, images, and logos are accessible for usage and download [here](#).





Recent Press

To read recent press on Chef Ann Cooper or the Chef Ann Foundation, head to our [Press Sheet](#).

Awards + Recognition

- *Takepart* “Top 5 Cheftavists of 2014: Opinionated about Food and Politics” 2014
- Chef’s Collaborative National Pathfinder Award 2014
- *NationSwell* “10 Chefs Who Are Bringing a Food Revolution to America”
2014 IACP Humanitarian of the Year Award 2012, Community Service Award 2012 *Food Service* Director inaugural “Influential 20” 2012
- Greatist.com “15 Crusaders for Health in the Food Industry”
2012 Women Chefs and Restaurateurs Community Service Award 2011 Susan B. Komen Foundation Special Inspirational Award 2011 NRDC Growing Green Award 2011
- WCR Community Service Award, 2010 and 2011
- The National Resources Defense Council “Thought Leader” Growing Green Award 2009
- Kiwi Award of Excellence 2008
- Chef and the Child, Michael Ty Award 2008

Golden Carrot Award, 2007

- Slow Food USA, Fertile Ground Award: Honored for advocacy work on school lunch 2005
- State University of New York at Cobleskill, Honorary Doctorate 2004
- Kellogg Foundation Food and Society Fellow 2003 - 2005
- Research Chef's Association: Technology and Communication Award 1999
- Custom Gold Award for Culinary Excellence: 1995
- ACF Recipe Contest: Gold Medal 1994

Understanding School Food Infographic



Understanding school food in America can be dizzying. In this infographic, we break down the following topics in a way that is easy to digest:

- The National School Lunch Program (NSLP)
- Healthy Hunger-Free Kids Act of 2010
- School meal participation and cost
- Federal reimbursement rates
- How schools spend NSLP money
- New USDA guidelines for school lunch
- The five meal components
- Benefits of scratch-cooking in schools
- Farm to School

[View full-sized infographic >](#)

Contacts

Development + Outreach

Michele Battiste, Director of Development

michele@chefannfoundation.org

Programs

Lindsey Vaughan, Program Administrator

lindsey@chefannfoundation.org

Marketing + Public Relations

Emily Miller, Marketing and Programs Associate

emily@chefannfoundation.org