



CHEF ANN
FOUNDATION
Changing the way we feed our kids

Digital Press Kit 2015

www.chefannfoundation.org

Updated: July 1, 2015

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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 [Scoop](#), 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.

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://plus.google.com/ChefAnnFoundation)
- Find us on LinkedIn: [Chef Ann Foundation](https://www.linkedin.com/ChefAnnFoundation)

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](#).



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

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