



FoodCorps Annual Report

Fiscal Year 2012





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Letter From the Leadership



Dear Friends of FoodCorps,

When we closed our last fiscal year, FoodCorps had a start-up staff of six, an annual budget of \$145,000, and a temporary office in a warehouse in Brooklyn. We're ending this year with a staff of eleven, a \$2,000,000 budget, and permanent offices on the east and west coasts. For year three, we're projecting a \$4,000,000 budget and continuing to grow across the organization.

Growing, after all, is what FoodCorps is all about. But in a different sense.

Over the last year, our 50 pioneering service members helped more than 51,000 children grow up healthier. Side-by-side with parents, kids, local partners and 1,800 community volunteers, FoodCorps' leaders grew fresh fruits and vegetables in nearly 400 gardens. They taught children in ten states about what real food is and where it comes from. And they partnered with farmers and food service workers to get healthy food served to kids every day in their school lunch.

That's the growth FoodCorps is really proud of, and it's been hard-won.

I hope you enjoy reading this year's stories of opportunity, challenge and triumph in the pages that follow. Cecily, Deb and I are humbled by all our staff and service members have accomplished, grateful to all the partner organizations that have invited FoodCorps into their inspiring work, and proud to collaborate with all the donors, allies and visionaries who have helped FoodCorps take root.

Together, we're growing a healthy nation.

Warmly,

Curt Ellis
Co-Founder and Executive Director

Our Work



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

We place and support motivated leaders in limited-resource communities for a year of public service. Working under the direction of local partner organizations, our service members implement a three-ingredient recipe for healthy kids. They:

- 1. Teach children about what healthy food is and where it comes from**
- 2. Build and tend gardens where kids get to taste real food they've grown**
- 3. Bring quality local food into cafeterias so kids have access to it every day**

Our Mission

Through the hands and minds of emerging leaders, FoodCorps connects the next generation to healthy food.

Our 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 and Fellows: 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.

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.



FOODCORPS' THREE INGREDIENT RECIPE FOR CHANGE

Knowledge



Educating young minds about food

The typical elementary student receives just 3.4 hours of nutrition education each year. FoodCorps service members work with teachers to increase the quality and quantity of nutrition education, and we work hard to make it fun. Service members dissect lima beans to learn about plant parts, organize supermarket scavenger hunts to find the most nutritious foods, host iron chef cooking competitions between classrooms, and model positive lifestyle choices that motivate kids to exercise and eat well.

Engagement



Building and tending school gardens

School gardens are powerful gateways for getting kids to try new foods. They also bring parents and community members together and help them become advocates for healthier school lunch. FoodCorps service members establish or expand school garden programs, engaging students, parents and community volunteers in the active outdoor play of growing fruits and vegetables.

Access



Serving healthy school food to hungry kids

Children who know the farmer who grew their broccoli are more likely to eat it. Studies show that children participating in Farm to School programs consume one more serving of fruits and vegetables per day. FoodCorps service members create relationships between school food service directors and local farmers and help transform cafeterias into educational environments where healthy food choices are promoted through creative methods like tasting displays and food games.

Our Partners

Rather than reinvent the wheel of improving school food in diverse communities around the country, FoodCorps embraces a model of collaboration. In each of the states where FoodCorps operates, we select a state-level Host Site, and work with those partners to develop a network of community-level Service Sites where our corps members are placed.

Based on internal and external review of an open proposal process, FoodCorps selected ten widely networked, high-capacity organizations, in communities of demonstrated need, to serve as our state-level partners for the program's inaugural year. They were:

Arizona: **The Johns Hopkins Center for American Indian Health**

Arkansas: **The Delta Garden Study at Arkansas Children's Hospital Research Institute**

Iowa: **The National Center for Appropriate Technology**

Maine: **University of Maine Cooperative Extension**

Massachusetts: **The Food Project**

Michigan: **Center for Regional Sustainable Food Systems at Michigan State University**

Mississippi: **The Mississippi Roadmap to Health Equity**

New Mexico: **University of New Mexico Community Engagement Center**

North Carolina: **North Carolina 4-H and the Center for Environmental Farming Systems**

Oregon: **Oregon Department of Agriculture**

In partnership with these organizations, we established a network of 41 community-level Service Sites and more than 200 schools to anchor our first program year.

Our Leaders

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. Our service members dedicate a year to teaching kids about healthy food, building school gardens, and developing Farm to School supply chains. In return, they receive a \$15,000 stipend, a \$5,550 education award, health insurance, training in leadership, a career mentor, and job skills.

Our first class of 50 exceeded our expectations in every way. Selected from more than 1,000 applicants, these dedicated leaders brought energy and courage to their service communities and made a concrete difference in their year of service: flourishing gardens, children gobbling green beans, and relationships strengthened between farmers and school nutrition directors.

Recruited both nationally and within the communities we serve, FoodCorps service members are the farmers, teachers, public health leaders, chefs and legislators of tomorrow.

Our Impact



Measuring our Success: Numbers

As a national organization, FoodCorps has a unique opportunity to evaluate the outcomes of the nutrition education, school garden, and Farm to School efforts developed and implemented by FoodCorps service members and our state and community partners. FoodCorps strives to contribute to the evidence base for these types of programs while laying the seedbed for other organizations to do the same by sharing information about our programs, our results, and effective strategies for accomplishing our goals with policymakers, practitioners, partners and funders.

FoodCorps service members measure and report their impact on a weekly basis, using a customized online reporting system. Additionally, in a partnership with the University of North Carolina, FoodCorps is assessing the shift in children's attitudes toward fruit and vegetable consumption made possible by our service members. The results of this second survey will be released in late 2012.

This year, in our first year of programming, we:

Taught **51,542**
children about what
healthy food is and
where it comes from

Built or revitalized **382**
school and community
gardens where kids taste
real food they've grown

Inspired **1,858**
local volunteers to get
involved in improving
food in schools

Donated **14,752**
pounds of garden
produce to high need
kids and families

Measuring our Success: Stories



From “Corps Values” — Edible Manhattan Magazine

Sweet potatoes are at the top of Sebastian Naskaris’s agenda. As part of his ongoing effort to get local produce into school cafeterias, the 28-year-old Upper West Side native now living in Moore County, North Carolina—one of the poorest counties in America—serves as solution-wrangling liaison between area farmers and the district’s child nutrition supervisor.

For months he’s been working doggedly to get the crop on the menu, rather than its sticky canned cousin, finessing the tricky jigsaw of commodity suppliers, local growers, so-called kitchens equipped not to cook but merely to “heat and serve,” and a federal system that requires schools to feed each student on less than \$2 per day... After

countless hours dashing between local farms, his district’s child-nutrition supervisor, and a school’s food service team, he got those sweet potatoes served in the lunchroom for the first time ever.

Before their debut, Naskaris’s gardening and nutrition classes focused on the history and importance of sweet potatoes in North Carolina, and when the spuds finally hit the cafeteria, the kids promptly devoured a whopping 80 percent of the supply. Impressed, the distributor decided to carry the potatoes in six more school districts, a boon to both elementary eaters and area agriculture.”

FoodCorps has given me a chance to make tangible change in the community I grew up in. It’s incredibly rewarding to watch kids get excited about healthy food. Hearing “Miss Erika, look! I ate my celery and carrots today!” makes this an experience I wish everyone could have. By giving students the opportunity to learn about where their food comes from by helping it grow, we make them part of the good food movement. Maybe school gardens will inspire the kids to become farmers someday, but at the very least, they will instill a new appreciation for the work of those who grow our food.”

—Service Member Erika VanDyke, Michigan

From “FoodCorps steps in to help schools do what they otherwise couldn’t afford”— Washington Post:

‘I never thought about eating healthy before,’ said Ifrah Abdi, a 16-year-old at Portland High School who is part of the high school culinary corps that service member Nora Saks taught. ‘The fact is, you can grow good food and cook it, and it’s better than going to the supermarket. Not everyone, especially immigrant families, can afford organic food. This makes a real difference.’

‘When we taste tested fresh pesto one girl commented: ‘I’d rather have this than a cookie when I get home from school.’”

—Service Member Jackie Billhymer, Arkansas

‘This is the first time I’m ever trying broccoli. My mom usually tries to get me to eat it, but I’m going to give it a shot today.’

—Student in Iowa

Our Organization



Statement of Financial Position

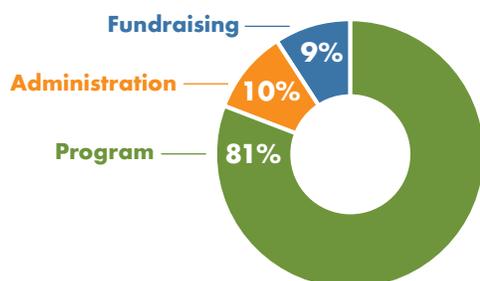
Assets	
Cash and cash equivalents	\$651,642
Accounts receivable	\$3,661,944
Prepaid expenses & security deposits	\$44,925
Total Assets	\$4,358,511
Liabilities and Net Assets	
Liabilities	
Accounts payable and accrued expenses	\$23,994
Accrued payroll and leave	\$86,559
Total Liabilities	\$110,553
Net assets	
Unrestricted Net Assets	\$452,445
Temporarily Restricted Net Assets	\$3,795,513
Total Net Assets	\$4,247,958
Total Liabilities and Equity	\$4,358,511

Statement of Activities

Individual Contributions	\$112,410
Corporate Sponsorships	\$110,594
Donated Goods & Services	\$65,762
Non-Government Grants	\$4,663,825
Partner Cost Shares	\$192,920
Federal Grants	\$614,008
Total Revenue	\$5,759,519 *
Salaries & Related Expenses	\$1,427,742
Contract Services	\$198,677
Communications	\$102,405
Nonpersonnel Expenses	\$84,483
Office Expenses	\$26,010
Travel, Trainings and Meetings	\$208,955
Total Expenses	\$2,048,272
Net Income	\$3,711,247 *

*Note: Reflects \$3.45M in funds raised but restricted for use in future years

Expenses by Department



This report provides audited but un-finalized financial reporting for the fiscal year spanning from July 1, 2011 to June 30, 2012. Program and donor information contained in this report includes some information beyond those dates.

Selected Supporters

W.K. Kellogg Foundation	David Rockefeller Fund
AmeriCorps	Gina Tega and Ali Partovi
Woodcock Foundation	Venable LLP
Draper Richards Kaplan Foundation	Stuart Family Foundation
Claneil Foundation	Stonyfield Farms
Anonymous (3)	Sub-Zero
Annie's	Edens
Whole Kids Foundation*	Wallace Genetic Foundation
Cooking Light	José Andrés ThinkFoodGroup
Orrick, Herrington and Sutcliffe LLP	Lillian Goldman Charitable Trust

*Special thanks to WKF for their partnership on the School Garden Grants campaign that raised 2 million for school gardens and supported 100 garden grants to FoodCorps schools.

Our Future



Introducing the FoodCorps Fellows

For the 2012-2013 program year, we are selecting twelve state-level FoodCorps Fellows to support, guide, and mentor the service members in their state. These new team leaders, most of whom will be alumni of our service program, will be members of the FoodCorps staff, responsible for helping us and our partners build capacity for healthy school food, measure our impact, and carry out the FoodCorps program effectively and passionately in the communities we serve.

Our Alumni

In August 2012, we graduated our first class of service members. More than half of them decided to return for a second year of service with FoodCorps. The others have gone on to the next steps in vibrant careers in food, agriculture, education and health. Among them:



Leah Chapman

After serving in Decorah, Iowa, Leah moved to Gainesville, Florida, to work for ARAMARK Corporation. She accepted a position as Sustainability Manager for Gator Dining Services at the University of Florida and is the South Region Sustainability Steward for ARAMARK Higher Education. Leah says that her experience with FoodCorps improved her ability to run meetings effectively, manage a team and speak in a public setting. Now she's using those skills to transform cafeteria food systems at the college level.



Stephanie Lip

After serving in Arizona with Tohono O'odham Community Action (TOCA), Stephanie was hired to join the TOCA staff as the Food Services Development Director, analyzing existing school food systems to implement scratch-cooking meal programs for this close-knit indigenous community. Her experience as a FoodCorps service member helped Stephanie better understand the problems within school lunch programs across the country and opened her eyes to the possibilities of using her training in culinary nutrition to connect kids with healthy food.

The Year Ahead

This spring, we recruited applicants for our second nationwide team of leaders. For the second year in a row, more than 1,000 candidates applied to serve. After a rigorous process of reviewing applications, interviewing finalists, and offering placements, we made offers to our next group of dynamic, passionate future food leaders.

For the 2012-2013 Program year, FoodCorps is growing from 50 service members to 80. We are expanding into two new states, Montana (with National Center for Appropriate Technology) and Connecticut (with University of Connecticut Cooperative Extension), and increasing our reach from 41 Service Sites to 61.

Last Words

**Kids say the darndest things.
We'll close with a few endorsements
from the children we serve:**

"We get very excited to eat things we usually don't like, like broccoli, spinach, peas, and carrots...we grew it, so we like it a lot more." – Student in Massachusetts

"Worms are so awesome, they are the only true rock stars to me!"
– Student in New Mexico

"I'm looking forward to my daily carrot." – Student in Arkansas

"I never knew you could eat green leaves from dirt!" – Student in Maine

"Can I go outside and eat some more broccoli?" – Student in Oregon

"You make the best food in town! I used to think it was Sonic, but it's you. You should open a garden restaurant." – Student in Arkansas

"I want to live in the garden until I'm so old I turn into compost and grow plants."
– Student in Massachusetts

"You're like Justin Bieber, but with vegetables." – Student in Iowa



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