



FOODCORPS



annual report 2016



TOO MANY CHILDREN IN THIS COUNTRY STRUGGLE WITH POVERTY, DISCRIMINATION, AND OTHER HARDSHIPS THAT HOLD THEM BACK IN SCHOOL AND THROUGHOUT THEIR LIVES.

Preventable health issues like obesity and other diet-related diseases only make these struggles worse—for our kids and our nation.



out sick more



cycle likely to repeat in next generation

shorter life



Kids spend a third of their day at school

1/3

30 million kids rely on schools for their daily meals



By connecting kids to healthy food in high-need schools, we can:



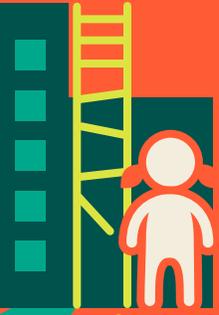
prevent and reduce obesity and diet-related disease

foster lifelong healthy habits

support school and career success

help kids feel valued and inspired

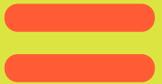
FOODCORPS + COMMUNITIES ► HEALTHIER SCHOOLS ► HEALTHIER



advances
less in
career

\$1
trillion
per year in
medical costs and
lost productivity
by 2030

schools

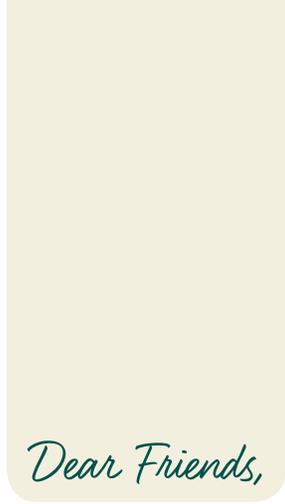


a great place to help
kids be healthy



FoodCorps plays a foundational part in
helping children fulfill their potential.

KIDS ►► HEALTHIER NATION



Dear Friends,

IN THE PAGES THAT FOLLOW, you'll see plenty of stories and statistics that describe the progress FoodCorps is making toward healthier schools and healthier kids. It's good work, I'm proud of it, and I'm excited to share it with you.

But we live in a time where doing good work is not enough.

The school-to-prison pipeline, the violence of police toward unarmed people of color, and the relentless cycle of poverty are present and painful realities for many of the children FoodCorps serves. Just teaching kids to eat their vegetables is not going to solve those problems.

So these days, I find myself thinking not only about the daily work our corps members do—but also about why they do it, who they do it with, and how.

In signing up to serve, often in the same community and sometimes in the very school they grew up in, our corps members make a personal commitment to creating a more just world. Once you've made it, it's a hard commitment to shake.

In their efforts to mobilize parents, volunteers, food service workers, and teachers, corps members champion their communities' strengths and support self-determination.

And in the simple actions of sharing healthy foods, planting gardens, and welcoming children to the lunch line, corps members communicate to kids who otherwise face so many obstacles just how much they matter.

These are the very children who, given the opportunity, and a healthy mind and body, will shape a brighter future for themselves, for their communities, and for our nation.



Curt Ellis
Co-founder and CEO

Who We Are:
OUR PROGRAM



Our Mission Together with communities, FoodCorps serves to connect kids to healthy food in school.

Our Vision We are creating a future in which all our nation's children—regardless of race, class, or geography—know what healthy food is, care where it comes from, and eat it every day. Through our work, future generations will grow up to lead healthier and more productive lives.

Our Program FoodCorps believes every school should be a healthy school, and every child deserves to be well-nourished and ready to learn. In underserved communities across the country, our AmeriCorps leaders teach students about healthy food through hands-on lessons, partner with farmers and food service workers to create nutritious and delicious school meals, and collaborate with communities to inspire a lasting culture of health.

Our AmeriCorps leaders deliver the FoodCorps program in high-need schools, focusing on three evidence-based strategies that get children eating healthy:

- 1. HANDS-ON LEARNING:** Service members lead students in hands-on lessons that inspire them to fall in love with healthy food.
- 2. HEALTHY SCHOOL MEALS:** The cafeteria steers students toward the healthiest options and gets them excited to try new healthy foods.
- 3. SCHOOLWIDE CULTURE OF HEALTH:** As a whole, the school community and environment—from hallways to classrooms to cafeteria to grounds—celebrates healthy food.

Building on this foundation of on-the-ground service and direct impact, FoodCorps pursues long-term strategies—leadership development, network building, and policy reform—that drive systems change for the benefit of all our nation's 100,000 schools and their students.

Who We Are:
OUR PEOPLE



Corps Members

FoodCorps AmeriCorps service members work alongside educators and local leaders to support community-driven initiatives to connect kids to healthy food in school. Serving deeply in one to three high-need schools, they help kids learn what healthy food is, fall in love with it, and eat it every day.



Meet a Corps Member: **VINCENT WEBB JR.**

The Down East Partnership for Children, Edgecombe County, North Carolina

VINCENT dedicated the past year to serving near where he grew up. He saw first-hand the health challenges in and around his hometown, where the rates of obesity are among the highest in the state. As a service member, Vincent—an officer in the Navy Reserve with a degree in nutrition and dietetics—has introduced students to gardening, cooking, and countless opportunities to try new foods.

"THERE'S SOMETHING special about serving my own community. I'm not just a food educator or a nutrition educator. I am a role model, and I have a chance to instill principles in these children that they will use for a lifetime."



State Fellows

In each state we serve, one standout former service member goes on to become a FoodCorps fellow, a team leader who supports our work across the state.



Meet a Fellow: **ALLY LEMMER**

FoodCorps California

ALLY was a FoodCorps service member with Central Coast Community Alliance with Family Farmers and Life Lab before she went on to lead the FoodCorps team in California for the past two years, supporting the state's 15, then 18 service members.

"IT CAN BE frustrating not to be able to fix all the challenges that are barriers to equitable food access for the communities we serve. However, I've learned that no big challenge can be fixed overnight and this work takes time."



Our Network

FoodCorps partners with state, local and school partners to amplify, rather than duplicate, community programs that connect kids to healthy food in schools. Through this model, we have built a national network of community, regional, and state-level partners that are working to improve healthy food education and access; aligned our efforts through consistent, proven strategies; and provided each of these organizations the human capital—FoodCorps service members—to support lasting shifts in school food culture.

NEW YORK CITY LAUNCH

FoodCorps made our Big Apple debut, and we've been weaving ourselves into the fabric of the city, collaborating with like-minded changemakers and learning to navigate the nation's largest and most complex school food system. Led by our NYC-based partner, Edible Schoolyard NYC, our 10 corps members served 20 schools in the Bronx, Brooklyn, and Manhattan, under the guidance of five deeply rooted community organizations.

"THIS IS A TRUE partnership. It's been tremendous to see how the FoodCorps model has enabled so many different organizations that are tackling food system issues from different angles to work together, and become better, stronger organizations. I think it's a huge testament that two of the first New York service members were hired on by their sites. These are the leaders of our movement for the future."

—Kate Brashares, Executive Director of Edible Schoolyard NYC

aligning our network

In the kitchen, many hands make light work. In a movement, many organizations—speaking with a united voice—make big change. To build unity across our nationwide network, FoodCorps hosted Site Supervisor Summits this year, convening 145 program partners in person for regional trainings to help them carry out high-quality FoodCorps programming, share what's working, and rally around common goals.



OR Oregon Department of Agriculture

MT National Center for Appropriate Technology—National

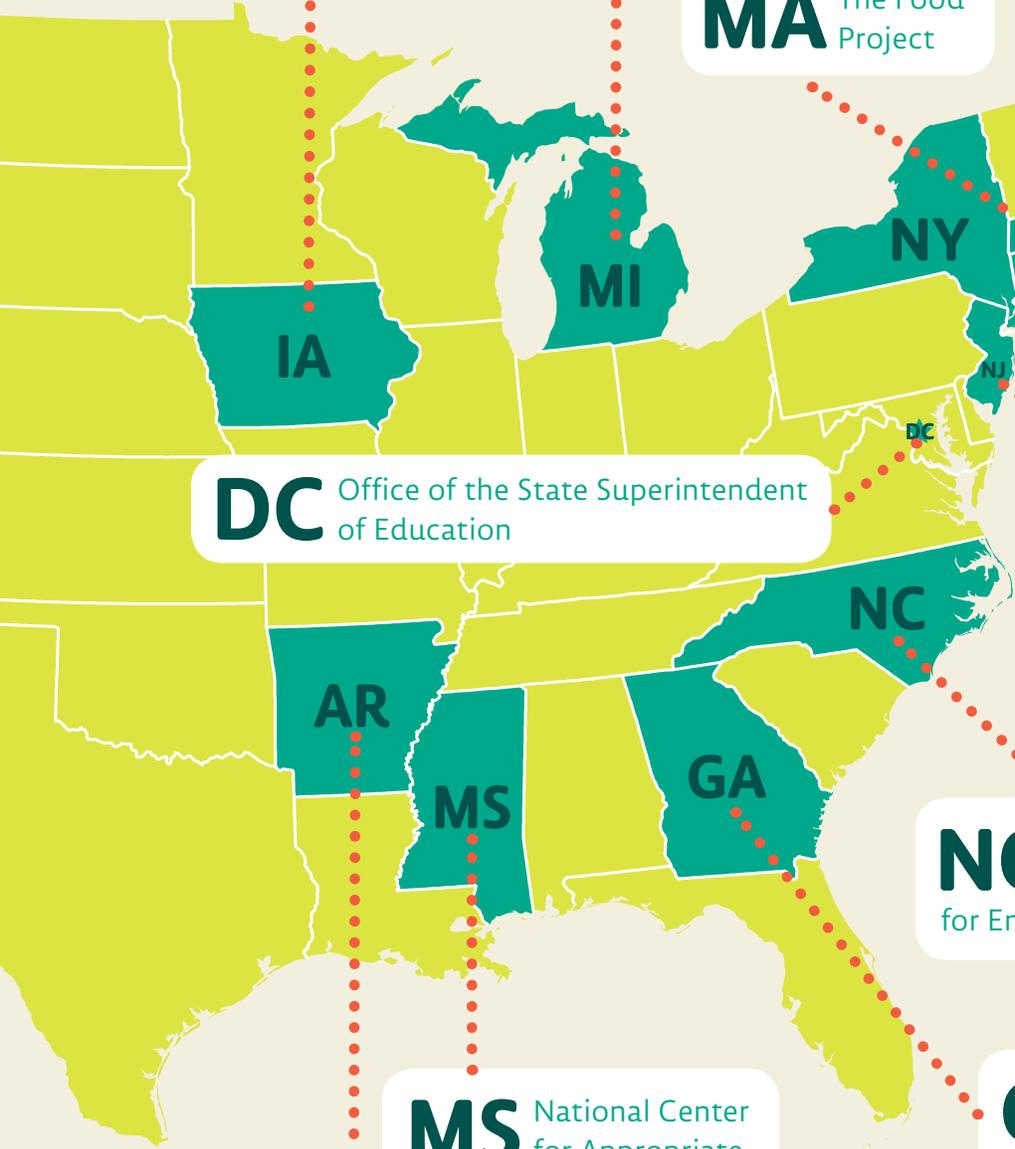
AZ Johns Hopkins University Center for American Indian Health

CA Community Alliance with Family Farmers & Life Lab

HI The Kohala Center

NM University of New Mexico Community Engagement Center & Farm to Table NM





MI Michigan State University Extension's Community Food Systems

ME University of Maine Cooperative Extension

IA Iowa State University Extension & Outreach—Local Foods

MA The Food Project

CT University of Connecticut Cooperative Extension

NY Edible Schoolyard NYC

DC Office of the State Superintendent of Education

NJ Rutgers New Jersey Agricultural Experiment Station Cooperative & NJ Farm to School Network

NC North Carolina 4-H & North Carolina State University Center for Environmental Farming Systems

MS National Center for Appropriate Technology—Gulf States

GA Georgia Organics

AR National Center for Appropriate Technology—Southeast

We are proud to be part of the AmeriCorps service community.



Our Impact:
ON-THE-GROUND SERVICE



Here's a taste of what our 205 service members accomplished last year:

hands-on learning

- **reached 177,879 kids** with food education in the classroom, garden, and cafeteria
- **taught 23,382 kids** for 10 or more hours—a turning point for changing attitudes and behaviors
- **supported 828 school and community gardens** that served as outdoor classrooms and a source of fresh produce for kids and families

healthy school meals

- **led 2,039 taste tests** and other educational activities in the cafeteria, giving kids a chance to try unfamiliar foods and new recipes—like garden-fresh salsa, and colorful carrot-arugula-radish salad
- **added 664 new foods to school menus**—like school-garden grown zucchini in Iowa, roasted seaweed in Mississippi, and local lychee in Hawai'i

schoolwide culture of health

- **recruited 8,079 volunteers**, including students, teachers, parents, and community members, to help build gardens, lead after-school activities, and host school and community events
- **81 schools made healthy foods** the easy choice by improving one or more of the following: class snacks and rewards, vending machines, fundraisers, bake sales, and other events

"THIS WEEK THE students harvested, washed, and prepped kale to be served in the cafeteria with lunch. Students were going crazy for the school garden kale chips. So many students tried a new thing, and many of them liked it!"

—Molly Schintler, serving with Northeast Iowa Food and Fitness Initiative, Decorah, IA

"WE HAVE BEEN planning and anticipating the California Thursdays launch since the Center for Ecoliteracy's training in October and we're so excited that it is officially up and running. Three wonderful new recipes made with California-sourced ingredients debuted at 26 schools here in the county."

—Lauren Valentino, serving with Sierra Harvest, Grass Valley, CA

"A PRINCIPAL WAS telling me about how hesitant she was to get students out into the garden at the beginning of the year, since she had such a strong emphasis on 'time on task.' Once she saw the kids so happy and excited about planting and harvesting, she immediately wanted the whole school on board. She has so much buy-in to FoodCorps at this point that she was suggesting new ways to integrate the garden for taste tests and getting the kids eating healthy."

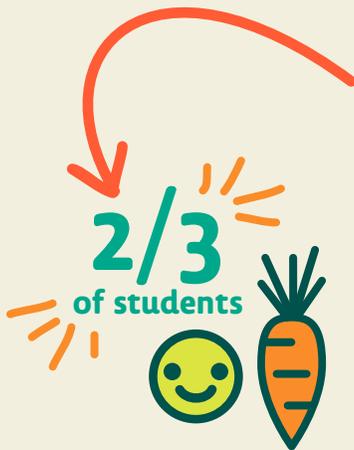
—Jennifer Coverdale, serving with The Food Project—North Shore, Lynn, MA

Our Impact: CREATING LASTING CHANGE

We're making sure our impact is meaningful and lasting, to benefit kids and schools for years to come.

Changing Children's Attitudes

We recognize the difference between a child reached and a child changed. That's why we're measuring shifts in children's attitudes toward eating vegetables with our research-backed Vegetable Preference Survey. Attitudes shape eating behaviors, so by helping children fall in love with vegetables, we are paving the way for lifelong healthy eating habits.



In the 2015–2016 school year, we found that in a classroom with a FoodCorps service member doing hands-on lessons for at least 10 hours, **nearly two thirds of students improved their attitude toward vegetables, tried new ones, or maintained high regard for them** if they already liked them.

Measuring Healthy School Food Environments

We launched the FoodCorps Healthy School Progress Report, our newly refined, evidence-backed planning and impact-tracking tool. Corps members organized school teams (a mix of administrators, educators, food service staff, parents, and sometimes even students) to set goals at the start of the school year and celebrate progress at the end. Along the way they recorded changes in the classroom, schoolyard, cafeteria, and the school community as a whole—altogether making up what we call the “school food environment.”

school food environment:

the physical and cultural elements in a school—from salad bars and school gardens to role modeling and food marketing—that influence what a child chooses to eat



In our last program year, **74% of schools reported improved school food environments.**

These changes include things like:

- teachers taking ownership of nutrition education and activities
- classes integrating the school garden into lessons
- cafeteria staff designing a lunch line that makes healthy food the easy choice



Making the Connection: Healthy Schools & Healthy Diets

We have embarked on field-leading research to demonstrate the relationship between healthy school food environments and what kids eat. Our external evaluators at the Laurie M. Tisch Center for Food, Education & Policy at Columbia University's Teachers College are leading a study at 20 schools across eight states to see exactly what kinds of foods kids put on their lunch tray, which foods (and how much) they're actually eating, and what is ending up in the trash. The study will give us meaningful evidence of the impact FoodCorps achieves on what matters most—children's daily diet—and research that will help us refine our program to be even more effective in the future. We're excited to share the results of this study when it's complete.



Our Influence:
BUILDING A HEALTHIER NATION

FoodCorps goes beyond direct service in schools. We're working to drive transformative change to bring healthy food environments to the nation's 100,000 public schools. We're doing this in three ways:

- ➔ **DEVELOPING LEADERS:** We're investing in the emerging leaders who join FoodCorps, and helping our 439 alumni pursue meaningful careers in food, education, and children's health that build on their impact as service members.
- ➔ **BUILDING NETWORKS:** We're connecting more than 170 state, regional, and community partners to share tools and strategies and align behind a shared vision for a healthier future.
- ➔ **CHANGING SYSTEMS:** We're inspiring policymakers at all levels to drive reforms that will make healthy food environments the norm nationwide.

Spotlight on Developing Leaders: Careers Taking Root

We see in our alumni the leaders of tomorrow, who will go on to shape the country's relationship with food and achieve FoodCorps' vision of a nation of healthy children. Our first FoodCorps alumni survey revealed promising patterns. We are seeing our alumni take on leadership roles in school food service, become teachers who incorporate food and garden education into their lessons, and begin careers in policy, at places like the USDA. One in five alumni have been hired by a FoodCorps school or community partner—often in positions that were created directly as a result of their service. As our alumni establish their careers, they are carrying out one of FoodCorps' goals: inspiring the creation of jobs at the intersection of food, nutrition, and children's health.

total # of alumni to date: **439**

FoodCorps Service...

➤➤➤➤...Accelerates Careers ➤➤➤➤...Develops Leaders ➤➤➤➤...Fuels a Passion for Service

1 in 5 respondents were hired by a FoodCorps school or community partner

69% reported that FoodCorps connections and resources helped them get a job

At least **32** new full- or part-time jobs have been inspired by FoodCorps service

More than half of these jobs were created for FoodCorps alumni

7 in 10 alumni credited FoodCorps connections and resources for helping them get a job after their service

100% saw themselves develop confidence as self-directed leaders

70% work in the nonprofit or public sector

8 in 10 would strongly recommend FoodCorps service to a peer

This doesn't include staff positions at FoodCorps: we're thrilled to have 18 alumni on our staff as State Fellows, and five alumni on our national office team—all in jobs that didn't exist a few years ago.

Our Alumni Program

Public Policy Training

We can't place a service member in every public school, which is why we're activating our alumni and their school communities—those best positioned to speak about the value of healthy schools—to drive policy change on the local level. We launched the FoodCorps Alumni Policy Institute, a six-month program that trains former corps members in food policy and effective advocacy. The program kicked off in the fall with a three-day training in Washington D.C., where participants learned about the Child Nutrition Act and the legislative process, received training in grassroots organizing and messaging, and met with Congressional staff on Capitol Hill.

These alumni returned to their communities to recruit local stakeholders—from school leaders and staff to nonprofit professionals and government experts—to influence policymakers' stance on school food issues. Together, they traveled to D.C. for meetings with their representatives. Back home, they connected with mayors and other local leaders, wrote letters to their local newspapers, and organized in-district Congressional site visits, inviting senators to tour school gardens and join school lunches.

"I TOOK A public policy class in graduate school, which was primarily theory-based, and I can safely say I learned more in the Policy Institute that I will use in the future than in my entire semester in that class."

entrepreneurial & educational support:

Last year we began awarding mini grants to alumni to accelerate innovative projects and open important opportunities for professional development, from attending conferences to launching podcasts. To date, we've awarded \$5,000 to 10 alumni.



Fostering Diversity in Leadership

The fields of food and health suffer from a troubling diversity gap in their leadership pipeline, so we invited alumni of color to take part in focused trainings to support their growth as future leaders. To

launch a yearlong program, we held a three-day retreat designed to deepen their understanding of the ways in which their identity, culture, and experience shape how

"I LEFT WITH a sense of renewed positivity. We need more spaces like the retreat to be able to build strong support systems for people of color who want to work together to create change within the food justice and health equity realm."

they engage in the food movement and other professional settings. This program worked to build meaningful connections among participants and encourage peer support, introduced them to career mentors, and helped them develop and articulate their personal stories to contribute to conversations on race, culture, health, farming, and food so they can drive progress in the food movement.



Celebrating **5** Years

Five years ago FoodCorps had just five employees, a budget of \$145,000, some borrowed office furniture, and a big idea: creating a future where every child in America learns what healthy food is, cares about where it comes from, and eats it every day. In five years of programming, we have quadrupled our service corps and more than tripled the number of students we reach in a school year. Each year, we have collected heaps of critical data that guide our strategy to make sure all that we do brings us closer to a future in which every school is a healthy school, and every child has the opportunity to grow up healthy. The experience we've gained and the lessons we've learned are helping to make our program more effective than ever—and to turn our big idea into a reality.

New Directions, *New* Capacity

In the midst of this milestone year, we established two new staff teams dedicated to leadership development, strategic relationship building, and staying at the forefront of innovation.

LEADERSHIP & TALENT: FoodCorps is built and sustained by dedicated people at all levels: service members, alumni, fellows, and national staff. This department ensures that we recruit a diverse group of people, develop environments where they can thrive, and help them realize the next steps in their careers—within our organization, in the communities we serve, and across the fields of education, food, and health equity.

INNOVATION & STRATEGIC PARTNERSHIPS: As FoodCorps enters the next phase of growth, we're positioning ourselves to capitalize on opportunities for innovation that test our model and extend its reach. This team has begun the important work of developing innovative new programs and forging relationships with allies in the healthy food field.



"FOODCORPS IS A brilliant example of using national service well. They are deploying AmeriCorps members to meet a big challenge, delivering high-quality service, a high-quality service experience, and developing the next generation of knowledgeable and experienced community leaders."

—John Gomperts,
Former Director, AmeriCorps

Our Board of Directors

Jenny Shilling Stein, MBA, M.Ed (Chair)

Co-Founder, Draper Richards Kaplan Foundation

Curt Ellis (President)

CEO and Co-Founder, FoodCorps

Sierra Burnett Clark, Ph.D. (Treasurer)

Trustee, David and Lucile Packard Foundation

Neil Hamilton, Esq. (Secretary)

Director, Agricultural Law Center, Drake University Law School

Jill Cohen

Trustee, Panjandrum Foundation

John Gomperts, J.D.

CEO, America's Promise Alliance, Former Director of AmeriCorps

Eliza Greenberg, M.P.A.

Managing Partner, Innovation Fund, New Profit Inc.

Oran Hesterman, Ph.D.

President and CEO, Fair Food Network

Anupama Joshi, M.S.

Executive Director, National Farm to School Network

Kathleen Merrigan, M.P.A., Ph.D.

Executive Director of Sustainability, George Washington University, Former Deputy Secretary, U.S. Department of Agriculture

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

Technology Entrepreneur and Angel Investor

Allison Rose

Restaurant Investor and Philanthropist

Ricardo Salvador, Ph.D.

Senior Scientist and Director of the Food and Environment Program, Union of Concerned Scientists

Spotlight: **ALLISON ROSE**
Restaurant Investor and Philanthropist

ALLISON ROSE is the newest member of the FoodCorps board of directors. A mother of three teenagers (with her husband Dan Rose, VP of Partnerships at Facebook), this Northern California native brings her passion for food and family connections to communities through her own family, her philanthropic investments in food businesses, and her leadership of FoodCorps.



"WHAT EXCITES ME most is knowing we are changing the way our kids think about food. FoodCorps is reminding our nation what is truly important for our future generation: nourishment, connection, and sustainability around food. I am excited about the individual approach that FoodCorps has with each and every kid they teach."

—Allison Rose

"IN HER FIRST DAY as a FoodCorps board member, Allison invited 60 Silicon Valley movers-and-shakers into her home for lunch with Alice Waters and a conversation about FoodCorps. Looking around the room that day, I realized how powerful it is to have a board that will go to the wall for the kids we serve."

—Curt Ellis, Co-founder and CEO, FoodCorps

Our Executive Team

Curt Ellis

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Julia Bromka

VP of Finance and Operations | julia.bromka@foodcorps.org

Max Fripp

VP of Programs | max.fripp@foodcorps.org

Jim Laden

VP of Leadership and Talent | jim.laden@foodcorps.org

Ellen Moncure Wong

VP of External Affairs | ellen.moncurewong@foodcorps.org

Cecily Upton

VP of Innovation & Strategic Partnerships | cecily.upton@foodcorps.org

Statement of Financial Position

Assets

Current Assets	
Checking and Savings	\$ 2,717,411
Accounts Receivable	\$ 7,519,030
Other Current Assets	\$ 263,234
Fixed Assets	\$ 10,530
Other Assets	\$ 59,117
Total Assets	\$ 10,569,322

Liabilities and Net Assets

Liabilities	
Accounts Payable	\$ (13,891)
Credit Card Charges	\$ 25,036
Other Current Liabilities	\$ 311,858
Total Liabilities	\$ 336,894
Net Assets	
Temporarily Restricted Net Assets	\$ 8,662,670
Income and Unrestricted Net Assets	\$ 1,583,648
Total Net Assets	\$ 10,246,319
Total Liabilities and Equity	\$ 10,583,213

Statement of Activities

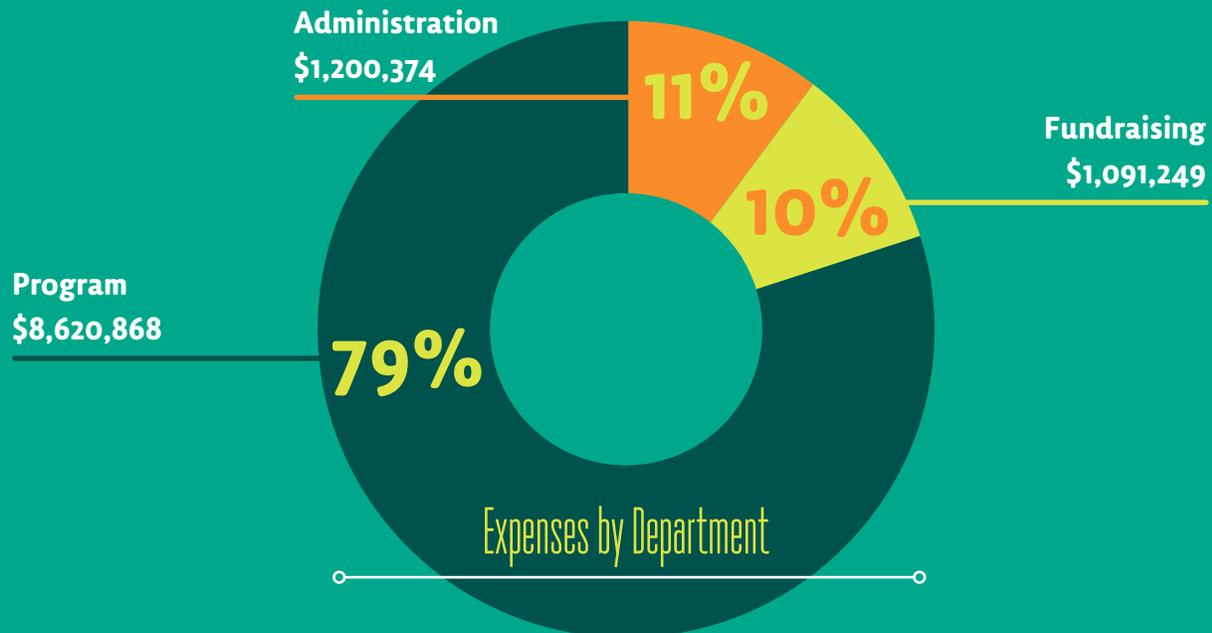
Revenues

Twelve months ended July, 2016

Contributions	\$ 2,019,060
Non-Government Grants	\$ 4,835,213
Government Grants	\$ 2,235,303
Program Service Fees	\$ 1,023,509
Donated Goods and Services	\$ 505,727
Miscellaneous	\$ (2,137)
Total Revenues	\$ 10,618,810

Expenses

Salaries, Corps Stipends, and Related	\$ 8,100,982
Contract Services	\$ 863,227
Grants, Contracts, and Direct Assistance	\$ 55,094
Communications	\$ 141,722
Nonpersonnel Expenses	\$ 360,850
Facilities and Equipment	\$ 223,424
Travel and Meetings	\$ 1,038,695
Miscellaneous	\$ 128,497
Total Expenses	\$ 10,912,491
Net Income	\$ (295,817)



Note: The figures presented here are the unaudited financials for the 12-month fiscal period from August 1, 2015 to July 31, 2016. Total Revenue reflects unrestricted revenue and revenue released from restriction.

"MS. MOLLIE, I love vegetables. I eat them every day at lunch—even when there's Doritos."

— Arkansas kindergartener



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Report design by Samarra Khaja