



2017 Year in Review

The Chef Ann Foundation Impact Report

State of School Food

Since we launched the Chef Ann Foundation in 2009, the Obama Administration vastly improved children's health and nutrition through First Lady Michelle Obama's Let's Move campaign and the policy changes that accompanied it. The Child Nutrition Act was updated for the first time in 30 years with exciting changes for children's health and the school food movement grew and flourished.

Unfortunately, budget cuts and policy changes seem imminent. The Trump Administration has called for a 21% cut in the Department of Agriculture's budget, which according to the New York Times "could severely curtail school food funding and individual programs that pay for new kitchen equipment and fresh, local fruit and vegetables."

The need for our programs will be greater than ever in coming years. We plan to help schools fill these funding gaps by partnering with organizations that care deeply about children's health and want to protect the past 8 years of progress.

The good news is that the school food movement has momentum and improvements are happening every day. Chef Ann Foundation and our partners across the country are committed to laying a solid foundation to change the school food system.

Meanwhile, experts point to new research showing that childhood obesity and the associated health risks are growing faster than ever. The Lancet medical journal published a new report on the state of childhood obesity and found that, of the 20 largest countries in the world, the U.S. had the highest rate, with 13 percent of American children now obese.

Experts caution that the U.S. is at a "critical juncture where continuation of the policies that show promise, and increased support and resources could truly help bend the rising tide of obesity rates." (Robert Wood Johnson Foundation State of Obesity Report and press release, 2017). Just this year, the CDC provided the encouraging news "that a comprehensive school-based approach is effective at preventing obesity." (CDC, 2017)

Chef Ann Foundation is ready to meet the challenge of this "critical juncture" with a continued commitment to our existing programs, and creating new ones, to help schools transition from processed heat-and-serve food to cooking from scratch with real, whole ingredients.



New Programming



With the goal of reaching the most children, schools, and school food service professionals possible, and creating a self-funding program, we launched the **School Food Institute** (SFI) in September 2017. SFI leverages Chef Ann Cooper's extensive school food expertise by providing custom, online education for school food directors, managers, and staff, as well as advocates, public health professionals, and supporters who want to improve school meal programs.

The coursework expands on the content areas of The Lunch Box, our school food resource toolkit, with engaging lectures on key areas of school meal program operations. The curriculum has been developed in collaboration with thought leaders in food systems education, and focuses on implementing and managing a scratch-cook school food operation to provide ever-increasing numbers of school food service professionals across the country with a new skillset: how to run an operation based on cooking real, nutritious food for children.

The Colorado Health Foundation provided funding for every school food professional in Colorado to take our courses and complete the gold certification. We are thrilled to have this support and are looking to replicate this partnership in other areas. SFI is off to a great start with nearly 400 registered seats

Current Programming

As we approach our 10th year at the Chef Ann Foundation, we are guided by the strong conviction that every child should have access to fresh, healthy food every day so that they can develop healthy eating habits to last a lifetime. Through our programming, we've reached a total of **9,174 schools and over 2,914,687 children in all 50 states.**



One of CAF's most effective tools to help schools move towards healthier school food programs, **The Lunch Box** provides schools with access to tools that support procurement, recipes, menu cycles, marketing, management and financial modeling. 2017 was a big year for reaching more schools with our tools.

- We added **4,170 new unique users, for a total of 12,460 total unique users** registered on the site;
- There are **3,320 school districts** registered on the site;
- We added new recipes, case studies, and marketing materials to promote healthy eating, as well as 6 webinars. This year we had over **20,000** downloads of resources/tools.

SCHOOL FOOD SUPPORT INITIATIVE

A Life Time Foundation Program

In partnership with Chef Ann Foundation
and Whole Kids Foundation

We continue to impact districts across the country with the **School Food Support Initiative (SFSI)**, an eighteen-month technical assistance program to help districts transition to a scratch cook operation through a director's workshop, on-site assessment and strategic planning, peer-to-peer collaboration, and equipment grants.

In 2017, seven new districts joined SFSI, which will impact **19,000 students at 54 schools.** This program currently serves 109 schools with an **average free and reduced-price lunch program eligibility of 59%.**



Salad Bars to Schools: In September, we celebrated our 5000th Salad Bars to Schools grant. **321** of those salad bars were granted in 2017, reaching **160,500 more students.** To date, we are proud to have provided equipment to schools who are now offering fresh fruits and veggies to **2,558,500 kids** with their school lunch.



Since 2014, we have brought nutrition education to programs to 163 schools through the Project Produce grant. School-wide fruit and vegetable tasting programs expand children's palates, encourage healthy eating habits, and teach kids where their food comes. This year, we reached an additional **9,033 children, 93% of whom qualify for free and reduced-price school lunch.**

#RealSchoolFood

Every October, Chef Ann Foundation enlisted good food advocates, chefs, celebrities and the public to support scratch cooking in schools by snapping “#RealSchoolFood” selfies, posting to social media, and linking to the campaign webpage. The campaign creates awareness and generates continued financial support from lead sponsor Made in Nature and sustaining sponsors Organic Valley, Mamma Chia, Elevation Reps of the Rockies, and Tundra Restaurant Supply.

The 2017 #realschoolfood campaign reached over 36 million people. **Al Roker**, **Jamie Oliver**, and Emma Willis returned to show their #realschoolfood support this year. CAF also saw posts from newcomers **Jack Johnson**, **Jillian Michaels**, **Rachel Ray**, and Alison Sweeney amongst others. CAF extends gratitude to these leading influencers and to the over 49 thousand people who liked, shared, and commented to help make the 2017 campaign a successful one.

