



Mindful Eating for the Beloved Community

Presents:

The Social Justice Kitchen

The Social Justice Kitchen transcends the traditional cooking show, drawing inspiration from the unconventional approach seen in Anthony Bourdain's *Parts Unknown*. This series takes viewers into the heart of disadvantaged communities to expose the tragic and the heroic, with a focus on finding practical opportunities to make a difference in people's lives. *The Social Justice Kitchen* is the media component of the *Mindful Eating for the Beloved Community* movement. This transformative movement, led by celebrated Chef Alex Askew, elevates food as a vehicle for social justice and community wellness, inspired by Dr. Martin Luther King Jr.'s vision of a Beloved Community in which all people can share in the wealth of the earth.

Synopsis:

In each episode, Chef Alex Askew takes viewers on a journey reminiscent of Bourdain's immersive storytelling, seamlessly blending food, culture, and social justice. Mindful eating becomes a catalyst for positive change, fostering well-being and unity addressing what change and action is needed now to impact underprivileged communities.

Program in action video

<https://youtu.be/DUkEHkMG2EQ?si=CRUjN9C3tSlswr5N>

Key Features of the Series

1. Mindful Eating Principles: Grounded in Dr. King's teachings, *The Social Justice Kitchen* explores mindful eating as a pathway to creating a *Beloved Community*. The mindful eating initiative is a national movement that engages mindfulness as a lens through which to improve not only diet and health but to make whole the bodies, mind and spirit in communities of color as a central pathway to racial equity and healing. In each episode, Chef Askew's encounters serve as a vehicle for dialogue, reflection, and transformation.

2. Social Impact Investment: The series is proud to announce its strategic partnership with its social impact partner, the Alliance of Leadership Fellows, which will coordinate sponsorship dedicated to funding the *Mindful Eating for the Beloved Community* movement. This financial support includes purchasing infrastructure items such as refrigerators for pantries, refrigerated vans to increase food distribution and funding support staff such as grant writers. The direct funding of demonstrated needs in each community will be revealed through Chef Alex's encounters.





Key Features (continued)

3. Community Engagement: Beyond the table, the series engages communities in meaningful ways. Through *Mindful Eating for the Beloved Community* books, community events, and recipes, *The Social Justice Kitchen* becomes a beacon for social impact, inspiring local leaders and community members to embrace mindful eating practices. The *Mindful Eating for the Beloved Community* movement includes: interactive learning experiential workshops, career development programs and mentorship relationships.

4. Sustainable Change: The *Mindful Eating for the Beloved Community* movement applies systems-level change management approaches to foster sustainable progress. This approach organizes action around key building blocks that will be featured in *The Social Justice Kitchen* as themes for each season of the show. The initial building blocks are:

1. Addressing food insecurity and food waste
2. Improving social determinants of health
3. Climate change related to food systems and food waste.

Measurable Impact

The ***Social Justice Kitchen*** team is committed to sustainable change through consistent evaluation of the *Mindful Eating for the Beloved Community* movement's impact. Led by Kim Bookard, Social Impact Program Manager, we intend to evaluate the social impact of our funding efforts and make informed decisions to optimize our initiatives for the benefit of the communities we serve through the following methods:

Conducting surveys and interviews with community members to gather feedback on the effectiveness of the social impact initiatives funded by the program. **Analyzing quantitative data** related to key metrics such as audience engagement, community participation, and changes in social attitudes or behaviors. **Creating case studies** that document specific examples of how the funding has made a difference in individual lives or community organizations. **Assessing the performance and impact of partnerships** with local organizations or NGOs involved in implementing social impact projects. **Monitoring media coverage** and social media discussions to gauge public perception and awareness of the the program's initiatives. **Establishing feedback mechanisms** such as hotlines, online forums, or suggestion boxes to gather input from stakeholders. **Conducting longitudinal studies** to track changes in the community over time and measure the sustained impact of the program's interventions.

Complementary Podcast

Dive deeper into the stories behind the meals with our ***The Social Justice Kitchen*** complementary podcast. Each video episode will be accompanied by three podcast episodes drawing from additional interview material that doesn't make it into the video. Hosted by Chef Alex Askew, each episode features in-depth conversations with community leaders, advocates, and residents. The Social Justice Kitchen podcast provides a behind-the-scenes look at the series, offering additional insights into mindful eating, social justice, and the ongoing efforts to build Beloved Communities around the globe.





Distribution Platforms

The Social Justice Kitchen is tailored for a global audience, and we are actively exploring distribution on major streaming platforms and cable networks. Stay tuned for announcements regarding distribution partners, ensuring the series reaches a wide and diverse audience passionate about food, social justice, and community building.



Audience

The Social Justice Kitchen is designed for a diverse audience passionate about social justice, and community building. Whether you're a conscious consumer, a socially responsible brand, or an organization committed to positive change, this series provides a unique opportunity to be part of a movement that transcends traditional TV viewership.

Join us at the Table

The Social Justice Kitchen isn't just a show; it's a dynamic platform for sponsors to be part of a meaningful movement. Your support will fund the *Mindful Eating for the Beloved Community* initiative, creating lasting change in underprivileged communities. Join Chef Alex Askew as we create a world where every meal is an opportunity for connection, understanding, community wellness, food and justice. Together, let's set the table for a brighter, more mindful future that ensures food insecurity does not continue to go unsolved and is approached with a new sense of urgency.

Chef Alex Askew

Celebrity Host

Alex Askew received his first job offer as a personal chef through a high school vocational work program at the age of 14 and after 6 years of working in a variety of restaurants in and out of New York City decided to attend the Culinary Institute of America and graduated in 1989. With a focus on eating lifestyles and trends in new menu alternatives, he began food research, development, and consulting for companies; General Mills, Hilton Hotels, Aramark Corporation, Specialty Restaurants and a host of private clients. Alex's experience covers many areas in the culinary/foodservice which include consulting in areas of menu development, R&D, start up operations, systems and controls, training, food manufacturing, business planning, concept development, and healthcare. While working in restaurants that broadened his experience in different cooking styles as well as cuisines which included Cajun and Creole, Holistic, Latin and American fusion. In 1993



Alex Co-founded the BCAGlobal (bcaglobal.org) which dedicates itself to Education, Awareness, and Exposure for young minority students seeking careers within the culinary and hospitality industry. The newest core program, “Mindful Eating for the Beloved Community” has gathered National attention for bringing Food, Race, and Social Justice to the forefront while focusing on training chefs of color as Health Equity Ambassadors to produce healthy and whole communities.

Alex has enjoyed guest appearances on Good Morning America, CBS Early Morning Show, and the Food Network. He was a Distinguished Visited Chef (DVC) for Sullivan University, visiting professor at the School of Hotel and Tourism-Hong Kong Polytechnic University, 2011 Business Leader of Year from the Marcella Brown Foundation, in May 2012 received the distinguished New York Institute of Technology Global Leadership Award and served on the American Culinary Federation Accreditation Commission. In 2014 Alex was selected as a National Kellogg Fellow Leader in the Racial, Equity and Healing (REH) cohort. In 2020 Alex was awarded the Castanea Fellowship in Food Systems Leadership. In 2021 Alex was selected as an International cohort member of the UN Food Summit and OpenIDEO-Rockefeller Foundation Game Changer in Food Systems. In 2023 appointed as Senior Fellow at ALF (Alliance of Leadership Fellows).

With over 35 years in the restaurant and hospitality field Alex continues his use of knowledge and experience as a foundation for further growth and development in the culinary industry and continues the important social change work using food as a nexus and mindful eating as a platform to improve lives with resiliency in communities worldwide.

Kim Bookard

Social Impact Program Manager

Kim M. Bookard a native Washingtonian (DC), is an accomplished and dedicated professional, with a wealth of experience in program management and a passion for making a positive difference in the lives of children and youth. She earned a Bachelor of Social Work from the University of the District of Columbia, a Masters of Social Work from Howard University, and a Masters of Divinity from Palmer Theological Seminary. Kim's passion for social justice fuels her work every day. She is deeply committed to creating positive change by tackling systemic issues head-on through innovative programming initiatives. Her empathy towards others drives her efforts towards building more equitable societies where everyone has equal opportunities for success.

Social Impact Partner

The Alliance of Leadership Fellows (“ALF”) promotes equitable, sustainable human flourishing through world-class programs that promote leadership development and collaboration within relevant domains of practice. ALF engages both institutional and individual members committed to this broad vision. (<https://allianceofleadershipfellows.org>)

ALF helps organizations and individuals build knowledge and skills while promoting relationship-building, teamwork and collaborative action. To this end, ALF develops a “team of teams” approach in which individual graduates of effective leadership development programs (“Leadership Fellows”), along with their sponsoring organizations, share in ALF’s resource development, governance and program design. . Informed by the interests and capacities of its institutional and individual members, ALF’s leadership development programs advance the most promising approaches and evidence-based practices designed to increase knowledge and skills that lead to equitable and sustainable flourishing within human communities.

Board of Fellows

The Social Justice Kitchen will receive guidance from a standing Board of Fellows composed of thought leaders across various industries who promote human flourishing through their actions. The board will be recruited and organized by the Alliance of Leadership Fellows.