



 **REAL FOOD** *for* **KIDS**
CHEFS *feeding* FAMILIES

2020
ANNUAL
REPORT

WWW.REALFOODFORKIDS.ORG

A NOTE FROM OUR EXECUTIVE DIRECTOR

Dear Friends,

We're very grateful for this opportunity to thank you – again – for your generous support of Real Food for Kids in 2020. *It has been a tough year.* Too many families struggled, not just to keep food on the table day in and day out, but for that food to be healthful, nourishing and sustaining. Your support made it possible for our Chefs Feeding Families initiative to serve over 120,000 hot, fresh, plant-forward meals to families in need in some of our area's most food-insecure communities. You made it possible for us to put laid-off hospitality workers back to work creating these chef-inspired meals. And you made it possible for us to pivot to this crucial work and remain true to our core mission: combating hunger and fighting childhood obesity by increasing access to healthy foods and improving health outcomes for all children.

Hunger, combined with cheap, poor quality, highly processed foods, have contributed to a skyrocketing increase in childhood obesity during the pandemic. Diet-related conditions among children, including Type II diabetes, heart disease and obesity-related cancers are also on the rise. ***We need to do more in 2021.***

Our work is far from finished. As we continue to navigate the pandemic's course and mitigate its effects on those we serve, I remain confident in the partnerships that allow us to fulfill our mission. Most of all, I am thankful for all of you who have stood with us on behalf of hungry children—through both the best and most challenging of times. Thank you so much for your support.

In gratitude,



Bonnie Moore

Executive Director, Founding Board Member, Chef and Mom





Real Food for Kids' ongoing **mission** is to combat hunger and fight childhood obesity by increasing access to healthy foods and improving health outcomes for all children.

ABOUT REAL FOOD FOR KIDS

Founded in 2010, Real Food for Kids has advocated for and won positive changes to school food policies and generated institutionalized support for our goal of healthy school food as a critical component of children's wellness and academic success.



2020 HIGHLIGHTS

- Continued our work to **increase equal access to healthy food and nutrition education** for all children in our region to alleviate food insecurity and combat childhood obesity;
- Pivoted the annual **Culinary Challenge** competition from a live event to a virtual format;
- In March 2020, Real Food for Kids **launched Chefs Feeding Families** as a response to school shutdowns and job losses due to the COVID-19 pandemic – an initiative which provides free meals and jobs;
- Chefs Feeding Families expanded its efforts from a single location at Bayou Bakery Coffee and Eatery to **17 meal distribution sites** throughout the DMV;
- Thanks to the dedication of our community partners, corporate partners, donors and volunteers, Chefs Feeding Families provided **free plant-forward, nourishing grab-and-go meals**.

“

Just want to say thank you so much for your help. It is great helping my whole family (Wife & two kids). Thanks again for feeding us. May God bless you all.”

– *Arlington, Virginia Resident*



ELEVATING SCHOOL FOOD

 **REAL FOOD** *for* **KIDS**
CHEFS *feeding* FAMILIES

REAL FOOD FOR KIDS: CULINARY CHALLENGE

- Since 2013, The Real Food for Kids Culinary Challenge has given area students a voice in what is served in their school cafeterias.
- Due to school shutdowns, the annual Culinary Challenge was postponed and conducted virtually in 2020. Instead of standing before the judges in person, students submitted a written recipe for their dish. The panel of judges, comprised of Chefs Feeding Families collaborating chefs, reviewed and scored each entry based on the written recipes.



REAL FOOD FOR KIDS: CULINARY CHALLENGE

- The winning team was announced at a socially distanced event hosted by Chefs Feeding Families restaurant collaborator, Silver Diner in DC. The event was also livestreamed for those who were unable to attend.
- In previous years, prizes have been awarded to winning teams and the winning lunch is served in area school cafeterias the following Fall. In 2020, the winning lunch recipe was recreated and served at Real Food for Kids: Chefs Feeding Families sites, reaching thousands of children and families.
- Chefs Feeding Families Collaborator meal prep company, MightyMeals, featured one of the top winning recipes on their menu as a fundraiser. **The menu item was MightyMeals #1 seller!** 50% of the proceeds from the dish was donated to Real Food for Kids.



NUMBER OF STUDENTS WHO
COMPETED

70

from Fairfax, Prince William, Alexandria City,
Arlington, Loudoun, Montgomery County
and Washington, D.C.

REGIONAL HIGH SCHOOL & MIDDLE
SCHOOL CULINARY TEAMS
COMPETED

22

From 15 schools



ALLEVIATING FOOD INSECURITY

THE CHEFS FEEDING FAMILIES COLLABORATION

Thanks to the dedication of our community partners, corporate partners, individual donors and volunteers, together we were able to accomplish the below:

NUMBER OF NUTRITIOUS MEALS SERVED TO STRUGGLING FAMILIES

125,000

No questions asked.

NUMBER OF RESTAURANT EMPLOYEES PUT BACK TO WORK

16

Full-time workers

Real Food for Kids provides funding for food, supplies, and restaurant staff to feed as many families as possible and creates employment opportunities within the restaurant community also greatly impacted by COVID-19.

CHEFS FEEDING FAMILIES' RESTAURANT COLLABORATORS

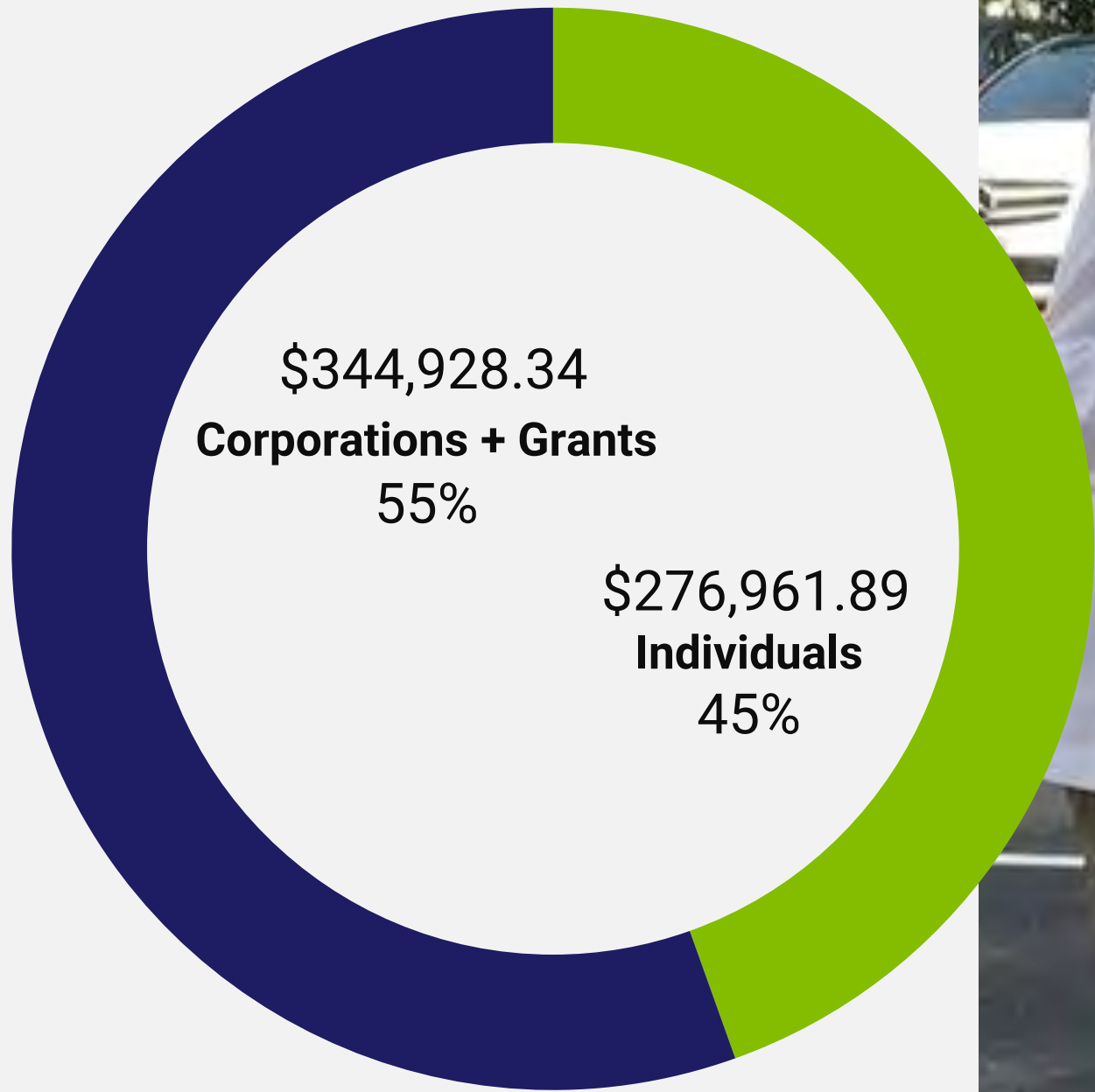


DESIGNCUISINE





Because of you, Real Food for Kids was able to provide food-insecure children and their families in the hardest hit neighborhoods with delicious, nutritious meals - - crucial to helping keep bodies and minds strong in the face of the COVID-19 pandemic.



\$621,890

TOTAL AMOUNT RAISED

2020 CORPORATE SPONSORS

\$75,000 and above

Arlington County

\$50,000 and above

Sampson Foundation

VegFund

\$20,000 - \$49,999

Bender Foundation

T-REX Solutions

\$10,000 - \$19,999

The Morningstar Foundation

Silicon Valley Bank

Arlington Community Foundation

Woodbourne Solutions

Zoe Feldman Design

\$5,000 - \$9,999

Peterson Family Foundation

Arlington Rotary Club

Battlefield Toyota

Summit Consulting LLC

Mead Family Foundation

ZwillGen

Virginia Restaurant, Lodging & Travel Association

Northern Virginia Health Foundation

Anthem HealthKeepers Plus

Children's Health Awareness Program in Schools (CHAPS)

\$2,000 - \$4,999

CVCA

Arlington Community Federal Credit Union

Silver Diner

Volunteer Arlington

James and Theodore Pedas Family Foundation

MightyMeals

CITRIX

Arlington Partnership for Children, Youth, and Families (HCAT)

Fairfax County Federation of Teachers

INKIND DONORS

MightyMeals

Vanguard Communications

Radloff & Schmitz

WSGR

Fruitful Planet

Camelia Beans

TOP 2020 GRANT

Arlington County, Virginia

\$93,500

Real Food for Kids was one of seven recipients of a COVID Relief Sub-Recipient Grant from Arlington County, VA. These funds support continuation our Chefs Feeding Families program, in collaboration with community partners, to provide over 50,000 free meals to food-insecure children and families in some of the county's hardest hit neighborhoods through the end of the 2020-2021 school year.

COMMUNITY PARTNERS

- Arlington Housing Corporation, Inc.
- Bridges to Independence
- Virginia Hospital Center Pediatrics

“

This year, [Real Food for Kids] work and leadership has met the moment, illustrating timeliness, professionalism, and excellent communication skills in serving kids at risk of hunger.”

– Matt de Ferranti, Chair, Arlington County Board



COMMUNITY PARTNERS + VOLUNTEERS



NUMBER OF VOLUNTEERS

211

NUMBER OF COMMUNITY PARTNERS

24

from Fairfax, Prince Georges, Alexandria City, Arlington, Loudoun, Montgomery County and Washington, D.C.

NUMBER OF COUNTIES SERVED

7

Arlington, Alexandria, Fairfax, Loudoun, Prince Georges County, Montgomery County and Washington, D.C.

INDIVIDUAL DONATIONS

KEY HIGHLIGHTS

TOTAL INDIVIDUAL DONORS

2,560
for the year

REPEEAT DONORS

400
(15% of total donors)

AVERAGE
INDIVIDUAL DONATION (\$)

\$83
(\$101 for repeat donations)

AVERAGE INDIVIDUAL
DONATIONS (\$)

\$28,500
per month

AVERAGE INDIVIDUAL
DONATION COUNT

300
per month

HIGHEST INDIVIDUAL
DONATIONS MONTH (\$)

DEC 2020
over \$63,000

IN THE NEWS + SOCIAL MEDIA

Real Food for Kids received widespread national and local media recognition, attention from elected officials and community leaders, and sustained online engagement in 2020.



SOCIAL AUDIENCE GROWTH
140%
 increase

SOCIAL MEDIA REACH
280%
 increase

SOCIAL ENGAGEMENT
350%
 increase

To view additional news coverage, please visit <http://www.realfoodforkids.org/news>.



LOOKING AHEAD

WHAT'S NEXT

Hunger, combined with cheap, poor quality, highly processed foods, have contributed to a skyrocketing increase in childhood obesity during the pandemic. Diet-related conditions among children, including Type II diabetes, heart disease and obesity-related cancers are also on the rise. ***We need to do more in 2021.***

We have a plan focused on the most underserved communities across the greater Washington area in DC, Maryland and Virginia. These sustainable initiatives have the power to create lifelong behavioral changes and improve health outcomes for all children and their families.

- We are expanding our Chefs Feeding Families initiative to include ***locally grown, family produce boxes*** with simple, delicious recipes and tips from our chefs.
- We are developing ***meal kits that provide ingredients for three family-style meals*** to sustain a family of four over a weekend.
- We are working with local jurisdictions to secure policy that ensures ***equitable access to healthy food choices in grocery stores, at farmers' markets and in schools*** to improve health outcomes in our communities.





WHAT'S NEXT


Through a \$50,000 grant from VegFund, Real Food for Kids will focus on two initiatives in 2021.

FRESH FOOD EXPLORERS *Virtual*

- Design virtual Fresh Food Explorers (FFE) lessons for asynchronous learning environments and expansion to more classrooms. FFE is an 8-week nutrition education program targeted at preschoolers from low-income communities who are at greater risk of developing obesity and related health conditions as a result of diet. The program focuses on building a greater acceptance of vegetables with the goal of increasing consumption at school and at home and improving health outcomes.

CULINARY EXCHANGE PROGRAM

- Align the sister industries of school food and hospitality through two-week exchange programs with school nutrition professionals and restaurant chefs to foster innovation in farm-to-school menu development, increase chef-inspired plant-based options on school menus, reframe school meals as a guest experience and better engage students and families to increase school meal participation.



**We need your continued support to
build on our progress.**

Please contact Real Food for Kids
Executive Director, Bonnie Moore at
bmoore@realfoodforkids.org to discuss
sponsorship opportunities.

OUR TEAM

BOARD OF DIRECTORS



Rick Barnard
Board Chair



JoAnne Hammermaster
Board Member



Bonnie Moore
Executive Director
and Board Member



Ed Kwitowski
Board Member



Rodney K. Taylor
Board Member

EXECUTIVE STAFF



Mary Porter
:Director of Programs



Bonnie Moore
Executive Director
and Board Member

REAL FOOD *for* **KIDS**[®]
CHEFS *feeding* **FAMILIES**



For more information, please visit

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