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.

**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
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.
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.
ALLEVIATING FOOD INSECURITY
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.

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

**THE CHEFS FEEDING FAMILIES COLLABORATION**

- **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

**CHEFS FEEDING FAMILIES' RESTAURANT COLLABORATORS**
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

$344,928.34
Corporations + Grants
55%

$276,961.89
Individuals
45%
## 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

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<thead>
<tr>
<th>MightyMeals</th>
<th>WSGR</th>
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<tr>
<td>Vanguard Communications</td>
<td>Fruitful Planet</td>
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<td>Radloff &amp; Schmitz</td>
<td>Camelia Beans</td>
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Real Food for Kids was one of seven recipients of a COVID Relief Sub-Recipient Grant from Arlington County, VA. These funds support continuation of their 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
<table>
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<tr>
<th>Number of Volunteers</th>
<th>Number of Community Partners</th>
<th>Number of Counties Served</th>
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<tbody>
<tr>
<td>211</td>
<td>24</td>
<td>7</td>
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- 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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Total Individual Donors</td>
<td>2,560</td>
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<tr>
<td>Repeat Donors (15% of total donors)</td>
<td>400</td>
</tr>
<tr>
<td>Average Individual Donation ($)</td>
<td>$83</td>
</tr>
<tr>
<td>Average Individual Donation Count per month</td>
<td>300</td>
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<tr>
<td>Highest Individual Donations Month ($)</td>
<td>Dec 2020 over $63,000</td>
</tr>
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**Average Individual Donations ($)**
- $28,500 per month

**Average Individual Donation (%)**
- $101 for repeat donations
Real Food for Kids received widespread national and local media recognition, attention from elected officials and community leaders, and sustained online engagement in 2020.

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

Rick Barnard
Board Chair

JoAnne Hammermaster
Board Member

Bonnie Moore
Executive Director
and Board Member

Ed Kwitowski
Board Member

Rodney K. Taylor
Board Member

BOARD OF DIRECTORS

EXECUTIVE STAFF

Mary Porter
Director of Programs

Bonnie Moore
Executive Director
and Board Member
For more information, please visit

http://www.realfoodforkids.org

www.facebook.com/realfoodforkids  @realfoodforkids  @realfoodforkids

NEW MAILING ADDRESS:  6166 Hardy Drive, McLean, VA 22101