



2021 YEAR-END REPORT



WWW.REALFOODFORKIDS.ORG

A NOTE FROM OUR EXECUTIVE DIRECTOR

Dear Friends,

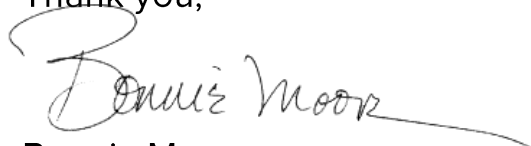
What does one say about the unexpected year we just left behind? Let's start with **Thank You**.

Your support has been nothing short of a lifeline for so many families struggling to meet their most basic needs. We are immensely grateful that you chose to support Real Food for Kids' mission so we could turn heartache into hope for our neighbors and advance critical advocacy, education and policy work to address nutrition insecurity in our communities. **With your support...**

- we served over 90,000 hot prepared meals, meals kits and produce bags to children and families who continue to experience persistent nutrition insecurity,
- we launched a SNAP Ambassador Program to train community members to assist low-income residents with accessing critically needed food benefits for their families
- we paired hospitality chefs with school food staff to drive innovation on school menus and influence what kids eat in and out of school,
- we designed a groundbreaking nutrition security program that has the potential to change the health landscape for many in our communities who struggle to escape diet-related diseases due to lack access and affordability of nutritious foods.

Your support has made it possible for us to keep our sights and our hopes high and alleviate the stigma and burden of nutrition insecurity in our community. We're excited to share more about our accomplishments in 2021 in this year-end report.

Thank you,



Bonnie Moore

Executive Director, Founding Board Member, Chef and Mom





Real Food for Kids' mission is to improve eating behaviors and health outcomes for all children through sustainable access to real whole foods, impactful nutrition education, and systemic policy changes.

ABOUT REAL FOOD FOR KIDS

Real Food for Kids is recognized as a leading voice for nutrition equity across the Greater Washington D.C. Region.

Founded in 2010, Real Food for Kids has advocated for and won positive changes to school food policies, generating institutionalized support for our goal of healthy school food as a critical component of children's wellness and academic success. This work positioned us to expand and address the broader challenges of food and nutrition security outside school walls by improving access to nutritious foods for families through program and policy initiatives. Our successes are the result of innovative, collaborative programs in which the communities we serve play a pivotal role in driving change.



2021 AT A GLANCE

- Served over 90,000 plant-forward meals to children and their families who continue to experience nutrition insecurity exacerbated by the pandemic:
- Expanded access to locally grown fresh fruits and vegetables for 1,000+ households, creating a sustainable home-delivery model.
- Delivered 1,705 Chef-inspired meal kits including nutrition literacy materials, recipes and preparation tips to prepare nourishing, family-style, culturally relevant meals at home. Meal kits were widely loved by families for ease of preparation – even by kids.
- Provided additional employment opportunities in one of the hardest hit sectors – the hospitality industry.
- Trained 58 SNAP Ambassadors to support low-income, eligible residents in obtaining federal benefits to purchase nutritious food for their families.
- Assisted 500+ Arlington households in successfully securing SNAP nutrition assistance benefits - triple the number from prior years.
- Expanded our Fresh Food Explorers preschool nutrition education program from one school of 60 students to reach over 700 of our youngest learners and their families with positive lessons around eating fruits and vegetables.
- Developed a Chef Exchange Program pairing school nutrition staff with restaurant chefs to develop innovative, plant-based options for school and restaurant menus and influence what students eat in and out of school. The initiative aims to blur the lines between school food, restaurant food and home food.
- Designed a groundbreaking SNAP pilot fruit and vegetable incentive project with a national team of researchers that is advancing in the Commonwealth of Virginia.



Real Food for Kids' mascot,
Mr. Broccoli, made his debut.



ELEVATING SCHOOL FOOD AND NUTRITION EDUCATION

REAL FOOD FOR KIDS: FRESH FOOD EXPLORERS

- Fresh Food Explorers 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.
- In 2021, Fresh Food Explorers virtual lessons and activities were created for asynchronous environments and expansion to more classrooms. Lessons featured our new celebrity crucifer, Mr. Broccoli.



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REAL FOOD FOR KIDS: CULINARY CHALLENGE

Since 2012, The Real Food for Kids Culinary Challenge has given area students a voice in what is served in their school cafeterias. This initiative is open to high school and middle school students across the DMV and challenges teams to create a healthy school lunch designed to meet high standards for nutrition, taste, presentation, and originality. Using approved ingredients and USDA school nutrition guidelines, students demonstrate how they - the consumers - can impact the taste and reputation of the lunch line with creative approaches that benefit entire school systems. Students also receive practical education in culinary skills and nutrition that can lead to a lifetime of healthy eating habits. Culinary Challenge entries are judged by students, school nutrition professionals, celebrity chefs, and other local luminaries. The winning lunch dishes are adapted by school districts in the region and past recipes have also been adapted by private food service operations that cater to families with school-aged children.

COVID-19 required Real Food for Kids to detour from the traditional structure of the Culinary Challenge in 2020 and 2021, changing from a team to an individual student contestant, and from an in-person event to a virtual format. Winners were celebrated at a socially-distanced event hosted by Real Food for Kids restaurant collaborator, Silver Diner, at their new location in Alexandria.

The 2021 Real Food for Kids Culinary Challenge was
hosted and sponsored by

==SILVER DINER==

 **REAL FOOD** *for* **KIDS**

REAL FOOD FOR KIDS: CULINARY CHALLENGE

CULINARY CHALLENGE 2021 FINALISTS

WINNER

Dahlia Badt – Takoma Park Middle School, MCPS - Vegetable Tofu Bowl

SECOND PLACE

Forrest Gonja – Chantilly Academy/ Wilbert Tucker Woodson High School, FCPS
- Chicken Black Bean Taco

THIRD PLACE

Meghan Clark – Edison Academy FCPS - Turkey Quinoa Bowl

CHEF CHOICE AWARDS

Will Ramsey – Yorktown High School APS - Black Bean Quinoa Bowl

Jacob Friend – Yorktown High School, APS - Black Bean Bowl with Cantaloupe



The Culinary Challenge 2021 judges included Ype Von Hengst, Co-Founder and Executive Chef Of Silver Diner; Tom Sietsema, Washington Post Food Critic; Bonnie Benwick, Former Deputy Food Editor and Recipe Editor of the Washington Post; and Chef Tim Ma, Executive Chef Of Lucky Danger and Bar Chinois.

REAL FOOD FOR KIDS: CHEF EXCHANGE PROGRAM

In 2021, Real Food for Kids launched its first Chef Exchange Program – an initiative to align the sister industries of school food and hospitality through multi-week exchange programs with school nutrition professionals and restaurant chefs.

The program is designed 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.

For the first Chef Exchange Program, Real Food for Kids collaborated with Cedar Tree Academy food and nutrition professionals, Chefs Tim Ma of Lucky Danger and Bar Chinois, Ben Lin of B.Lin Catering and Ed Kwitowski, School Nutrition Director at DC Central Kitchen.



Real Food for Kids: Chef Exchange Program aims to blur the lines between school food, restaurant food, and home food to create a culture of healthy food where we learn and live.



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ALLEVIATING FOOD and NUTRITION INSECURITY



REAL FOOD FOR KIDS: CHEFS FEEDING FAMILIES

In 2021, Chefs Feeding Families shifted from an emergency response to a program promoting sustainable healthy eating habits for families throughout the Greater D.C. region.

Chef-inspired meal kits and curated fresh produce bags were introduced in collaboration with multiple community partners serving local low-income families. Meal kits, created by Chefs Tim Ma, Ben Lin, and Shannon Shaffer, provided a combination of fresh and semi-prepped ingredients to feed a family of four over several days.

Produce bags included 13 pounds of regionally-sourced, seasonal, fresh produce from Fresh Farm Markets to address families' limited access to and affordability of quality fruits and vegetables.

Meal kits and produce bags included recipes, easy preparation tips in multiple languages, as well as food literacy collateral to support families' cultural ownership of these ingredients and to inform and inspire the preparation of nourishing meals at home.

Chefs Feeding Families remains a critical component of Real Food for Kids' mission and work to address the broader challenges of food and nutrition security outside school walls by improving access to healthful foods and nutrition education for families across multiple platforms.

REAL FOOD FOR KIDS: CHEFS FEEDING FAMILIES

Together We Nourish Communities

NUMBER OF NUTRITIOUS MEALS SERVED
TO STRUGGLING FAMILIES

93,011

NUMBER OF CHEF / RESTAURANT /
FARMER PARTNERS

14

NUMBER OF WEEKLY FAMILIES
MEALS DISTRIBUTED TO

256

NUMBER OF PARTNER SITES

16

This impact was made possible through the dedication and support of our chef and restaurant collaborators, community partners, corporate partners, individual donors and volunteers.



Real Food for Kids funds the cost of 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.

REAL FOOD FOR KIDS: CHEFS FEEDING FAMILIES

Restaurant / Chef / Farm Collaborators



RASA

CHEF **TIM MA**



Mighty  *Meals*



DESIGNCUISINE

“

I think Real Food for Kids tends to be at the forefront of—instead of in response to—the call to fight food insecurity,” says Chef Tim Ma, co-founder of Chefs Stopping AAPI Hate and co-owner of Lucky Danger restaurants in Washington D.C. and Arlington and D.C.’s Bar Chinois. Ma became one of Chefs Feeding Families’ early collaborators. “For us, providing meals through Chefs Feeding Families during the pandemic had a twofold benefit: We were able to continue giving kids access to healthy food, and I was able to keep staff employed. At one point, those meals were all we were doing.”

COMMUNITY PARTNERS + VOLUNTEERS

Community Partners

AFAC

Arlington Chamber of Commerce

Arlington County Food Security Task Force

Arlington County Board of Directors

Arlington County Government

Arlington County Public Schools

Arlington Housing Corporation

B.Lin Catering

Bayou Bakery Coffee Bar & Eatery

Bridges to Independence

CAFA

Cedar Tree Elementary School

Chef Kevin Tien

Chef Tim Ma

Columbia Pike Revitalization Organization

Cunningham Park Elementary School

DC Central Kitchen

Design Cuisine

Design Cuisine

Fairfax County Public Schools

FRESHFARM Markets

Healthy Community Action Team

Arlington

MightyMeals

MoCo Food Counsel

MoCo Public Schools

Pizzeria Paradiso

RASA

Silver Diner

So What Else

St. Mark the Evangelist Church

Temple of Praise

Vienna Business Association

Virginia Hospital Center Pediatrics

NUMBER OF COMMUNITY
PARTNERS

32

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

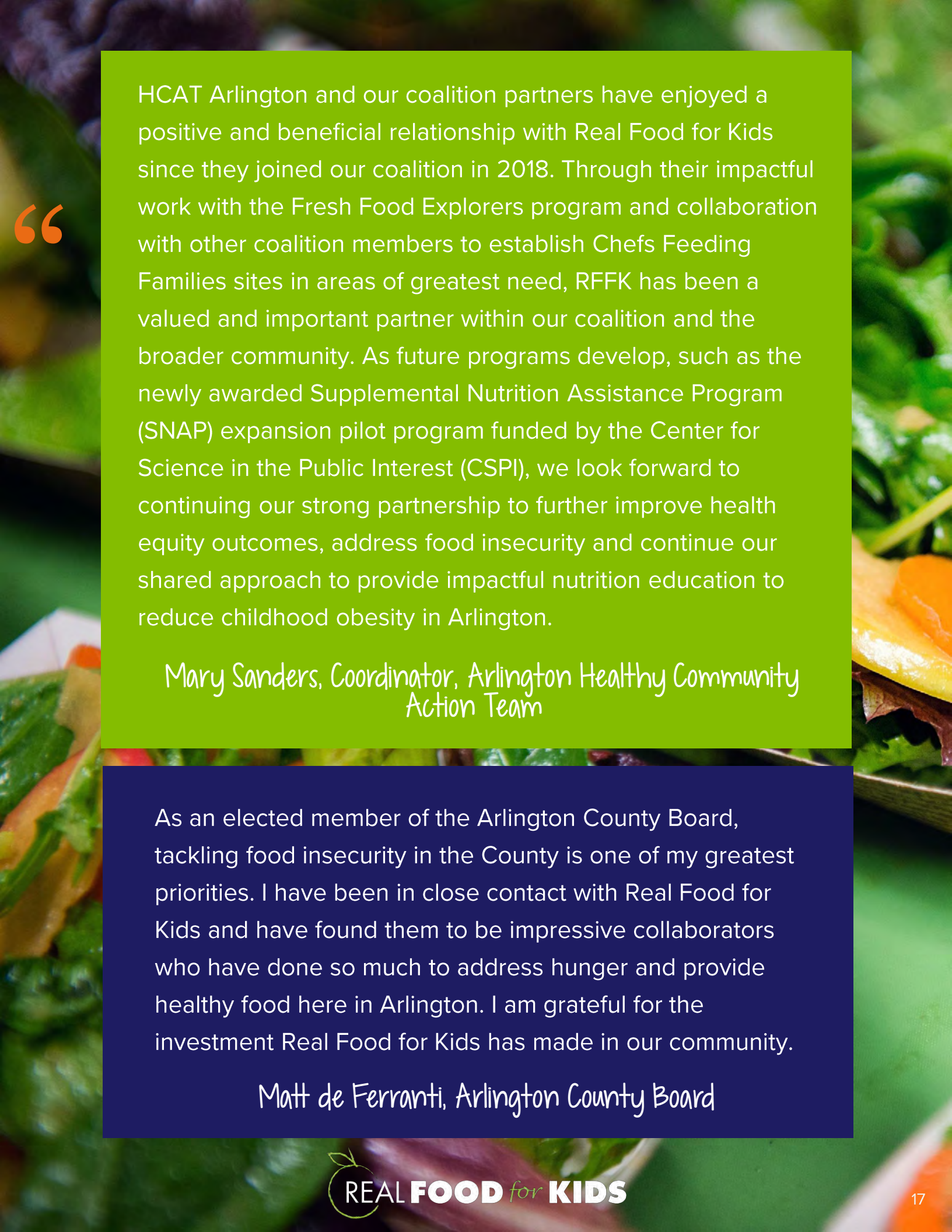
NUMBER OF COUNTIES
SERVED

6

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

NUMBER OF
VOLUNTEERS

185



“ HCAT Arlington and our coalition partners have enjoyed a positive and beneficial relationship with Real Food for Kids since they joined our coalition in 2018. Through their impactful work with the Fresh Food Explorers program and collaboration with other coalition members to establish Chefs Feeding Families sites in areas of greatest need, RFFK has been a valued and important partner within our coalition and the broader community. As future programs develop, such as the newly awarded Supplemental Nutrition Assistance Program (SNAP) expansion pilot program funded by the Center for Science in the Public Interest (CSPI), we look forward to continuing our strong partnership to further improve health equity outcomes, address food insecurity and continue our shared approach to provide impactful nutrition education to reduce childhood obesity in Arlington.

Mary Sanders, Coordinator, Arlington Healthy Community Action Team

As an elected member of the Arlington County Board, tackling food insecurity in the County is one of my greatest priorities. I have been in close contact with Real Food for Kids and have found them to be impressive collaborators who have done so much to address hunger and provide healthy food here in Arlington. I am grateful for the investment Real Food for Kids has made in our community.

Matt de Ferranti, Arlington County Board

REAL FOOD FOR KIDS: SNAP DEMONSTRATION PROJECT

Realizing nutrition equity for SNAP participants by increasing affordability of fruits and vegetables

It is known that most SNAP recipients do not consume the USDA recommended daily intake of fruits and vegetables (FVs), with cost cited as a primary barrier to their consumption. Further, SNAP benefits can be used to purchase sugar-sweetened beverages (SSBs), which have limited nutritional value and are a major driver of the excess calorie intake that drives obesity and other diet related diseases. There are thus opportunities to modify SNAP policies and enhance the public health benefit of this critical safety net program.

SNAP, or SNAP-EBT, is the Supplemental Nutrition Assistance Program that provides benefits to low-income individuals and families to supplement their grocery budgets to purchase healthy foods.

REAL FOOD FOR KIDS: SNAP DEMONSTRATION PROJECT

Real Food for Kids' proposed USDA Demonstration Project in Arlington County, VA offers a \$0.30 financial incentives for any dollar spent to purchase FVs with SNAP benefits, while restricting the incentive if SSBs are purchased using SNAP benefits.

RESEARCH PARTNERS

Center for Science in the Public Interest

Virginia Commonwealth University

University of Illinois - Chicago

University of Minnesota

University of North Carolina



“

Real Food for Kids work in Arlington follows a decade of successful work in nutrition education in schools and advocating for improvements to school meal programs. Their commitment to centering the voices of partners and participants in their work and engaging stakeholders at all levels to achieve lasting change uniquely suits them to lead this SNAP Demonstration Project toward its eventual goal of expanding a produce incentive model throughout the Commonwealth of Virginia.

– Dena Leibman Executive Director, Future Harvest

REAL FOOD FOR KIDS: SNAP AMBASSADOR PROGRAM



In 2021, it was estimated that only 30% of Arlington residents eligible for SNAP received benefits, with misinformation and the “chilling effect” of the 2019 Public Charge Rule cited as primary barriers to enrollment. Expansion of eligibility in Virginia and the reversal of the Public Charge Rule in 2021 created opportunities for 14,000 more residents to access this critical social support program. The SNAP Ambassador Program, created in partnership with the Arlington Department of Human Services, supports residents in a variety of community settings to safely apply for benefits to access greater amounts of healthy food and reduce nutrition security for themselves and their families.

REAL FOOD FOR KIDS: SNAP AMBASSADOR PROGRAM

Extending the arm of DHS

- Formerly known as Food Stamps, SNAP recently expanded to reach more eligible individuals and families and reduce food insecurity.
- In 2021, Real Food for Kids launched its SNAP Ambassador Program to train and certify community members to increase awareness of benefits and assist eligible applicants with the SNAP application.
- SNAP Ambassadors work alongside Real Food for Kids and the Arlington Department of Human Service (DHS) at SNAP Enrollment Clinics and community outreach events.
- Community members can certify as SNAP Ambassadors by taking a self-paced, online training.

REAL FOOD FOR KIDS
CERTIFIED
SNAP AMBASSADORS

58

To perform outreach
to inform and educate
and to encourage
enrollment

OUTREACH EVENTS HELD

13

EVENT ATTENDANCE

800

INCREASE IN
APPLICATIONS TO DHS

500+

Households

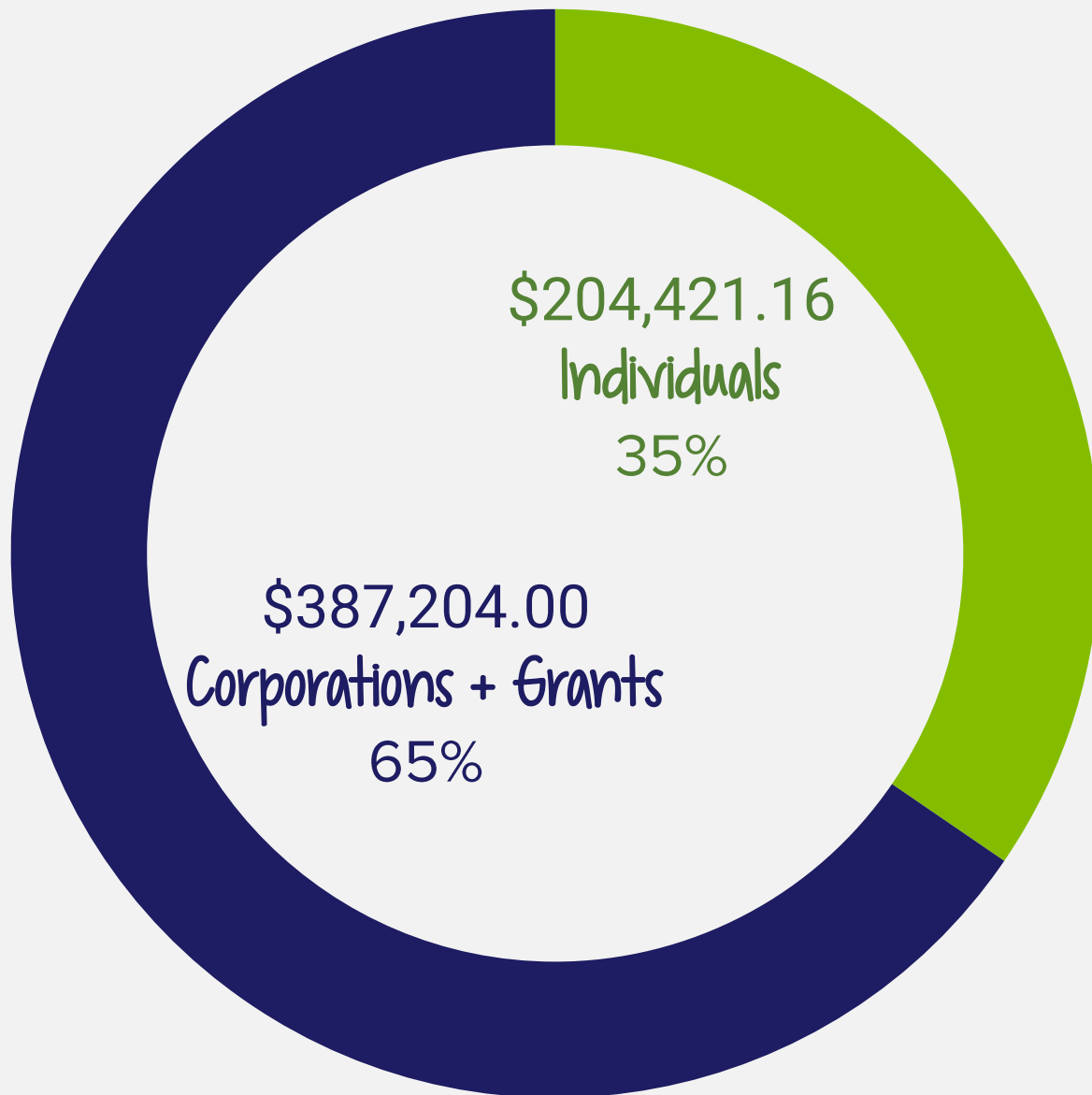
WITH SUPPORT FROM





Because of you, Real Food for Kids has been able to alleviate nutrition insecurity for children and families throughout the greater Washington region with nutritious, plant-forward meals and the nutrition education to promote a sustainable, healthy lifestyle.

2021: TOTAL AMOUNT RAISED



\$591,625.16

\$125,000 and above

No Kid Hungry

\$50,000 and above

Sampson Foundation

VegFund

Center for Science in the Public Interest

\$20,000 – \$49,999

Albertsons Foundation

Morningstar Foundation

\$10,000 – \$19,999

if, a Foundation for Radical Possibility

Robert I. Schattner Foundation, Inc.

Morris and Gwendolyn Cafritz Foundation

2021 CORPORATE SPONSORS + GRANTS

\$5,000 – \$9,999

Silver Diner

Zoe Feldman Design

Battlefield Toyota

\$2,000 – \$4,999

Mostyn Foundation Inc.

Emmaus

INKIND DONORS

MightyMeals

Willowsford

KWC Certified Public Accountants

Wilson Sonsini Goodrich & Rosati

INDIVIDUAL DONATIONS

Key Highlights

TOTAL INDIVIDUAL
DONORS

1,792

for the year

NEWLY ACQUIRED
DONORS

1,345

(75.06% of total donors)

AVERAGE
INDIVIDUAL DONATION (\$)

\$67

(\$51.76 for newly acquired donors)

HIGHEST INDIVIDUAL
DONATIONS MONTH (\$)

AUG 2021

over \$27,000

AVERAGE INDIVIDUAL
DONATIONS TOTAL (\$)

\$17,275

per month

AVERAGE INDIVIDUAL
DONATION COUNT

263

per month

OUR TEAM

Board of Directors



Rick Barnard
Board Chair



JoAnne Hammermaster
Board Member



Bonnie Moore
Executive Director
and Board Member



Rodney K. Taylor
Board Member



Ed Kwitowski
Board Member



Executive Staff



Bonnie Moore
Executive Director
and Board Member



Mary Porter
Director of Programs



For more information, please visit
realfoodforkids.org



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