JULY 1, 2017 - JUNE 30, 2018

COLORADO IMPACT REPORT

COOKING MATTERS
Cooking Matters is helping end childhood hunger by inspiring families to make healthy food choices.

Our programs help parents and caregivers struggling with limited food budgets learn how to shop for and cook healthy, affordable meals. Cooking Matters is a campaign of Share Our Strength, an organization working to end hunger and poverty.

You have seen us as No Kid Hungry previously. While our work is complimentary to the No Kid Hungry campaign, you will see a focus on the Cooking Matters campaign moving forward. Under an updated brand, we are doing the same work we have been doing here in Colorado for the same cause you care about.
OUR WORK

Six-Week Courses

Community partners that serve low-income families offer Cooking Matters courses to parents and caregivers of children 0-5 years old. Each course is team-taught by a volunteer culinary and nutrition educator, Cooking Matters representative, and community volunteers. Participants take home a bag of groceries at the end of each class session. To graduate, participants must attend four out of six classes. 82% of participants graduated.

Store Tours

Cooking Matters at the Store Tours provide families with hands-on education as they shop for food, giving them skills to compare cost and nutrition. Participants learn how to plan and budget for healthy, affordable, and delicious meals for their family, all for under $10.

Childcare Professional Trainings

Certified professionals, family, friends and neighbors can all have a significant role in creating a healthy meal environment for young children. Cooking Matters for Childcare Professional participants learn about creating positive mealtime attitude, safe cooking, healthy, kid-friendly meals, menu budgeting and hands-on practice in the kitchen.

DIRECT EDUCATION

- **5,122** participants
- **5,295** participants
- **727** participants

POLICY, SYSTEMS, AND ENVIRONMENT

Where you live affects how you live. Your environment impacts the choices you make or have the ability to make. By contributing to Policy, Systems, and Environment change work, Cooking Matters is supporting improvements to the spaces where families are accessing food, making the healthy choice the easy choice.

Policy, Systems, and Environment work is rooted in the social ecological model and shapes environments in which the community is making food choices. This comprehensive model reaches our target population in ways that are relevant and motivational to them, while addressing constraining environmental and/or social factors. 30 new sites worked with Cooking Matters to implement policy, systems, and environment initiatives during Fiscal Year 2018.

Priority projects for Cooking Matters include Healthy Retail, Healthy Pantry, Local Health Champions, and supporting partner-led Policy, Systems, and Environment work. Each project is designed to align with the partnership model Cooking Matters historically practices to engage alongside others in the work of improving communities.
PARTICIPANTS

Our programs prioritize serving parents and caregivers of children 0-5 years old. These food-decision makers are the most receptive to behavior change, and the children in their care are at a crucial development stage.

Race

47% of participants identified as Hispanic/Latino and:

- White: 76%
- Black: 9%
- Asian: 3%
- Pacific Islander: 1%
- American Indian: 7%
- Other: 10%

Age

- Under 18: 5%
- 18-29: 8%
- 30-39: 26%
- 40-49: 19%
- 50-59: 14%
- 60+: 15%

Gender

- Female: 83%
- Male: 17%

Education Level

- Less than high school degree: 19%
- High school degree or GED: 30%
- Some college, no degree: 22%
- Two-year college degree: 12%
- Four-year college degree: 18%

11,144 Coloradoans served
Fiscal Year 2018
Of caregivers are serving more vegetables to kids
54%  Of families prepare meals together more often
71%  Of caregivers are serving more vegetables to kids
After Cooking Matters Courses,
After Cooking Matters at the Store Tours,
55%  Of families and caregivers plan to compare food labels to make healthy choices
47%  Of families and caregivers plan to buy more fruits and vegetables
30   New sites implemented Policy, Systems, and Environment work
Tiffany, Dan, and their two children had recently returned from visiting family in Mexico when Tiffany noticed a Cooking Matters flyer at her son’s school. Her father-in-law is on dialysis for kidney failure in Mexico, and during her family’s trip, her mother was diagnosed as pre-diabetic back home in Denver.

Tiffany and Dan decided this was the time to eat better as a family. She enrolled in the Cooking Matters course at her son’s school and immediately began observing changes to her family’s health.

Tiffany’s grandmother also suffered from diabetes and heart disease, but they had still been eating the same foods and using the same family recipes that may have led to those health issues.

Through her Cooking Matters class, Tiffany learned new recipes, how to read labels, and the amount of sugar in her family’s favorite drinks. The family used to drink soda on a regular basis, until the sight of how much sugar is in one serving shocked Tiffany to change that behavior. She no longer buys fruit juices, and makes water their go-to drink.

The family keeps more fresh fruit in the house as substitutes for sugar-loaded applesauce and flavored yogurts. Her kids were resistant at first, but after hearing tips in class, Tiffany encouraged them to brainstorm new fruits and veggies to try and they quickly started enjoying the new flavors and creativity.

Throughout her class, Tiffany shared everything she learned with Dan and her mother, and the whole family has embraced the changes. She sent pictures of class experiments to Dan. She went to the store with her mother, teaching her how to read labels and what to look for as they shopped – the same way she learned to do during class.

“I was able to change my mom’s diet and open her eyes too. I explained to her, ‘you’re going to be diabetic and have to do blood checks and insulin, it’s not fun.’ And now my mom has lost a lot of weight since I started the classes.”

Her son lost a significant amount of weight, and Tiffany has more energy herself. “I used to feel so sluggish and had no energy, and now that we have different eating habits I have batteries all day.”

Along with more energy, Tiffany saves more money after taking Cooking Matters. She now compares unit prices and buys in bulk. Her eyes are open to buying frozen vegetables and new foods that are often cheaper. One of her favorite themes was how to be flexible with recipes and use different ingredients. The Chinese Veggies and Rice is her favorite new recipe because of the variety of ingredients she can integrate and how budget-friendly it is.

Tiffany is so pleased with the changes she learned from her Cooking Matters class that she encourages other parents to sign up for upcoming classes. As a parent, she is familiar with how limited time can be, and offers to babysit while others participate.

“Tiffany and Dan understand the effect food has on their family’s health, and want their children to have healthier futures. Tiffany is delighted by the health benefits they have experienced so far thanks to everything she learned through Cooking Matters.”

“I enjoyed the class and these simple changes that are feasible. I would take it a second time!”
This year, Cooking Matters developed and launched the Local Health Champion initiative as part of our Policy, Systems, and Environment work to ‘make the healthy choice the easy choice.’ This initiative supports multi-level changes to promote access to and consumption of healthy foods through the cultivation of local health champions who are invested in their communities and know its needs and opportunities.

Sarah Harter, the School Wellness Coordinator for the St. Vrain Valley School District, applied to become a Local Health Champion because she had ideas for more meaningful ways to promote health and wellness but lacked the structure and support to move them forward.

Reducing intake of sugar-sweetened beverages among students was one of Sarah’s key goals. With Cooking Matters’ support, she hosted a student seminar on the topic and secured funds for a water bottle filling station that was installed in a main hallway in the school. Each student was provided with a specially designed water bottle to encourage water consumption as part of their daily routine.

Inspired by Sarah’s program, the St. Vrain Valley School District implemented healthy policies of their own. The district created a policy of no chocolate milk in cafeterias – a huge impact across over 50 schools! Furthermore, healthy and nutritious food is now served at meetings and celebrations in lieu of sugary desserts or snacks.

Sarah leveraged the Local Health Champion program to further community partnerships and collaborations. The changes had a lasting and tangible impact at the individual, school and district levels to improve health and wellness for young children and their families across the community.

As the district’s Local Health Champion, Sarah plans to expand these programs and initiatives to more elementary schools, and to increase collaborative local involvement.

It is a full plate of responsibilities to move to a new state, secure a full-time and part-time job, and manage car payments and other bills. On top of that, Mayraha is a single mother caring for her young daughter.

Mayraha receives Supplemental Nutrition Assistance Program (SNAP) benefits to help feed her and her one-year old, Riley.

“No food stamps, we would be hungry.”

She discovered Cooking Matters classes through Riley’s daycare, and wasn’t sure what to expect but was hoping to balance her budget and diet. She described cooking for herself and her baby “a struggle.” She had too many leftovers after cooking, therefore spoiling food and missing nutrients from eating the same thing every day.

Mayraha learned new recipes and tried new cooking techniques with different foods.

The tacos and burger meals were two of her favorites because she had never used ground turkey before. Meal planning with similar ingredients for the week helps Mayraha introduce variety in their diets and stretch her food budget.

“That was a different way to look at it, with the veggies and the meat, being able to pick and select and make a different menu every week.”

Mayraha’s grandmother was a cafeteria manager for a high school so Mayraha grew up around healthy meals, but never learned to prepare them for herself. After having a baby, she was inspired to learn about healthier options.

“I want to keep everything super healthy because my baby is young enough that if I start feeding her healthy food now she won’t know any different.”
Cooking Matters was founded on the belief that everyone has a strength to share in the fight against hunger. Community engagement is one of our core strategies to help end childhood hunger in Colorado, and we could not deliver our programs without our volunteers.

Our vision is to empower Coloradoans everywhere to act on their role in ending childhood hunger.

Cooking Matters engages volunteers in various roles that all contribute to the successful delivery of our program. From the Leadership Council and the Impact Council, to direct service volunteers such as Culinary Instructors, Nutrition Instructors, Class Assistants, and Tour Facilitators, to our Special Event Volunteers — thank you all for your help ending childhood hunger in Colorado!

Interested in becoming a volunteer? Contact us at covolunteer@strength.org.

**Service Enterprise Certified**

Cooking Matters Colorado is a Service Enterprise, among only 11% of nonprofits nationwide who have achieved this certification by Points of Light, and the third ever to do so in Colorado.

This means Cooking Matters leverages volunteers at all levels of our work. It means we make donor dollars stretch farther. It means we more effectively meet our mission through the power of community members.

**LEADERSHIP COUNCIL**

- Lars Bjorklund
  34 Degrees
- Suzy Chiappetta
  Sysco Denver
- Laura Cornwell
  Share Our Strength
- Maria Dalebroux
  unfi
- Danielle Davis
  DCD Communications
- Ethan Furtek
  Integris Partners
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  Epicurean Butter
- Dana Hall Esq.
  Seattle Fish Company
- James Jacino
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  Jennifer Olson Photography
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  Kate Ralls Wellness
- Leann Reynolds
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- Charles Butler
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  Share Our Strength
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- Hannah Fulton
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- Beth Korpi
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- Cam Luthy
  Ibotta
- Jessica Milnes
  Denver Scholarship Foundation
- Kadie Morgan
  Smith & Beta
- Claire Morton
  New Hope Network
- Lauren Nishan
  Root PR
- Alexandra Palmerton
  The 5th Sense
- Darcy Parrillo
  Share Our Strength
- Elena Rees
  Share Our Strength
- David Snyder
  Freddie Mac
- Mike Spade
  Jovial Concepts
- Natalie Tabor
  Escuela de Guadalupe
- Brad Zanoni
  Reserve

**IMPACT COUNCIL**

- Rachel Anderson
  FoodMaven
- Sarah Bates
  LIV Sotheby’s International Realty
- Dave Baugh, Lars Baugh, Eric Benman
  Lithic Nutrition
- Lily Bjorklund
  Wunderkin Co
- Charles Butler
  Winesellers, Ltd.
- Laura Cornwell
  Share Our Strength
- Kelly Fuhr
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- Natalie Tabor
  Escuela de Guadalupe
- Brad Zanoni
  Reserve

633 volunteers

15,259 volunteer hours

Fiscal Year 2018
CHEFS UP FRONT

Our signature event presented by Seattle Fish Company, Sysco Denver, and Centerplate, creatively brings together thirty of Colorado’s top chefs to cook tableside for guests after a unique cocktail reception. This event raises critical funds for programmatic capacity, uniting its guests through a shared passion for ending childhood hunger. Join us for this culinary extravaganza on May 5th as a 2019 table sponsor or volunteer!

OYSTER, FARM, AND THE TABLE

A one-time, cross country food bar at Avanti Food & Beverage with locally-sourced produce and grains served by The Regional alongside sustainable seafood from oysters to crab. Local producers, craft cocktails and a silent auction all benefited Colorado’s programs.

DINE OUT TO END CHILDHOOD HUNGER

One of the easiest ways to support our programs! Cooking Matters Colorado partners with restaurants, retailers and beverage producers statewide for 10% or 20% of all proceeds raised on Dine Out day. Each year, over 30 venues, including some of Colorado’s finest restaurants, breweries, wineries, and vendors join to support our work. Join this year, November 29, 2018!

COLORADO GIVES DAY

Help end childhood hunger by making a Colorado Gives Day donation! You can schedule your donation any time from November 1st - December 4th, and the percent we raise of the total statewide will be matched by that same percent of the incentive fund from the Community First Foundation and First Bank. Donor gifts will also leverage matching dollars from our Leadership Council. Visit coloradogives.org/shareourstrength to make a gift.

Help end childhood hunger through these events! Contact Liz Grossi at lgrossi@strength.org for more information.
ON THE HILL

Leadership Council volunteers traveled to Washington, D.C. in April to urge every Colorado congressional representative to protect low-income families’ access to healthy food and nutrition education programs, SNAP and SNAP-Ed. The Leadership Council met with staff for each delegate, and personally with Senator Michael Bennet, who sits on the Senate Agriculture Committee that drafted the proposed Senate legislation for the Farm Bill, including that bill’s nutrition titles. As business owners and volunteers with years of experience working directly with families that depend on these programs, Leadership Council members spoke about the importance of access to healthy food and nutrition education in Colorado.

IN COLORADO

In 2017 the Colorado Health Foundation convened a steering committee of more than 35 organizations/individuals working to end hunger/living with hunger to develop a shared roadmap for ending hunger in Colorado. Cooking Matters Colorado served on that steering committee and continues to be active in efforts to reach the five-year goals of the Blueprint to End Hunger (endhungerco.org).

Cooking Matters has also held and participated in several Colorado legislative meetings to advocate for SNAP and SNAP-Ed, and continues to work in collaboration with other groups working to end hunger around the state.

The Supplemental Nutrition Assistance Program (SNAP) is a powerful tool for ending hunger in the United States. SNAP benefits can only be used to purchase food items from grocery stores, farmers’ markets and other food retailers. SNAP helps low-income families put enough food on the table and reach the state’s most vulnerable residents, including many children.

PROTECTING COLORADO FAMILIES

456,000
Coloradoans rely on SNAP

227,000
are kids
Thank you!

With your generous financial support, Cooking Matters reaches thousands of low-income families in Colorado each year. These charitable investments provide food skills education and strengthen the physical and financial health of Colorado families.

Fiscal Year 2018 Donors: $1,000 and Above

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<td>10 Barrel Brewing</td>
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<td>The Colorado Health Foundation</td>
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<td>The Community Foundation Serving Greeley and Weld County</td>
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<td>Mary Ann Dyka and Rob Diedrich</td>
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<td>Leann and Dominic Reynolds</td>
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<td>Ellen M. Scott</td>
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With your help in Fiscal Year 2018, we had a total revenue of $3,285,263. Of these funds, 88% of Cooking Matters Colorado expenses went to direct education and programming. We strive to maximize every dollar raised as best stewards of our resources and to help end childhood hunger for every kid in Colorado.

**REVENUE**

$3.29M

- 53% Government
- 42% Foundations
- 4% Events
- 1% Class Fees

**EXPENSES**

$3.09M

- 88% Programming
- 6% Events & Fundraising
- 6% General/Admin

88% of expenses went to programming

Thank you for a great year of serving Colorado families with critical nutrition education and supporting our efforts to increase awareness, access, and advocacy to help end childhood hunger in Colorado. You have made a difference in thousands of lives across our state. We appreciate our volunteers, donors, chefs, and supporters like you for sharing your strengths.

To make a financial gift, visit [co.cookingmatters.org/donate](http://co.cookingmatters.org/donate).