

Eat REAL

*A nonprofit focused on the health
of our children, farmers and the
planet.*



IMPACT REPORT 2020

*Eat REAL's brief update on its
ability to make a positive
difference for children, our
food system and the planet.*



December 2020



A LETTER FROM OUR LEADERSHIP

Dear Eat REAL Community,

Thank you for the strong support in furthering our mission. Together, we're upgrading the menu of our public school systems for the better.

The worst health pandemic of our lifetime highlights how critical Eat REAL's work is, not only today but to help children grow and thrive in the future. We need to start with access and build awareness and appreciation of real food.

During the challenges of 2020, we tried to find silver linings wherever possible and doubled down on our mission. We ran lean, yet expanded our core program by 355%. We tested innovative ways of putting more real food within reach of the children who need it most.

We built numerous new partnerships. We gained incredible new donors. Top thought leaders, athletes, chefs, artists, influencers, sustainability visionaries, academics, scientists, school leaders, parents and students joined us in the real food movement. We are stoked.

If 2020 taught us anything, it's that health is freedom, and we're stronger together when we're healthy. Thank YOU for your belief in our work.

Grateful for you,

Dr. Jordan Shlain, Eat REAL Board Chair & Founder
Nora LaTorre, Eat REAL CEO, Board Member



**"EAT REAL SERVES A
CRITICAL MISSION TO
SPREAD THE WORD
ABOUT REAL FOOD AS
A KEY IN IMPROVING
AND SUSTAINING
PUBLIC HEALTH."**

-CHEF DOMINIQUE CRENN



**"EAT REAL,
STAY REAL."**

**-FOOTBALL LEGEND
RONNIE LOTT**



WHY EAT REAL

Health is freedom. Our mission as a public health nonprofit has never been more important. We must ensure kids have the healthful and sustainable meals they need at school to learn, grow and thrive. This is what we do. Every day.

Processed food-related disease is the top cause of decreased health and life spans. And our food system is a top contributor to climate change. We urgently need to fix this. Real food truly is medicine and the solution for the greatest challenges of our time.

Eat REAL's scalable certification model works. It supports the health of our children and our planet. Together, we increased real food access and awareness through schools across California, Colorado, Minnesota and the nation. And we're just getting started!



PURPOSE, VISION, MISSION

Purpose We help kids learn to love real food, for the well-being of people and our planet.

Vision We envision a future where kids, schools, and communities are thriving in a healthy food system.

Mission We empower school districts to make food delicious, nourishing, and responsible through our evidence-based certification program. We provide education and support that inspires students, schools, and communities to value real food.





IMPACT HIGHLIGHTS

IMPACT GROWTH

355%

SCHOOLS IN CORE PROGRAM:

237

NUMBER OF STUDENTS

116K

Our core program, Eat REAL Certification, increases real food access by making school meals healthier and more sustainable. We believe our certification is critical to scale our model and create a cultural shift towards real food in our communities.

We expanded our footprint from **52 schools** to **237 schools** which **grew our impact 355%**. The Eat REAL Certified Program extended our reach from **31,000 students** to **116,000 students**.

Our comprehensive certification program helps school districts on their real food journeys. Every day we aspire to raise the bar and transform our food system.



Impact: Our percentage growth represents school year 2019-2020 over school year 2018-2019. Given Covid-19, our Fall 2020 Cohort will begin late Fall 2021.

School Districts Leading the Way:



Student Nutrition
Vacaville Unified School District



CHILD NUTRITION
SERVICES
Walnut Creek School District



MINNEAPOLIS
PUBLIC SCHOOLS
Culinary & Wellness Services



CASE STUDY: MT. DIABLO UNIFIED SCHOOL DISTRICT (MDUSD)

- 31,000+ students have access to healthier and more sustainable food!
- 52 schools (with 44% free/reduced price meal eligibility) participate
- \$2.9M annual budget shifting the food system towards better options
- 2.4M meals improved for students per school year (2019-20 meals)
- Health safety training and PPE offered to frontline foodservice staff
- 20,867 real food local emergency meals served to families during Covid-19
- A Covid-19 relief partnership with Mindful Meats to get regenerative protein options to families

"THE LUNCHROOM IS ONE OF THE MOST IMPORTANT CLASSROOMS."

-FOOD SERVICE DIRECTOR, DOMINIC MACHI

MDUSD'S EAT REAL RESULTS



A few ways they're raising the bar:

- Eliminated >10 lbs of sugar per student in 2020
- Plant-based entrees +100% from prior year
- Reduced ultra-processed menu items by 54% by removing ingredients like preservatives and high fructose corn syrup
- Over 1/3 of produce sourced locally from small or midsize farms
- 168 staff received real food training
- Earned Green Level Eat REAL Certification!

Leading the Way:

Real change is possible with strong leadership. The vision of these leaders made it happen: Superintendent Dr. Adam Clark, MDUSD School Board, Food & Nutrition Services Director Dominic Machi, Chief of Educational Services Jennifer Sachs, Science Educator Tamara Helfer, LifeLab, Battery Powered, and Raley's.

Spotlight: Transforming Supply Chains

MDUSD partnered with Shannon's Imperial, to remove the preservative calcium propionate from hotdog and hamburger buns (an undesirable ingredient linked to stomach ulcers, headaches and behavioral issues in children). The company created a new line of products without that preservative, with less sugar and increased fiber. These healthier products are now sold throughout California.



OUR NUTRITION & SUSTAINABILITY STANDARDS ARE SCIENCE-BASED

SCHOOLS CAN HELP REGENERATE THE PLANET

Serving over 7.2 BILLION meals per year, school meal programs are one of the largest levers in the food system. By making food for students more sustainable, we can help heal the planet and the next generation.

With record-breaking natural disasters and fires, the need for climate action has become more personal, acute, and urgent.

Two core planet health improvements we focus on are more local sourcing (<250 miles from the district) and increased plant-powered options for students (think "planet" burritos).

Partner school districts work to make changes to decrease GHG emissions. For example, every 10 beef burger entrees changed to a plant-based recipe reduces CO2 impact by ~36.4 lbs. That's like planting a tree!





COVID-19 RELIEF WORK & AWARENESS BUILDING

Impact wins at a glance:

2,080 SCHOOLS

In the Eat REAL Network receiving Covid-19 support

26,000,000 REACH

Multiple public awareness campaigns

86 SCHOOL DISTRICTS

Receiving extra support (e.g., masks) and real food guidance

PUBLIC HEALTH ALERT

Expert guidance on the important of nutrition during Covid-19

36,000 EXTRA MEALS

Local, delicious and real food crisis meals for families

POLICY ADVOCACY

Effectively engaged people to expand real food access

EAT REAL IS AWARD-WINNING

After joining Eat REAL in 2019, our CEO, Nora LaTorre, led the organization to focus 100% on transforming food in schools and officially launched our K-12 program. As a female founder and CEO, she was selected for the prestigious Visa/IFundWomen 2020 Award.

Eat REAL was named a 2020 World Changing Idea by Fast Company Magazine as a Food Finalist for its visionary, effective and high-growth K-12 school food nutrition and sustainability program.



*Eat REAL announces
Fast Company Award*



**Eat REAL is a 2020 World
Changing Idea by Fast
Company Magazine Award**
April 28, 2020 , 8:56 am , Eat REAL News
eatreal.org



IDEO & EAT REAL PARTNER TO INSPIRE MILLIONS

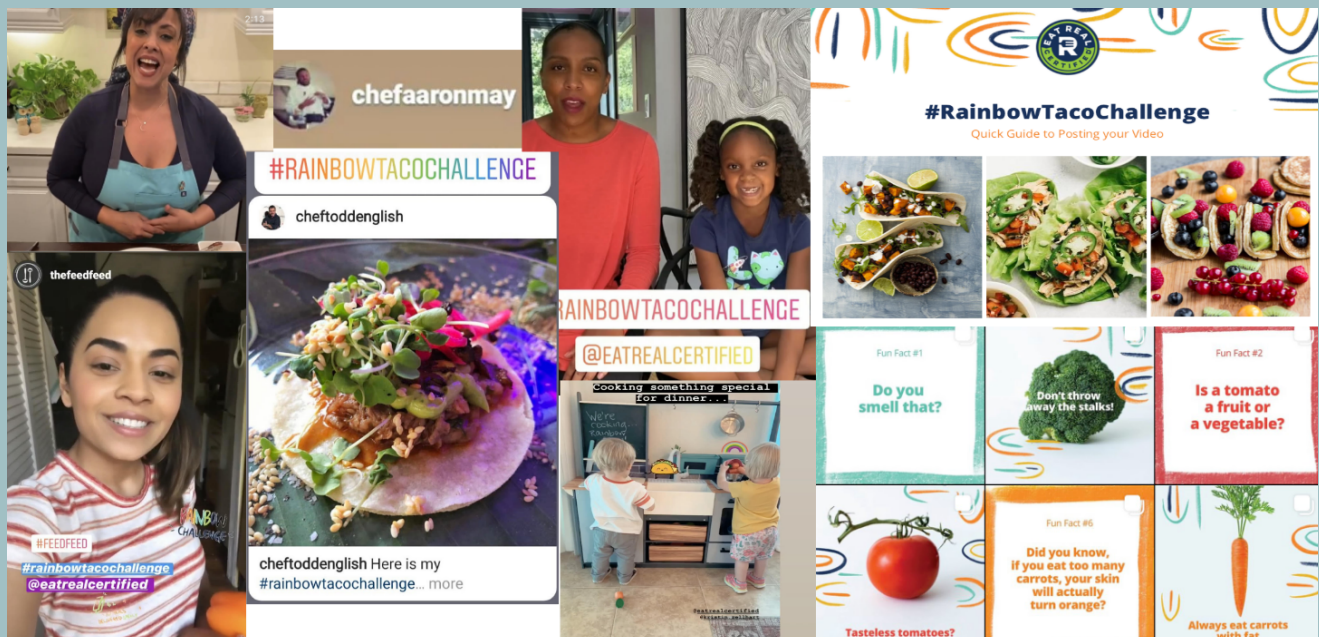


Global design firm IDEO helped create our massive digital challenge to encourage cooking confidence, spread joy and connection during Covid-19.

The #RainbowTacoChallenge promoted food access, joyful cooking with colorful foods, and social connectivity. People of all ages were invited to create "rainbow" tacos (tacos made of fresh, healthful ingredients) with whatever they had on hand in their kitchen, post them on social media and challenge their friends.

An inspiring and diverse community of celebrity chefs, athletes, musicians, parents, kids of all ages, friends, famous bloggers, doctors, nutritionists, school foodservice professionals and movement leaders all joined in.

#RainbowTacoChallenge helped Eat REAL support schools to safely deliver over 1.5 million meals





THREE MICHELIN STAR CHEF DOMINIQUE CRENN

Launches Eat REAL Covid-19 & Nutrition Public Health Alert



Eat REAL issued its first Covid-19 & Nutrition Public Health Alert in a new series. Its co-authors Dr. Robert Lustig, Eat REAL Chief Science Officer, and Nora LaTorre, CEO of Eat REAL, highlight the connection between the underlying conditions that exacerbate Covid-19 and processed food-related disease.

The analysis shows how our processed food system puts our health and life spans in jeopardy during Covid-19 and beyond. The report called for nutrition to become a top national priority in the fight against Covid-19.

**“INCREASING ACCESS TO
HEALTHY, NUTRITIOUS,
AND DELICIOUS FOOD IS
ONE OF THE BEST WAYS
WE CAN CREATE A
BRIGHTER FUTURE FOR
THE WORLD”
-CHEF DOMINIQUE CRENN**

COVID-19 ACTION:
NUTRITION IS
MORE IMPORTANT
THAN EVER

A TRENDS & INSIGHTS
ALERT+ ACTION GUIDE
OCTOBER 2020

**EAT REAL
COVID-19
ALERT**



BY ROBERT LUSTIG, M.D., M.S.L.,
NORA LATORRE, CEO EAT REAL

PREPARED BY EAT REAL
eatreal.org/alerts



BETTER TOGETHER

- Our program transforms menus in schools. When combined with school garden classrooms and curriculum, it's an integrated approach to nutrition and health education that supports whole-child development. In MDUSD, we teamed up with LifeLab and Sequoia Science to combine efforts. Here is what Farm to School Program Lead, CA Department of Food and Agriculture, Nick Anicich, said when he witnessed our partnership:
 - "Eat REAL's partnership and support model is the best example of integrated and collaborative impact that I've seen."
- We teamed up with 1% for the Planet to show the world fixing our broken food system is one of the top ways to fight climate change. We proudly became a 1% for the Planet nonprofit partner this year.
- Other major shoutouts: Center for Ecoliteracy and Lunch Assist for our partnership that created health safety guidance for frontline school workers, The Farmlink Project for our collaboration that connected Bay Area families with beautiful local produce, and Dr. Mark Hyman and his team for their ongoing support.



CENTER FOR ECOLITERACY



LunchAssist

SEQUOIA
SCIENCE EDUCATION

THE
FARMLINK
PROJECT
harvesting hope.



TOGETHER,
WE CAN
CREATE
A HEALTHIER
AND MORE
EQUITABLE
FOOD SYSTEM





ADVOCATING FOR POLICY CHANGE



This is a new area of growth for Eat REAL. This year we activated our supporters to use their voices to increase real food access and equity at the state and national levels.

We look forward to expanding this work and strengthening policy with the new Biden-Harris administration.

Examples of key initiatives:

- Challenge multiple USDA rollbacks to school breakfast and lunch standards
- Advocate for Universal Free School Lunch waivers during Covid-19
- Fast Company Magazine Op-Ed on increasing equity and access through expanded school meals by distinguished Eat REAL Board Members Tesha McCord Poe & Dr. Alan Greene
- Participate on Steering Committee of Growing the Table, an initiative from the Office of Kat Taylor, to reduce food waste, expand BIPOC farmer representation and increase local food access
- Offer expertise to the California Department of Food and Agriculture's Office of Farm to Fork on the formation of CA Farm to School Grants

SPARKING A YOUTH-LED MOVEMENT

To promote next generation leadership, we launched a four-week virtual volunteer internship for a dynamic group of students.

Interns gained access to Eat REAL thought leaders, became youth educators, and developed practical skills (e.g., research, project management, resume building, design, and marketing).

These real food advocates had a lasting impact on the organization's strategy and approach to youth awareness building.





SPECIAL THANKS TO OUR SUPPORTERS

Our World Changing Donors:



STEPHEN SILVER



In-Kind Supporters:



And thanks to Yeti for your support so we could help families get extra real food meals.

Generous Individuals:

Immense gratitude to the individuals who make our impact possible. We'd like to recognize some special donors:

- Sheri Sobrato Brisson and Eric Brisson
- Curtis and Christine Gardner
- Heyman Family Foundation
- Diane and Ron Miller Fund
- The Edward L. Milstein Family Foundation
- Sara and Russell Hirsch Fund
- D. John Miller Family Charitable Foundation
- Our numerous anonymous donors

Massive thanks to all of the generous individuals who participated in our #RainbowTacoChallenge to raise >\$100k.

Thank you to each of our COVID-19 GoFundMe Response Campaign donors who generated over \$30k together.



*Thank you Football Legend
Ronnie Lott + Stephen and Jared
Silver for your "Healthy Huddle"
campaign.*

Thank you. Thank you. Thank you.



EAT REAL LEADERSHIP WINS



6

**MORE DIVERSE
MEMBERS ADDED
TO OUR BOARD
OF DIRECTORS-
YES TO MORE
BIPOC AND
GENDER-DIVERSE
LEADERSHIP**

The Eat REAL community and leadership have expanded significantly this year. We are proud of the new individuals who are taking the organization to new heights.

11

**VISIONARIES
JOINED OUR
PHILANTHROPIC
LEADERSHIP
BOARD WITH
DIVERSE SUPER-
POWERS,
PERSPECTIVES
AND PASSIONS**

Eat REAL has an ongoing commitment to expanding leadership opportunities and advancing diversity, equity, inclusion and justice.

1ST

**EAT REAL
VIRTUAL
INTERNSHIP
PROGRAM
LAUNCHED TO
ENSURE THE
MOVEMENT IS
YOUTH-LED**



OUR AWARD WINNING TEAM

BOARD OF DIRECTORS

Andrew Deitz
Vice President

Robert Lustig, MD, MSL
Chief Science Officer

JoAnn Stevelos
Member

Alan Glazer
Secretary

Tesha McCord Poe
Member

Miguel Villarreal
Member

Alan Greene, MD
Chief Pediatrician

Laura Modi
Treasurer

James Warren
*Director of Compensation
Committee*

Meija Jacobs
Member

Riva Z. Robinson, MD
Member

Lawrence Williams
Eat REAL Founder

Nora LaTorre
Member and CEO

Jordan Shlain, MD, FACP
Chair and Founder

PHILANTHROPIC LEADERSHIP BOARD

Marques Anderson
Natalia Bushyager
Stephanie Erazo
Gina Garrubbo

Colleen Gregerson
Katrina Jefferson
Hemalee Patel, MD
Julianna Richter

Erica Rozetti
Benjamin Schmerler
Amanda Weitman

STAFF

Nora LaTorre
CEO

Beth Seligman
VP, Operations

Victoria Justice
Finance Manager

Sarah Friedkin
Marketing and Operations Manager

Kristin Zellhart
Nutrition, Standards, & Certification Manager



FINANCIALS



A BALANCED BUDGET

We are a small and mighty team. We are committed to fiscal responsibility and had a balanced budget in 2020.

DIVERSIFIED FUNDING

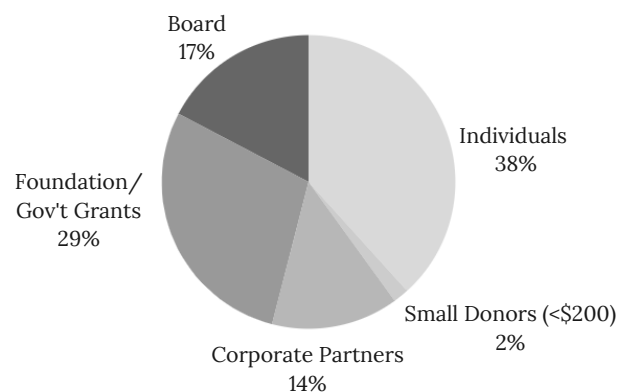
Year over year we've significantly diversified our funding sources and we'll continue to see new opportunities to do so.

AN OPPORTUNITY

Impact grew 355%. Now, we need to continue to diversify our funding and secure new opportunities in 2021 to continue to continue and expand our impact.



**Charts based on November 2020 YTD financials*
****Our 2021 Budget is \$900K**



**"ONE OF THE MOST WORTHY
FOOD CAUSES YOU
CAN INVEST IN."**
-EAT REAL SUPPORTER



LET'S MAKE THE WORLD A BETTER PLACE!

In 2020, we made a huge impact with a small budget. In our world, every dollar goes a long way. Imagine what we could do with a bigger budget and a few transformative gifts (hint hint). We need to quickly 5x our funding to massively transform the food system. Please share Eat REAL's mission with your networks.

Thank you so much.

We are grateful for this growing community's generous support.

The real food as medicine movement is just getting started.

Together, we can help children and our planet thrive. Here we go!



Thank you!