

# Eat REAL

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



# IMPACT REPORT 2021

*Eat REAL's brief update on its  
ability to help our children  
and the planet flourish  
through food system  
innovation.*



February 2022



# A LETTER FROM OUR LEADERSHIP

Dear Eat REAL Community,

Thank you for your continued support of Eat REAL. Your investment, partnership, and belief in our mission are why we are able to transform school meals to ensure all kids have access to nutritious, healthy, and sustainable real food.

Like the rest of the world, we are adapting to this new reality and continue to work closely with our school partners—who are on the frontlines of navigating this ever-changing road.

In 2021, **we continued to experience exponential growth**, increasing the number of **schools we serve from 237 to 362**, impacting **213,000 students** (up almost 100,000 from last year), and **improving 70 million meals per year**. We grew our team by 40%, the number of districts we serve by 120%, and our budget by 16%. A major win was helping build the School Meals for All Coalition of 200+ nonprofits that resulted in California becoming the first state to ensure every child has access to the food they need at school.

We look forward to another successful year. With your support, in 2022, we can **10x our impact** since 2019. Let's go! The health of our children and the planet are at stake.

Grateful for you,

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



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**"EAT REAL HAS A VISION THAT WE ASPIRE TO ACCOMPLISH. STUDENTS DESERVE FRESHLY PREPARED SCHOOL MEALS AND WE ARE HERE TO MAKE THAT HAPPEN!."**

**-DENISSE PENA, SMCJUHSD**

.....



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**EAT REAL IS AN INCREDIBLE NONPROFIT THAT'S HELPING INCREASE REAL FOOD ACCESS - THEY FOCUS ON SCHOOLS AND SO MUCH MORE. SUPPORTING THEM NOW IS MORE CRITICAL THAN EVER."**

**-DR. MARK HYMAN**

.....





## IMPACT HIGHLIGHTS

NUMBER OF ANNUAL MEALS IMPROVED

**70 MILLION**

NUMBER OF STUDENTS

**213,000**

SCHOOLS IN CORE PROGRAM

**362**

Our core program, Eat REAL Certification, continues to have a waitlist. The program has proven its ability to support school leaders to make their food programs more delicious, culturally relevant, healthy, and sustainable.

2022 IMPACT GOAL

2022 vs 2019

**10X**





# WE SUPPORT 362 SCHOOLS



2021 vs 2020:

NEW DISTRICTS

+6

NEW SCHOOLS

+125



These 11 districts lead the way:

Vacaville Unified School District

Mt. Diablo Unified School District

Walnut Creek School District

Morgan Hill Unified School District

Pajaro Valley Unified School District

North Monterey County Unified School District

South Monterey County Joint Union High School District

San Luis Coastal Unified School District

Capistrano Unified School District



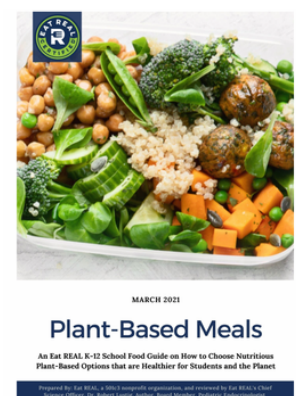
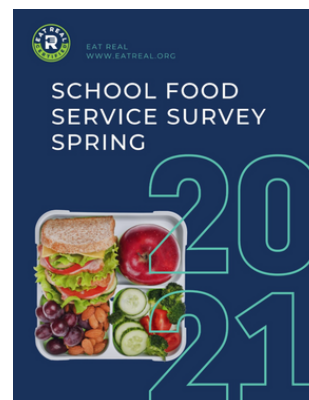
Minneapolis Public Schools



Boulder Valley School District

# OF SCHOOLS IN EAT REAL  
NETWORK  
SUPPORTED THROUGH GUIDES  
& ENGAGEMENT

2,000





# CASE STUDY: VACAVILLE UNIFIED SCHOOL DISTRICT (VUSD)

- **13,000+** students have access to healthier and more sustainable food!
- 17 schools (with 38% free/reduced price meal eligibility) participate
- **\$5M** annual budget shifting the food system towards better options
- **3.1M+** meals improved for students per school year (2020-21 meals)
- **Chef Driven:** Hired Chef Richie Willim to offer more scratch-cooked meals
- **Focused on Local:** Added numerous new suppliers delivering locally-sourced farm to school options to students
- **Innovative:** Built a Covid-19 relief partnership with local suppliers to offer extra meals to families

"IT WASN'T UNTIL EAT REAL THAT I REALIZED THAT WE COULD HAVE A BIGGER IMPACT. THEY GAVE ME THE ROADMAP TO GET TO A BETTER PROGRAM."

-FOOD SERVICE DIRECTOR, JUAN CORDON

## VUSD SERVES UP REAL FOOD



### A few ways they're raising the bar:

- Reducing added sugar offered by 5 lbs per student by eliminating chocolate milk from their breakfast and lunch menu
- Offering flavorful planet-friendly protein options
- Sourcing the bulk of their produce locally from small to midsize farms
- Serving local and sustainably sourced meats
- Making school food a delicious, sustainable and incredible experience for the students of VUSD!

### Leading the Way:

It takes a community. Special thanks to these visionary leaders who are making improvements for their students: Superintendent Jane Shamieh, Assistant Superintendent Kelly Burks, School Board President Michael Kitzes, Food & Nutrition Services Director Juan Cordon, Director of Communications & Community Engagement Elaine Kong





## YMCA PARTNERSHIP

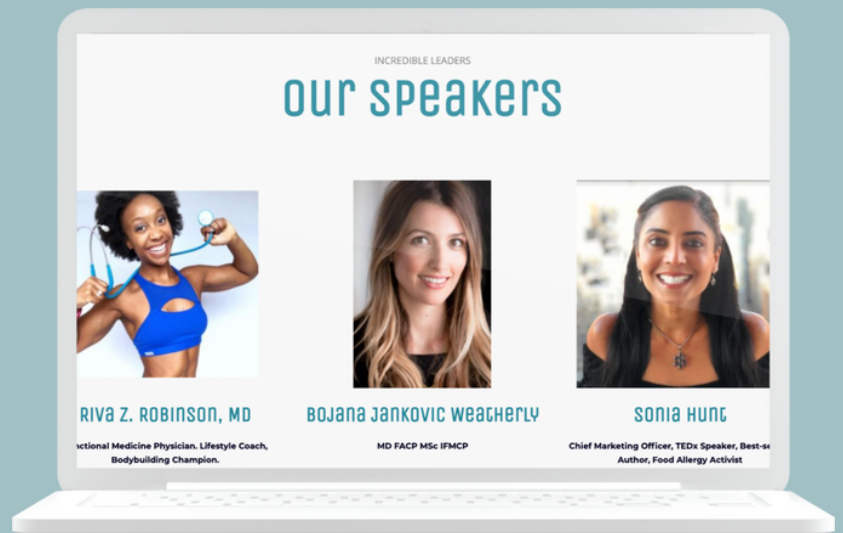


We teamed up with all of the YMCAs of California to design and launch an inspiring challenge to encourage joy and health before the holidays. The challenge inspired thousands of individuals and showed how two leading nonprofits are #BetterTogether.

The #7DaySugarChallenge promoted empowerment and positive choices. We supported participants to kick 1,700 total lbs of added sugar during the challenge.

We celebrated the challenge with a "Good Mood Food" panel of experts.

The speakers highlighted how our trillions of gut bacteria impact our mental and overall health, underscoring the importance of feeding our gut real food.



*People were motivated to kick sugar and inspired to enjoy real food:*

Brian R

"I want to take part in this challenge to prove to myself that I am committed to changing my life."

Aleida P

"I am taking the challenge to 'challenge' myself and give myself more self care."

Joan M

"I'm addicted to sugar but feel I need to do this!"

Deborah

"Improve my overall health, focus on eliminating sugar, and improving the quality of my food."



# ADVOCATING FOR POLICY CHANGE



Eat REAL works on upstream solutions to inspire policies that create a lasting impact.

We help build coalitions that, together, can shift the future towards health. We prioritize efforts that take climate action, expand health equity, and put our children first.

## WE MADE HISTORY

California begins offering free school meals to all 6.2 million students

By Juan Carlos Guerrero  
Friday, August 13, 2021



**Eat REAL helped launch the School Meals for All Coalition resulting in California becoming the first state to pass Universal Free Meals.**



**ABC featured Eat REAL's impact**

**200 Nonprofits Strong**

### Examples of key initiatives:

- Helped launch the School Meals For All Coalition of over 200 nonprofits that resulted in California passing Universal Free Meals
- Advocated for Universal Free School Lunch waivers during Covid-19
- Participated in the 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
- Joined the Californians for Less Soda collaboration of nonprofits
- Selected for the California Department of Food and Agriculture's Office of Farm to Fork Health, Systems and Data subcommittee within the California Farm to School Working Group to support the creation of a "Roadmap to Success" that offers a unified vision for the future of farm to school in California



# HEALTHY COMMUNITIES THROUGH FARM TO SCHOOL

## Eat REAL Awarded \$242k Grant from CA Dept of Food and Agriculture



April 20, 2021 , 8:00 am , Eat REAL News

The grant will allow Eat REAL to replicate and scale our program in high need regions, expanding real food access and supporting California farmers in the process.



The First Partner of California and the CDFA Office of Farm to Fork visits Vacaville Unified School District to see the impact Eat REAL is creating first hand.

## A win for children's health

Supports Eat REAL to replicate and scale in high need regions, expanding access to real food for thousands of students and supporting California farmers in the process. Expands climate-smart agriculture and farm to school education.





# SPECIAL THANKS TO OUR SUPPORTERS

## Our World Changing Donors:

**Raley's**

**BELAIR**

**NOB HILL**  
FOODS



STEPHEN SILVER



eat the change



FORSYTHIA



Community Foundation  
for Monterey County



**SPROUTS**  
HEALTHY COMMUNITIES  
FOUNDATION



FOR THE PLANET  
— NONPROFIT PARTNER —

Immense gratitude to these generous donors who make our impact possible:

- CM Bass Foundation
- Sheri Sobrato Brisson and Eric Brisson
- Cannupa Foundation
- Curtis and Christine Gardner
- Heyman Family Foundation
- Diane and Ron Miller Fund
- John Matthew & Andie Sobrato Fund
- John & Timi Sobrato Charitable Fund
- Our numerous anonymous donors



## Crowd funding campaign:



## The Mercury News



MERCURYNEWS.COM

Retired Bay Area public school food services director completes sugary ride for nonprofit

Special thanks to Board Members Miguel Villarreal and Andrew Deitz who raised funds through Eat REAL's first Bikeraiser bike ride hauling 10lbs of sugar up Mt. Diablo because that's how much sugar we remove from school meals per student per year.

Thank you to Amber Shlain, Eat REAL's Executive Summer Intern, who helped organize the event.

**Thank you for your generosity!**



# OUR AWARD WINNING TEAM

## BOARD OF DIRECTORS

Andrew Deitz  
*Vice President*

**Nora LaTorre**  
***Member and CEO***

**Jordan Shlain, MD, FACP**  
***Chair and Founder***

Alan Glazer  
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*Chief Science Officer*

JoAnn Stevelos  
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Miguel Villarreal  
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James Warren  
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Riva Z. Robinson, MD  
*Member*

Lawrence Williams  
*Eat REAL Founder*

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Daniel Erm  
Gina Garrubbo  
Colleen Gregerson  
Dr. Bojana Jankovic

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Julianna Richter  
Katie Rinder  
Erica Rozetti  
Benjamin Schmerler

Stephanie Singleton  
Alisa Tantraphol  
Amanda Weitman  
Sara Wortman

## STAFF

Nora LaTorre  
CEO

Beth Seligman  
VP, Operations

Angelique Keys  
Director, Development

Sarah Friedkin  
Manager, Marketing &  
Operations

Jiwon Jun  
Manager, K-12 Schools  
Program

Kristin Zellhart  
Manager, Nutrition,  
Standards, & Certification

Victoria Justice  
Manager, Finance

**In 2021 Eat REAL welcomed Jiwon Jun and Angelique Keys.**

*Special thanks to Amy Cooperstock, Fraser Social Research, Heather White Strategies, and Karyn Flynn for your support.*

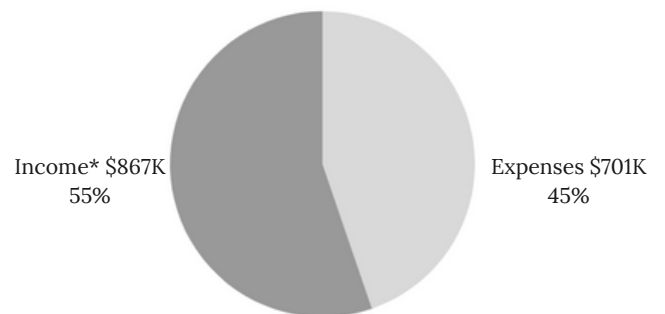


# FINANCIALS



## GROWING OUR BUDGET

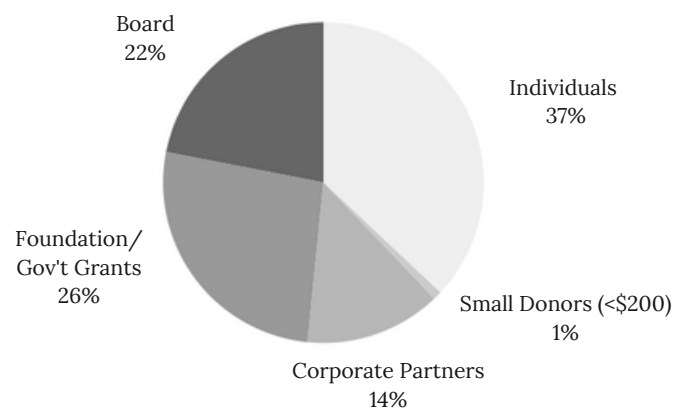
We continued our commitment to fiscal responsibility, covering our expenses and building our reserves in 2021. Our budget grew 16% YOY while our impact grew 120%!



*\*Income does not include government-based Covid-19 relief support*

## DIVERSIFIED FUNDING

Our funding sources maintained a healthy mix and we'll continue to see new opportunities for further diversification. We're now accepting stock donations to make giving even easier.



**\$3 HELPS A STUDENT HAVE  
ACCESS TO HEALTHIER &  
MORE SUSTAINABLE MEALS  
ALL SCHOOL YEAR**

**"EAT REAL'S IMPACT IS  
IMPRESSIVE AND  
UNSTOPPABLE."  
-MARK BUELL**

# LET'S HELP EVERY CHILD FLOURISH

We believe every child has a right to have healthy food and feel good. Our nonprofit proves it is possible. You make it happen.

## Thank you.

*Scan here to help us reach over 300,000 students.*



**Eat REAL**

[www.eatreal.org](http://www.eatreal.org)



United States Healthful Food Council, Inc.  
(dba Eat REAL)  
501c3 Federal Tax ID #45-4482654

*February 2022*