



**VETRI COMMUNITY PARTNERSHIP
2016 MID-YEAR IMPACT REPORT**



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OR CONNECT WITH US AT [FACEBOOK.COM/VETRICOMMUNITY](https://www.facebook.com/VETRICOMMUNITY) OR ON
TWITTER AND INSTAGRAM AT [@VETRICOMMUNITY](https://www.instagram.com/VETRICOMMUNITY)



VETRI COMMUNITY PARTNERSHIP

EAT. EDUCATE. EMPOWER.

2016 MID-YEAR IMPACT REPORT INTRODUCTION A LETTER FROM OUR CEO



Kelly Herrenkohl (left), Vetri Community Partnership Chief Operating Officer, with Marlene Olshan (right), Vetri Community Partnership Chief Executive Officer.

A LETTER FROM OUR CEO

On behalf of all of us at Vetri Community Partnership and the students we serve, thank you for helping us make the 2015-2016 school year a successful one. We are excited to share our mid-year impact report and provide you with a snapshot of our progress in the past year.

We were able to reach 1,500 more Philadelphia area students this year by expanding our programs to more schools and community centers. Meanwhile, we are developing innovative new programs, like Vetri Cooking Lab and the Mobile Teaching Kitchen, which will allow us to reach our community in new ways.

As we grow, we continue to focus on our mission of empowering children and families to lead healthy lives through fresh food, hands-on experiences and education.

Thank you for your support as we continue on this journey of ensuring that all children have the nutritional foundation they need to grow and thrive.

Sincerely,

Marlene L. Olshan, CEO
Vetri Community Partnership





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2016 MID-YEAR IMPACT REPORT OUR ACCOMPLISHMENTS HIGHLIGHTS FROM THE 2015-2016 SCHOOL YEAR



5,900

children participated in Vetri Community Partnership programs during the 2015-2016 school year.



50+

partner schools and community centers brought our programs to their students



316,000

fresh, scratch-made Eatiquette meals were served to students at our 10 school lunch partner schools



1,070

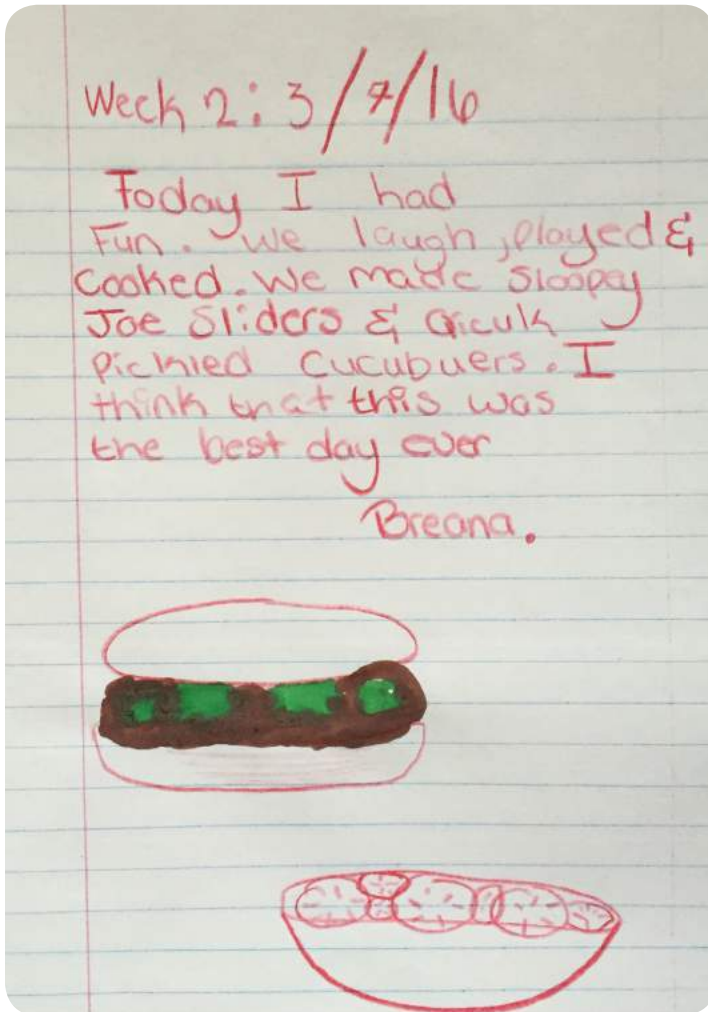
total hours of food education and culinary instruction brought to Philadelphia area children



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2016 MID-YEAR IMPACT REPORT OUR ACCOMPLISHMENTS TESTIMONIALS

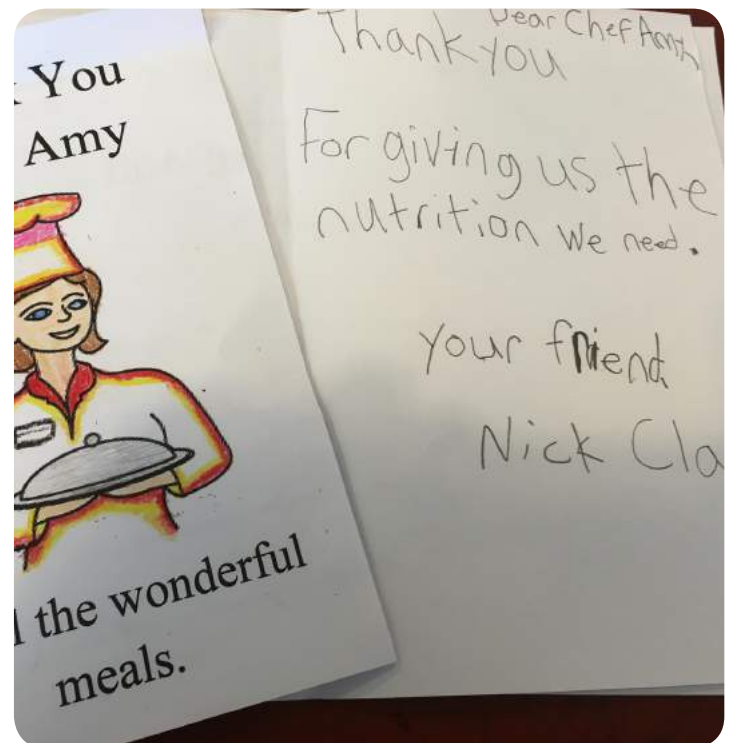


“Our school is both honored and grateful to be a part of your program. Every semester produces wonderful results for our students. It opens up a new world to them, introduces exciting new options, and allows them to explore.”

- Nancy Donnelly, Principal at Sacred Heart in Camden, NJ

“I love watching the kids, with wide eyes, see their creations come out of the oven. To them, it’s magic.”

- Volunteer with the My Daughter’s Kitchen after-school program





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2016 MID-YEAR IMPACT REPORT
WHAT'S NEXT
VETRI COOKING LAB
MOBILE TEACHING KITCHEN



VETRI COOKING LAB

8 WEEKS, 15 STUDENTS, S.T.E.M. CONCEPTS

Vetri Cooking Lab will meld culinary training with science, math and history using the kitchen as the classroom. Our culinary and education experts developed a curriculum that combines hands-on culinary training, education about nutrition, math and science as it relates to food preparation, and the historical roots of various food choices. The intent of this program is to train a generation of educated food consumers by deepening students' knowledge of food from all angles with an emphasis on S.T.E.M. -- science, technology, engineering and math.

Special thanks to Glaxo-Smith-Kline and The Emerson Group



MOBILE TEACHING KITCHEN

ON-SITE VEHICLE, COMMUNITY OUTREACH

In order to expand our food education interventions in Philadelphia and the surrounding area, Vetri Community Partnership is developing the Mobile Teaching Kitchen program. This program will include hands-on opportunities that allow us to actively engage with the children and families of our community at a higher level. The Mobile Teaching Kitchen will arrive on-site at schools, farmers' markets and community events in both indoor and outdoor settings. Our staff will unload tables, cooking equipment, speakers and materials needed to create the teaching kitchen experience. With the mobility of this program, the possibilities are endless as to where we are able to create cooking experiences in the community.





THE NEED

- One out of three American children is overweight or obese. ¹
- Overweight children are more likely to become overweight adults and to suffer from high cholesterol, high blood pressure and Type 2 diabetes. ²
- Fewer than 20% of adolescents aged 12-18 eat the recommended five or more servings of fruits and vegetables daily ³

THE CHALLENGE

- The food industry spends more than \$2 billion a year to expose children and teens to marketing messages that promote candy, sugary drinks, cereals and other highly-processed junk foods. ⁴
- More than 29 million Americans live in “food deserts,” meaning they do not have a supermarket within a mile of their home if they live in an urban area, or within 10 miles of their home if they live in a rural area, making it difficult for them to access fresh, healthy food. ⁵

1. Childhood Obesity Facts, Center for Disease Control and Prevention

2. Tracking of body mass index in children in relation to overweight in adulthood - American Journal of Clinical Nutrition (1999), Guo S.S., Chumlea W.C.

3. Youth Risk Behavior Surveillance-United States (2009), Center for Disease Control and Prevention

4. Food Advertising and Marketing Directed at Children and Adolescents in the US (2004), Mary Story and Simone French

5. Characteristics and Influential Factors of Food Deserts (2012), United States Department of Agriculture



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2016 MID-YEAR IMPACT REPORT

OUR VISION

A FRESH APPROACH FROM
VETRI COMMUNITY PARTNERSHIP



A FRESH APPROACH FROM VETRI COMMUNITY PARTNERSHIP

We love real food.

We are not nutritionists, dieticians or doctors. We are chefs, restaurant industry transplants and food lovers who understand that healthy food is better received when it's served in a delicious and dignified way.

Our programs aren't prescriptive - they're experiential.

When kids connect with real, whole food in the cafeteria or in the kitchen and learn how affordable cooking healthy meals can be, they are inspired to make better decisions about their own health and become a voice for healthier choices in their communities.

OUR SOLUTION

Vetri Community Partnership empowers children and families to lead healthy lives through fresh food, hands-on experiences and education. We're committed to breaking the cycle of poor eating habits passed down from generation to generation.



CONNECTING KIDS WITH REAL FOOD

SHORT-TERM OUTCOMES

EAT

Students consume a wider variety of foods, including more fresh fruits, vegetables and whole grains and fewer processed, high-sugar, junk food items.

EDUCATE

Students learn how to identify a nutritious meal, why it's good for them and how it makes them feel. They learn where to get healthy food, how to cook it and why it's important.

EMPOWER

Students display openness to trying new foods, have the confidence to cook more nutritious meals at home and influence their families to make healthier choices.

LONG-TERM OUTCOMES

HEALTHIER ADULTS

Healthy habits learned early on will help children avoid obesity-related issues, such as hypertension and diabetes.

BREAKING THE CYCLE

Children become empowered adults who can pass nutritional eating habits on to their children.

REDUCED HEALTHCARE COSTS

Early intervention will lead to reduced healthcare expenses and productivity savings to society.



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2016 MID-YEAR IMPACT REPORT FINANCIALS 2015 REVENUE / EXPENSES



FOR EVERY \$1 DONATED TO VETRI COMMUNITY PARTNERSHIP, 75¢ GOES TO PROGRAMS, 16¢ GOES TO FUNDRAISING AND 9¢ GOES TO OPERATIONS

2015 REVENUE

Individuals.....	\$408,000
Foundations.....	\$229,000
Corporations.....	\$106,000
Special Events.....	\$791,000
In Kind.....	\$289,000
Program Revenue.....	\$105,000
TOTAL.....	\$1.9 MILLION

2015 EXPENSES

Programs.....	\$1,191,000
Fundraising.....	\$256,000
Operations.....	\$137,000
Benefit to Donor.....	\$248,000
TOTAL.....	\$1.8 MILLION

**DOWNLOAD OUR COMPLETE 990 BY VISITING
WWW.VETRICOMMUNITY.ORG/FINANCIALS/**





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2016 MID-YEAR IMPACT REPORT HOW YOU CAN SUPPORT JOIN US / CONTACT US

JOIN US TO SUPPORT OUR MISSION

DONATE

on our website at vetricommunity.org/ways-to-support/donate/, by mail or at any Vetri Family restaurant

VOLUNTEER

at one of our partner schools. Visit our website at vetricommunity.org/ways-to-support/volunteer/ to sign up for one of our volunteer opportunities

SPONSOR + ATTEND

a Vetri Community Partnership event. Visit vetricommunity.org/event/ for updates

FOLLOW US

on social media and share our messages.
Facebook: facebook.com/vetricommunity
Twitter: @vetricommunity
Instagram: @vetricommunity

QUESTIONS? CONTACT US TODAY!

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