



# **NURTURE**

**Empowering families with tools and resources to  
prepare easy, healthy and delicious meals on a budget**

*Give a person a fish and feed them for a day;  
teach a person to fish and feed them for a lifetime.*

## **2012 Annual Report**

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# Highlights from 2012

*Nurture excels at training volunteers to provide actionable nutrition, fitness and cooking information to members of their local communities. Our programming is helping families adopt the behaviors needed to reduce their risk for obesity, cardiovascular disease, and type II diabetes. Families are having fun and saving money in the process!*

*We've worked diligently over the past several years to simplify and standardize our approach. In 2012 we are reaping the rewards. Here are some of the highlights.*

- **Nurture school and family programming reached over 7,000 individuals in 2012**, a 40% increase over 2011.
- **In Idaho, we expanded programming with five new partners** and established a solid funding base to support future growth.
- We established partnerships and leaders to **expand programming in Metropolitan Chicago**.
- **Family Program Teacher Guides and Participant Workbooks were developed**, resulting in highly engaged participants, increased ability to evaluate the effectiveness of each lesson, and ease in training new teachers and partners to deliver the programming.
- **We strengthened The Elementary Nutrition & Wellness Program** with more hands-on activities for students, more advanced lessons for 4<sup>th</sup> and 5<sup>th</sup> grades, new systems for communicating the program to our partners and teachers, and a pilot for evaluating program impact at the individual student level.
- **Nurture leadership expanded** with seven new Lead Teachers, five new Program Coordinators, three new Committee Chairs, four new Board Members, and one new Regional Director.
- **We continued to add to our endowment** fund, earmarked to cover administrative overhead and strengthen our long term sustainability.
- **We expanded our funding base** through our fun, new take on our annual benefit, Nosh for Nurture, and through establishing new relationships in Idaho.

*It is a true honor and pleasure to lead our fabulous volunteers. On the following pages you'll find just a few examples of the great impact Nurture has achieved in our local communities. We couldn't have done this without the incredible support of our donors, partners, leaders and volunteers. Thank you!*

*Lisa Brewer*  
Executive Director



# Nurture Leaders

## Board of Directors:

Kathryn Guylay, Founder, Regional Director Idaho  
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Beth Stencel, Curriculum





# Nurture Family Programs



Nurture Family programs reached nearly **500 people in 2012**, a 58% increase from 2011.

During Family Programs, families exercise, sample and create low cost recipes, and learn tips for healthy eating and staying active. We foster a collaborative, open environment in which family members can share experiences and ideas with peers. We focus on simple, economical, whole foods such as whole grains, beans, lentils, fruits and vegetables.

Family Programs help families reduce their consumption of fast food; increase their consumption of produce, whole grains, bean and lentils; and increase confidence in creating home cooked meals. These are behaviors highly correlated with reduced incidence of obesity, diabetes, cardiovascular disease and other nutrition related diseases.



# Outcome: Cooking Easily and Inexpensively

## Impact: Eases problems associates with food insecurity

In 2010 approximately 1 in 5 American households with children did not have access to sufficient, safe, nutritious food to maintain a healthy and active life.\*

## Comments and Statistics from Family Program Participants and Program Alumni

85% of Family Program participants Strongly Agree or Agree that the slow cooker provided by Nurture for free will help them make healthier meals.

93% of program alumni surveyed said they are using the slow cooker regularly.

*"I think it's cheaper to eat healthy. I use more grains instead of meat. I use more vegetables."*

*"I've started making my mother's spaghetti sauce recipe in the slow cooker. It uses simple, inexpensive ingredients."*

*"I use the slow cooker to cook vegetables and grains and make larger quantities, so the food lasts longer."*

## My favorite part of the class was

*"Learning how to cook healthy meals [so I don't have] to buy fast food all the time."*

*"Learning that I can cook easily and nutritiously."*

*"Learning how easy cooking can be and that in one pot I can get a good amount of protein."*



\* USDA. Coleman-Jensen, A., Nord, M., Andrews, M., & Carlson, S. *Household Food Security in the United States in 2010*.





# Outcome: Increased Consumption of Vegetables, Fruits, Whole Grains and Lean Protein

**Impact: Reduces risk of coronary heart disease, hypertension, and type 2 diabetes**

70% of people are not meeting guidelines for fruit and vegetable consumption. Fewer than one in 20 Americans eat the recommended amount of whole grains.\*

## Comments and Statistics from Family Program Participants and Program Alumni

97% of Family Program participants think it will be Very Easy or Easy to use the cooking information provided by Nurture.

100% of Family Program alumni surveyed have changed what they are serving for meals. Most commonly cited changes are eating more oatmeal, whole grain bread, beans and a wider variety of/more fruits and vegetables.

*"I read food labels all the time now, like checking to see if whole grains are the first on the ingredient list. I also ordered quinoa on Valentine's Day. None of my friends had tried it before. They loved it and asked how I learned about it!"*

*"I'm trying and enjoying foods I wouldn't try before. I was surprised how much I enjoyed how my daughter prepared zucchini. It was delicious, and I thought I hated zucchini!"*

My favorite part of the class was

*"Seeing so many whole grains and tasting them sparked my imagination and motivated me to experiment with bulgur, barley, lentils, etc."*

*"The Green Bean and Tomato Salad was very good to eat."*

*"My family is now eating more whole grains and vegetables."*



\* American Dietetic Association, 2009, Center for Disease Control, 2010, Journal of the American Dietetic Association, 2010

# Outcome: Exercising, Cooking and Eating Together as a Family

**Impact: Builds healthy eating habits and strong family bonds; helps establish lifelong healthy habits**

Unhealthy diet/sedentary lifestyle was the *second cause of death* in the U.S. in 2000 leading to an estimated *400,000 deaths a year*.<sup>1</sup> People who exercise just 15 minutes a day have an increased life expectancy of three years.<sup>2</sup> The Academy of Nutrition and Dietetics found that children identified their parents as their # 1 role models and claimed that if their parents ate healthier foods, they would too.

## Comments and Statistics from Family Program Participants and Program Alumni

78% of Family Program alumni surveyed are more active or continue to be very active.

50% of Family Program alumni surveyed said their health and/or energy levels have improved.

*"The slow cooker is saving me so much time that I have more time for exercise."*

*"The exercises I learned in the classes work for me. I still do them."*

*"I liked the advice about exercising at any time, and [I liked] the food we prepared."*

*"[My favorite part of the session was] the talk about how to eat right for good health – not too much salt or sugar."*

*"I am very happy to be in this program to learn to take care of the health of my children, husband, and myself."*



<sup>1</sup> Underlying Causes of Death, U.S. 2000. Source: Mokdad A, Marks JS, Stroup DE, Gerberding JL. Actual causes of death in the United States. JAMA 2004; 291(10):1238-1245. Correction published JAMA 2005; 293(3): 293-294.

<sup>2</sup> The Lancet, Volume 378, Issue 9798, Pages 1244-1253, 1 October 2011 doi:10.1016/S0140-6736(11)60749-6.

Epub 2011 Aug 16 Minimal amount of physical activity for reduced mortality and extended life expectancy: a prospective cohort study [http://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(11\)60749-6/fulltext](http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(11)60749-6/fulltext)





# A Family Program Alumni's Story

*"The Nurture Family Program helped my family A LOT. I've tried some of the recipes from the Nurture workbook and my family really liked them. I found a lot of other great slow cooker recipes too.*

*"I start dinner in the slow cooker before leaving for work. Then when I come home it's 1-2-3 to pull together a side dish and have dinner on the table.*

*"I'm making more healthy choices for meals, and my daughter is helping me cook. I've found that when she helps, she talks about how healthy the ingredients are and is more willing to try the food. My husband is also more open to trying new ingredients and flavors.*

*"We are spending a lot more time exercising and being outside as a family - even on days when we used to stay inside before. My older daughter rides her bike, and I push my younger daughter in the stroller. I let them run around more, and it helps me to be outside.*

*"My husband and I have lost weight and our energy and immunity seems stronger. No one has had a cold since November! We still go to fast food restaurants on the weekends sometimes, but when we do we are choosing healthier options.*

*"Thank you so much. I'd love to take more classes in the future ."*

*Emma Rentas*

Northfield Township Food Pantry, October 2012





# Nurture School Programs



Nurture School Programs reached **over 6500 people in 2012-2013**, an 86% increase.

Nurture School Programs help students develop the knowledge, skills and attitudes needed to help reduce the likelihood of developing childhood obesity. Programs include grade-level units of fun, hands-on lessons, activities, fitness games and parent handouts with recipes children can try at home. The goal is to help students develop positive relationships with food while building the ability and desire to make healthy choices about nutrition, hydration, exercise and sleep.

Students who participate in the 5-year Nurture Elementary Nutrition & Wellness Program build the knowledge and skills to make informed, healthy decisions in the face of more complex cultural forces such as portion distortion and food marketing. Only 20 minutes of classroom time and 20 minutes of P.E. time are needed per month, making it easy for schools to integrate the program in their schedule.





# Outcome: Making Healthy Food Choices

## **Impact: Reduces the chance of developing childhood obesity**

Childhood obesity has been strongly associated with adult obesity, with 80% of obese adolescents becoming obese adults.<sup>1</sup> Nutrition education is a key element to promoting lifelong healthy eating and exercise behaviors and should start from the early stages of life.<sup>2</sup>

## **Changes in student results from pre-program tests given October 2011 and post-program tests given May 2012**

24% more students were able to identify that fried chicken nuggets and candy were not good choices for long lasting energy.

25% more 3<sup>rd</sup> graders could use nutrition labels to identify the healthiest cereal.

Over twice as many 4<sup>th</sup> graders could use ingredient lists to identify the product with the most whole grains.

## **Comments from Parents**

*"Students talk about the lessons at home and help to make healthier choices while grocery shopping."*

*"I now eat healthier, cook healthier foods, and exercise more."*

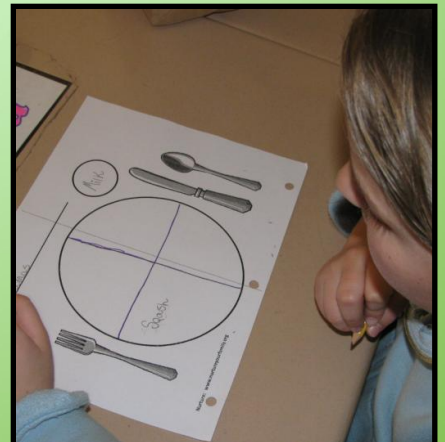
## **Comments from Students**

*"Healthy food keeps you going through the day."*

*"I hated oatmeal before, but when I tried it, it was good."*

*"Sports drinks have lots of unhealthy ingredients."*

*"If you eat too much sugar, you can get a whole bunch of diseases."*



<sup>1</sup> Abraham S, Collins G, Nordsieck M. Relationship of childhood weight status to morbidity in adults. Public Health Rep. 1971;86:273-284.

<sup>2</sup> Carmen Pérez-Rodrigo and Javier Aranceta (2001). School-based nutrition education: lessons learned and new perspectives. Public Health Nutrition, 4, pp 131-139. doi:10.1079/PHN2000108.



# Outcome: Becoming More Physically Active

**Impact: Reduces the chances of developing childhood obesity and improves academic performance**

Exercise enhances areas of cognitive functioning – particularly in tasks that require higher level integration. Fitness enhances language processing, reading, spelling and arithmetic scores on standardized tests.<sup>1</sup>

**Changes in student results from pre- program tests given October 2011 and post-program tests given May 2012**

55% more students indicated playing outside was the activity they do most often.

## Comments from Parents

*"I'm happy my child learned about reducing [computer, TV, and video game] viewing time."*

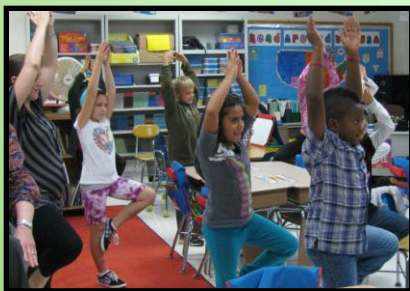
## Comments from Students

*"If you touch your neck, you can feel your heart beat."*

*"When you are in front of the TV, you don't know what you are putting in your mouth."*

*"I liked the lessons a lot because I liked when we did yoga."*

*"I learned to do different exercises and that you should exercise at least one hour a day."*



<sup>1</sup> [Hippocampus](https://doi.org/10.1002/hipo.22023). 2012 Sep;22(9):1876-82. doi: 10.1002/hipo.22023.





# Outcome: Partnering with Classroom Teachers to Produce Long Lasting Results

Average teacher ratings from post-program evaluations given in May 2012 show that the Nurture School Program is producing long lasting results.

## Teachers report that:

"Overall the Nurture lessons have benefitted my students."

Score: 4.0 on a scale from 1-5 with one being "not at all" and five being "a great deal"

"Student awareness of nutrition concepts taught (throughout the entire year) increased."

Score: 4.2 on a scale from 1-5 with one being "not at all" and five being "a great deal"

## Comments from Teachers

*"Thanks to the Nurture program, my students became much more aware about the foods they eat and how that makes them feel. They became more curious about foods and enjoyed trying new foods."*

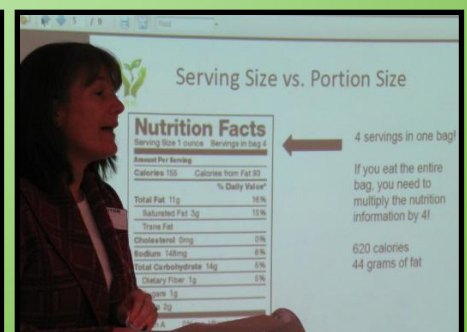
*"I love the language used in the Nurture Program. It fits perfectly with the lives of our students. It allows them to see that food choices are up to them and all of our choices effect our daily lives."*

*"The program takes a topic once a month and is very focused. It also builds on each previous lesson."*

*"I like the math connection - this was a great extension. I was able to teach conversions which we haven't gotten to yet and then add a graphing component for those who wanted a challenge. Nice resource!"*

*"The students learned to read food labels, and they would often comment on the amount of salt or sugar in food and how misleading labels can be. There was great carry-over into their lives outside of school."*

*"The program is excellent in its current content and presentation. (The Nurture instructor) is innovative in her approach to teaching kids about nutrition. She never judged or condemned food choices but rather educated students as to what are healthy choices while pointing out some of the drawbacks of less nutritious ones."*



# A School Program Participant's Story

Antonia (a 5th grade student) has really enjoyed participating in Nurture's Elementary Nutrition and Wellness Program ("Food and Fun"). In her words,

*"I love these lessons, they are just the best! I was so surprised when you taught the portion size lesson about how big restaurant portions are compared to serving sizes! It's so interesting to learn about food and what it does for my body. I never really thought about breakfast before, but once I tried the "Better Oats" recipe, I went home and made it. When we ran out of the free box we got, I started asking my Mom to buy it instead of the sugary cereal I used to eat. I also am trying to remember to eat lots of good for me "Go" foods. Thank you so much!"*

*Antonia*

Food and Fun,  
Hemingway Elementary School,  
2012-2013





# Goals for 2013

In 2013, we are focusing on strengthening Nurture so that we can continue to serve our partners and participants with the highest quality programs.

## Goals

**Continue high-quality programming with our current partners and establish partnerships with new schools.**

1. Continue to implement the Elementary Nutrition & Wellness Program with high quality results.
2. Conduct Family Program Series with high impact outcomes.
3. Continue high quality pre-natal programming, summer camp program support, and educational special events for families.

**Expand our leadership base and continue to strengthen the skills of our leaders and teachers.**

1. Identify and develop potential Nurture leaders.
2. Create additional training materials for our leaders.
3. Create lesson and skill specific teacher training videos.

**Excel at communicating throughout Nurture.**

1. Leverage our cloud-based library of Nurture resources.
2. Implement best practices for volunteer management and communication.



# Financial Highlights

In 2012, Nurture continued to focus on building sustainability for long term success.

Thanks to the generous support of our longstanding funding base in Illinois and a growing base of donors in Idaho, Nurture was able to deliver high quality programming to over 7,000 individuals and continue to build our financial strength for the future.

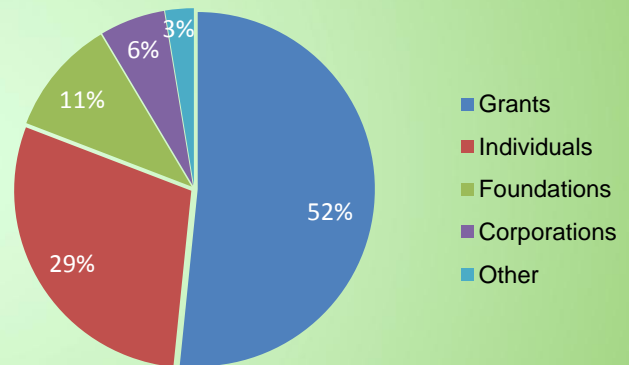
Financial highlights from 2012:

- Overall, our organization is run on an extremely lean model, with no “brick and mortar” expenses, salaries, or top level management compensation. We continue to be chiefly volunteer managed and run.
- We spent the bulk of expenses (nearly two-thirds) on programming. Most of our work involves hands-on delivery by a large number of volunteers. As a result, instructors and program management constitute our single largest expense.
- We continue to benefit from in-kind donations of equipment and food from prior years and have confidence that our good work will lead to a continuation of this support.
- Education expenses increased in 2012 with a one-time leadership program designed to strengthen our current volunteer base.
- Our endowment continues to grow, thanks to the strong support of our donor base and our lean operational model. Our long term goal is to have income from the endowment pay for Nurture’s overhead, allowing 100% of all contributions to go directly to local programming expenses

## Support Over the Years



## 2012 Contributions



## Our Services in 2012

### Program Expenses

|                           |                  |            |
|---------------------------|------------------|------------|
| Instructors/ Program Mgmt | \$ 12,072        |            |
| Supplies                  | 4,289            |            |
| Food                      | 3,528            |            |
| Curriculum development    | 1,009            |            |
| Equipment & Other         | 987              |            |
| <b>Subtotal - Program</b> | <b>\$ 21,885</b> | <b>62%</b> |

### Non-Program Expenses

|                               |                  |            |
|-------------------------------|------------------|------------|
| Education & Leadership        | \$ 8,109         |            |
| Fundraising                   | 2,026            |            |
| Administration                | 1,892            |            |
| Other                         | 1,162            |            |
| <b>Subtotal - Non Program</b> | <b>\$ 13,270</b> | <b>38%</b> |
| <b>Total Expenses</b>         | <b>\$ 35,155</b> |            |





# THANK YOU to Our Donors!

## Monetary Donations from Corporations & Organizations

### \$10,000 and up

J. R. Albert Foundation



### \$5,000 – \$9,999

St. David's Episcopal Church Fuller Grant Committee

St. Luke's Wood River Foundation



### \$2,500 – \$4,999

112 Education Foundation via North Shore School District 112

Steven B. Achelis Foundation

Alexander Charitable Foundation in honor of Karen McCormick

First Bank of Highland Park

Friends for Health

Moraine Township



### \$1,000 – \$2,499

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Blaine County Education Foundation

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Papoose Club

Yea! Highland Park



### \$250 – \$999

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Idaho Dairy Council

Laurus Strategies

Peapod Grocers

The Community School Parents Association

Top Box Foods



BLAINE COUNTY EDUCATION FOUNDATION



### \$100 – \$249

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### \$1 – \$99

IBM Employee Charitable Contribution Campaign

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# Thank You to our 2012 Programming Partners

