



# 2013 Annual Report

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**Our work.** Nurture’s programs teach fun, innovative and engaging lessons to get children and caregivers excited about healthy nutrition and wellness. The lessons are meant to both invigorate awareness and enthusiasm for delicious food choices at a young age and to have kids educate their parents and families about healthy and affordable options for meals and snacks. Through fun and engaging programs, we address several of the alarming trends in the health of our nation’s youth: increasing rates of childhood obesity, diabetes and other nutritionally linked diseases.



# Message from our Founder

2013 was an incredible year of change for Nurture. We went through a restructuring in our organization to better align with the geographies in which we work, resulting in the formation of two Nurture “chapters”, one in Idaho and another in Illinois. While our direct services and grassroots approach focused on these two geographic areas, we continued to play a key role in the overall movement at a national level. From my attendance with my daughter at the Healthy Lunchtime Challenge with Mrs. Obama in Washington D.C. to featured articles in Jaime Oliver’s Food Revolution, the Edible Schoolyard and the Center for Science in the Public Interest’s Food Day, Nurture has been making a difference across the nation. Our Recipe Frameworks are showing up in the materials of Cooking Matters and other sources, meaning that hundreds of thousands of people are benefitting from our intellectual property and approach to overcoming obstacles to eating healthy.

*We are proud* to have been part of a huge movement on a national scale to turn the tides of alarming health trends. After so many years of work, we as a nation are finally seeing positive changes in the direction of health outcomes - especially in our children!

With this success behind us, we are now looking to a new future as a Foundation to support on-going work affiliated with our mission. Working out the details of how this Foundation will function will be our main focus in 2014, so please stay tuned for details. It has been a true honor leading our organization to where we are today. We could not have done all of this without your incredible support. Thank you!

*Kathryn Guylay*  
Founder and Executive Director



# Update on our Programs in Nurture Idaho

Nurture Idaho is proud to report that we've reached over **780 students** through its "Food and Fun" in-school programs in Blaine County, Idaho. Assuming an average family size of four, we estimate that with the parent-education component of our program, we are touching **over 3,000 lives** on a regular basis.

But those numbers are merely the beginning of our impact. We have also leveraged our work to create a positive ripple effect on our community in the following ways:

- Supported over 30 eighth graders in their "Grow Unit" to understand local food chain issues and experiment with solutions, such as vertical gardens, cold-frames and solar powered greenhouses
- Partnered with numerous social service agencies, including Higher Ground, St. Luke's Center for Community Health, The Hunger Coalition, and the Wood River YMCA, to host special programming in order to reach a broad range of families with our health and wellness programming
- Hosted special events ranging from food tastings at the Farmers' market to health fairs to food-based film showings open to the public.

## Outcomes from Nurture Idaho Programs

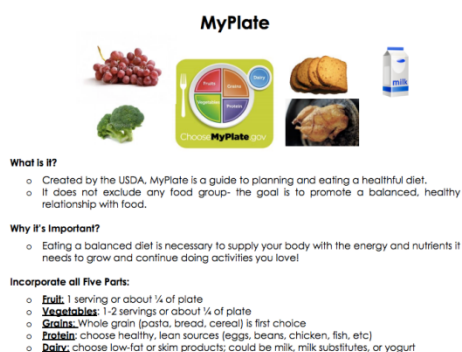
Students and teachers shared overwhelmingly positive feedback for the program and expressed that they look forward to the Food & Fun lessons each month.



Results from the pre- and post-program evaluations demonstrated that students made major gains in knowledge, skills and abilities in all areas.



Parents responded positively to the parent education handouts that accompany each lesson.



Partners appreciated the ability to bring nutrition and wellness programming to their participants.



# Update on our Programs in Nurture Illinois

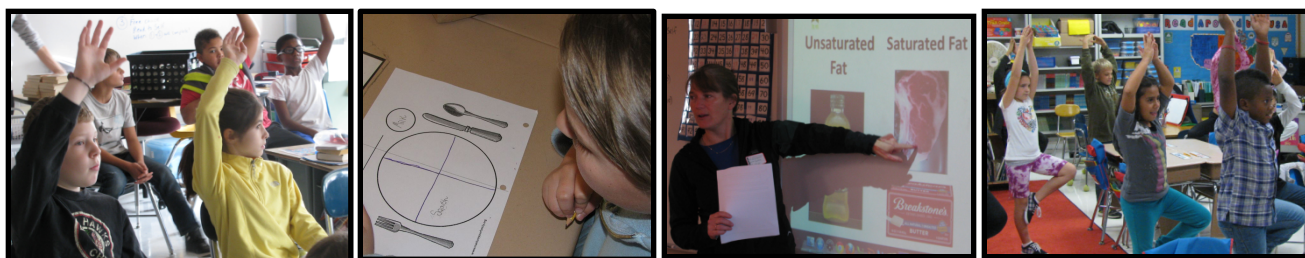
Nurture Illinois reached over **1,700 students** through the Nurture Elementary Program, over **130 families** through the Nurture Family Program, and over **220 children and families** through our camp, after school and other programs. Since almost all programs are designed to reach the entire family, we estimate we reached over 6,000 Illinois residents in 2013.

We developed and piloted a partner training guide and process so other organizations can easily implement Family Programs with their clients. Roberti Community House in Waukegan was our first partner to complete this training program.

For the Nurture Elementary Program, we created tools to simplify program implementation and strengthen teacher training. Parents report their children discussing the Nurture program at home.

## Results from May 2013 Student Post-Tests from Nurture Illinois Elementary Programs

- Most students were able to correctly answer a quarter of the knowledge based questions on the pre-test and two-thirds of the knowledge based questions on the post test.
- Almost all students reported eating two or more servings of fruit the day before.
- Two-thirds of students reported eating two or more servings of vegetables the day before.
- Three-quarters of students reported being most likely to choose water when they are thirsty.
- Almost three-quarters of students reported being most likely to play outside or play sports during their free time.



## Results from Nurture Illinois Family Programs

- 100% would recommend the Nurture program to another family and would like to take additional classes.
- 100% Agree or Strongly Agree the slow cooker will help them prepare more healthy meals.
- 94% Agree or Strongly Agree they feel better prepared to exercise by themselves or with their families.
- 90% Agree or Strongly Agree they will be able to provide their families with healthier meals.



# A Story from Our Participants

During a Nurture in-school lesson (on Whole Grains), “A Report from the Halls”... ..While rolled oats and millet mixed with cinnamon, dried plums and bananas simmered in rice cookers in the fifth grade hallway of Hemingway Elementary School (Ketchum ID), it was great to see the students moving among their classrooms and exclaiming, “That smells so good! I can’t wait!” Once the kids finished their Nurture lessons and came out for the food –tasting to complement the lessons, we captured a few comments:

Alex L, Fourth Grader

“Food and Fun is awesome. I like that you get snacks. I learn a lot about nutrition and slow food and go food. Go food is like a fruit, which makes you go, and slow food is like candy, which makes you hyper but makes you slow.”

Mary Anna G, Fifth Grader

“This is my first year of Food and Fun. I like it a lot. Today we are eating bananas and yogurt with millet and rolled oats and dried plums. I would definitely want to have my parents make it for breakfast or a snack. The best part of Food and Fun is learning which foods help your body and which foods don’t and eating the ones that help your body. They’re delicious.”

Jamie M, Fifth Grader

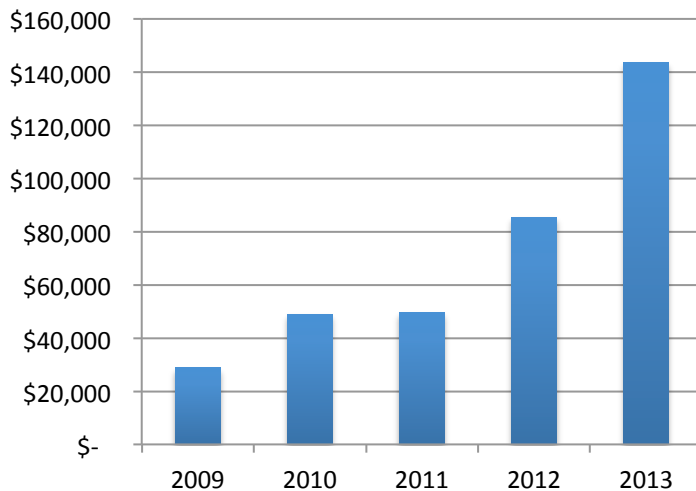
“I like Food and Fun. Today I learned that you can get the black tongue disease if you don’t get enough Vitamin B, which people got because they processed the food and took out all the vitamins. Whole foods are better.”

After the lesson on Whole Grains, the kids are now experts on Whole Grains and have become the new biggest fans of millet. When asked, “Do you want seconds?” we received enormous grins and a response of “This IS my seconds!”

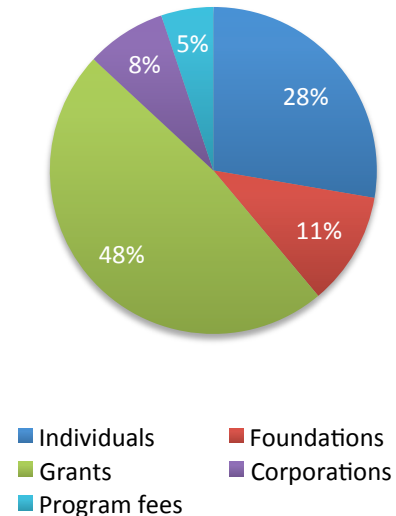


# Financial Highlights

## Support Over the Years



## 2013 Contributions



In 2013, Nurture continued to demonstrate a healthy financial profile, with strong support from our donors complemented by intense expense control.

Total donations increased nearly 70%, demonstrating the importance of our work and the continued commitment of our growing community of supporters.

We spent the bulk of our expenses (more than 80%) on direct programming. Instructors and program management constitute our single largest expense. Most of our work involves hands-on delivery, including countless volunteer hours.

Thank you to our community of supporters, our volunteer management and workers, and our instructors and partners.

## Our Services in 2013

### Programming Expenses

Instructors	\$84,284	
Food	11,648	
Education	6,904	
Curriculum	4,613	
Equipment	3,306	
Supplies	<u>3,041</u>	
	\$113,796	82%

### Non-Program Expenses

Fundraising	\$13,998	
Other	5,007	
Education	3,848	
Administration	<u>1,991</u>	
	\$24,845	18%

Total Expenses \$138,640

# THANK YOU to Our Donors!

## Nurture Idaho



Foundation for Health, Inc.

An Independent Licensee of the Blue Cross and Blue Shield Association

### Grants and Foundations

#### \$20,000 and up

Blue Cross of Idaho Foundation for Health

#### \$7,500-20,000

Blaine County Education Foundation

St. Luke's Wood River Foundation

Wood River Women's Charitable

Foundation, a Philanthropic Gift

Fund of the Idaho Community

Foundation

#### \$2,000-7,500

Gladys E. Langroise Advised Fund in

the Idaho Community Foundation

Heart of Gold Fund in the Idaho

Community Foundation

#### \$1,000-1,999

Community School of Sun Valley,  
Idaho

D.L. Evans Bank

Hemingway Elementary School

Parents' Auxiliary

Papoose Club

The Springcreek Foundation (on

behalf of Ali Long)

#### \$1-999

Chefs Move to Schools/American

Culinary Foundation

Idaho Dairy Council

United Way of South Central Idaho

### Individuals

#### Summit Club donors (\$2,000 and up)

AGL Foundation (Richard Gordon &  
Patti Pastor)\*

Kathryn and Jeff Guylay\*

Terry and Wes Guylay\*

Judy and Bob Kemp\*

Tom & Molly Page

#### Black Diamond Level donors

#### (\$1,000-1,999)

Laura & Scott Carlin



WOOD RIVER WOMEN'S  
Charitable Foundation

#### Blue Level donors (\$500-1,999)

McNair & Will Bailey

Theo Gund

Sandra and Hugh Lawson\*

Julie & Neil Siegel

Graham Smith

Brooke and Peter Smuts\*

Gladstone & Sally Whitman

#### Green Level donors (\$250-499)

Stan Calderon\*

Scott L. Featherstone, DDS

Christopher Gillock\*

Missi & Bill Griffin

Elinor & Ross Jannotta

Kathryn Rixon (Keller Williams Realty)

Cynthia & Todd Osborn

Karen Schlatter

#### Open Range donors (\$100-249)

Alice Calvert

Dick Hay & Robyn Watson-Hay

Donna Finnegan & Ken Steinauer

Danielle Fuller (Gather, LLC)

Stephanie & Max Haller

Katrina Harmon

Kathleen & Andy McCabe

Jim & Willa McLaughlin

Phoebe & Christopher Pilaro

Stacy Whitman

#### Open Range Donors (\$1-99)

Brooke Bonner & Kyle Baysinger

KB & Chris Bigelow

Shannon Finnegan & Mike Burchmore

Linnea Collins

Brittany & Nate Farrell

Vanessa Fry

Alexander Guylay

Elena Guylay

Chrissie & Phil Huss

Jeanne & Tom Liston

Kami Miller

Sarah & Ben Pettit

Paige & Ryan Redmond

Carolyn Smith

Kat & Dan VandenHeuvel



### In-Kind Donors

#### \$48,000

Kathryn Guylay (serving as  
Executive Director)

#### \$20,000

Catherine & Theo Gund  
(for educational materials  
from "What's On Your  
Plate?")

#### "100 club"

(endless donations of time,  
food and other goodies)

Amber Beebe

KB Bigelow

Lauri Bunting

Tara Burchmore

Andrea Cookston

Katrina Harmon

Brooke Hovey

Britta Hubbard

Chrissie Huss

Kathleen McCabe

Kami Miller

Kristen Morton

Alison Ruggeri

Missy Russell

Amy Schlatter

Kira Tenney

Paula Viesturs

Stacy Whitman

### Nurture Idaho Board

Mike Burchmore, Kathryn  
and Jeff Guylay, Dr. Nancy  
Mann, Cindi Osborn, Erin  
Pfaeffle, Brenda Powell,  
Julie Siegel

\*These funds are ear-marked for  
the launch of the Nurture  
Foundation.

# THANK YOU to Our Donors!

## Nurture Illinois



### Grants, Foundations, and Corporate Donations

#### \$5,000 and up

First Bank of Highland Park  
Fred and Jean Allegretti Foundation  
Moraine Township

#### \$2,500 – \$4,999

Friends for Health

#### \$1,000 – \$2,499

Betsy Kochvar Fund at The Chicago Community Foundation  
Christ Church, Winnetka  
Extra Space Storage (in-kind)  
First Bank and Trust  
Highland Park Community Foundation

North Shore School District 112 via 112 Education Foundation

Oak Terrace Elementary via Action for Healthy Kids

Rotary Club of Evanston Lighthouse

Schaefer's (in-kind)

YEA! Highland Park

#### \$500 – \$999

Big Bowl (in-kind)

Valerie Bolon (in-kind)

McDermott Construction

Peapod (in-kind)

SmallBar Division (in-kind)

John Trueman (in-kind)

#### \$100 – \$499

Center for Contextual Change

Creperie Saint Germain (in-kind)

Howard and Roberta Goss Charitable Foundation

Libertyville Junior Woman's Foundation

#### \$1 – \$99

AXA Foundation

RE:FIT, Inc.

### 2013 Individual Cash Donations

#### \$2,500 and up

Lisa and Jim Brewer

#### \$1,000 – \$2,499

Ted and Gieriet Bowen (Susan R and John W Sullivan Foundation)

Peggy and John Crowe

Kelly and Bob Horne

Anne McDonagh and David Fishbaum

Lydia and Patrick Ryan, Jr.

#### \$500 – \$999

Erika and Dietrich Gross

Anne Milling (John Harding Family Foundation)

#### \$250 – \$499

Rosa and Dan Doyle

Sylvie Legere and Todd Ricketts

Courtney Loeb

Bonnie and Randy Masterman

Nancy and Andy Mills in honor of Karen Reisin

Karen and Rich Reisin

Cathy and David Seaman

Veronika Steingraber

Beth and Mark Stencel

#### \$100 – \$249

Saima and Shoaib Abbasi

Bridget and Rob Albertson

Susan Anderson Arthur and Bob Arthur

Alice and Rob Balon

Alison and Andrew Bloom

Jennifer and Jon Bunge

Beth and Joe Busch

Tanja and Paul-Henri Chevalier

Christina Codo and Patrick Maloney

# THANK YOU to Our Donors!

## Nurture Illinois

### **\$100 – \$249 Continued**

Meg Collins  
 Laura and Dean Egerter  
 Kathryn Engel and Robert Aurin  
 Janice and Mark Evans  
 Suzy and Joel Fink  
 Marla Forbes  
 Lori Fradin and David Polster  
 Marci Friedman  
 Denise and Jack Gallagher  
 Jamie and Jerome Gilson  
 Mark George  
 Gina and Jeff Gooden  
 Geri and David Greenberg  
 Nancy and Raj Gupta  
 Ann and John Herder  
 Ellyn and Matthew Hoffman  
 Sara and Mitch Hoffman  
 Anne Houde and Jonathan Weiland  
 Christine and Richard Huszagh  
 Sheri Jasper  
 Kim and Steve Kay  
 Colleen Kelley and Stuart Grinell  
 Carrie Klein  
 Mark Kotz  
 Margrit Kuehn  
 Dawn Kulis  
 Olga Lacroix and W. Patrick Sullivan  
 Marsha Levin  
 Anita and Steve Livaditis  
 Mary and Clay McLaughlin  
 Kathy Mendes  
 Mimi and Todd Mitchell  
 Sheila and Bill Moss  
 Anne Murdoch  
 Christine and Richard Norton  
 Gwen and Kurt Oelerich  
 Mariam and Michael Pahl  
 Jen and Thomas Parkinson

### **\$100 – \$249 Continued**

Mary and Greg Pearlman  
 Shana Peters  
 Lauren Plenner and Tony Simone  
 Eva Pleuhs  
 Tracy and Edward Power  
 Michelle and Chris Prassas  
 Lynn and David Reiner  
 Ellen Rogin  
 Melissa and Jeff Ross  
 Marcy and Arnie Roth  
 Lisa and William Rudnick  
 Lisa and Kevin Russell  
 Cheryl and Rob Schuldt  
 Kathy and Stuart Schuldt  
 Colleen and Frank Scopacasa  
 Barbara and Wally Scott  
 Kim and Phil Seiden  
 Susan and John Sheneman  
 Jennifer and Bob Soudan  
 Marcia Stillerman  
 Donna and Curt Voges  
 Lisa Walker and Bill Rudnick  
 Sally and Rick Weiland  
 Melissa and David Wittmeier  
 Verhoek and Larry Yarbrough

### **\$1 – \$99**

Alicia and Carlos Avila  
 Aicha Azzaoui  
 Grainne and David Bailey  
 Stacey Baker  
 Stacey and Matthew Baker  
 Eileen and Art Bell  
 Marica Brooks and Edward Hammond  
 Lori and Jim Burns  
 John Chandler  
 Ada Cohen  
 Shari and Stephen Cohen

### **\$1 – \$99 Continued**

Alison and Mark D'Amico  
 Inge Davis  
 Candice Downham  
 Beth Drolet  
 Joan Fagan and David Cross  
 Allison and Dan Farnen  
 Laurie Farrell  
 Anne Faurot  
 Mary Ellen and Robert Fitts  
 Juliet Flood  
 Ronald Goldberg  
 Robert Goss  
 Marlene Halpern  
 C'Zarina and Robert Helf  
 Marilyn Hirsh and Gary Gordon in honor of Lisa Brewer  
 LuAnne and Matt Holeva  
 Ursula and Stanley Johnson  
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 Patricia Lucas  
 Elizabeth and Michael Manaster  
 Corinne McClintic  
 Eva and Lenz Neuhauser  
 Cheryl and Robert Neumann  
 Amy and William Jr. O'Connor  
 Daniel O'Keefe  
 Kathleen Park  
 Bernard Reisin  
 Karen Roddy  
 Gail Rudo  
 Robbie and Scott Schreiber  
 Robin Shapiro  
 Colleen and Frank Suljic  
 Alice and Robert Topping in honor of Kelly Horne  
 Andrea Ventrell  
 Jody Weinberg  
 Susan and Richard Wellek  
 Carol Wolfe

