



*Give a person a meal and feed them
for a day; Teach a person to cook and
feed them for a lifetime!*

2014 Annual Report

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Our mission. Nurture envisions communities working in collaborative ways to enhance nutrition and wellness of children and families. Nurture combines volunteer time and talents along with curricula and financial resources to support nutrition and wellness services. We partner with other organizations and individuals in a fun, hands-on way with the goal of leveraging efforts and resources to enhance the quality of life in our community. Nurture believes that education is an important key in solving health issues in our community.



Message from our Founder

Nurture has been an incredible growth story with steady increases, year after year, in income, programs, reach and impact. While we have been thrilled to see our progress, starting from a ten-person cooking course held at a food pantry in Chicago to reaching over ten-*thousand* individuals across the country, we have also seen during this period a shift away from our grass roots passion. We have noticed that our leaders have spent increasingly more time administering grants and handling paperwork and have spent increasingly less time working directly with participants.

Our goal in 2014 was to realign and shift back to our grass roots orientation and passion for hands-on work. We endeavored to pursue more leverage in our work so that we could still reach many people without needing to “build an enterprise” to do so. We made a gutsy move and decided to no longer pursue large grants and growth, but instead to focus more on utilizing the assets we already have (our endowment, our fantastic curricula and resources, and training materials). We embarked on a process to empower other partners with overlapping missions to “do Nurture” and continue our important work through a new formula of volunteer time and talent and financial support to our partners.

Our operations in Illinois took an accelerated approach and paid out all of its funds to allow for partner training and program development. In Idaho, we have taken a slightly different approach in the form of fortifying our endowment to ensure on-going stewardship of our assets and continuity of our work. Idaho will carry the Nurture torch going forward. We are a smaller, leaner and more efficient organization. This direction has been deliberate and has already reaped many benefits.

We have successfully fulfilled our direct service commitments with schools and agencies and worked diligently with our partners to transition to our new role as a support organization.

We still appreciate the much needed support from our loyal family of donors. We could not accomplish all of this without your on-going support. Thank you!

Kathryn Guylay
Founder



Our Sustainability Plan for Illinois

From Lisa Brewer, Former Executive Director of Nurture Illinois and current Director Emeritus:
In Illinois, we're training organizations to use the Nurture Family Program and Nurture Elementary Program independently. We expanded our reach in 2014, and our partners are positioned to maintain this reach in 2015 with no or minimal additional funding/support from Nurture Illinois.

The Nurture Family Program

142 families participated in Nurture Family Programs in 2014, a 40% increase, up from 101 in 2013. Roberti Community House in Waukegan and Hillside Food Pantry in Evanston will provide Family Programs several times in 2015. Also in 2015, Nurture will train nonprofits from the Community Health Workers Partnership of Lake County so they can integrate Nurture Family Program materials into their programming.

Maribeth Roberti, Executive Director, Roberti Community House

*The Roberti Community House loves facilitating Nurture's healthy slow cooker program!
Families in our cooking classes report they like the way their homes smell with the tasty new recipes they have learned to prepare.*

Hillside Food Pantry Participants

[Because of the classes] "I cut up veggies ahead of time so that when I am hungry they will be available immediately, and I make veggies the center of soup, rather than meat."

"It will [save me money] as I end up using more whole foods (raw beans, whole grains, etc.) instead of expensive processed ingredients."

Roberti Community House Participants, translated from Spanish

"I learned a variety of whole grains, which gave me options I didn't know I had."

"My son is a picky eater; but he likes the food I make in the slow cooker."

Family Service Participant, translated from Spanish

[The classes have had] "a major impact on my cooking."



Our Sustainability Plan for Illinois, Cont.

The Nurture Elementary Program

Nurture Elementary Program materials are being used in seven of the eight elementary schools in North Shore School District 112, **reaching over 2,000 students in 2014.**

This evidenced based program helps students develop positive relationships with food while strengthening their ability and desire to make healthy choices about nutrition, hydration and exercise. A white paper describing the impact of this program will be on our website soon.

Tommy Iverson, PE Wellness Teacher, Wayne Thomas Elementary

"I've looked at other nutrition programs, and only Nurture provides simple, age-appropriate lessons on a broad range of nutrition topics. They are perfect for achieving our learning goals and easily integrate into our classes."

Ava, 5th grader at Braeside Elementary in 2013-2014

[I learned that] "screen time affects sleep. [Now] if I'm bored, I go outside instead of watching TV. [Also] when my family buys cereal, I check the nutrition label to see if it's healthy."

Benjamin, 5th grader at Oak Terrace Elementary in 2013-2014

[I learned] "how to read nutrition labels better and what to look for on them. [Now] I go and play outside a lot more."

Lily, 5th grader at Ravinia Elementary in 2013-2014

"I learned that when you are distracted by the TV and you are eating, you aren't paying attention to how much you're eating."

James, 5th grader at Red Oak Elementary in 2013-2014

"I learned about the proper level of different things in our bodies, how much we should get, etc. I have eaten more whole grain foods, vegetables and protein. I have tried to be more active, exercise more, and I have played outside more."



Our Sustainability Plan for Idaho

We are also embarking on partner training in Idaho, with an emphasis on supporting organizations with overlapping missions. These organizations can be divided into two categories: 1) partner social service agencies and 2) school partners. Our Board, newly expanded in 2014, is constantly on the lookout for how we might support High Impact Projects, defined as programs that carry forward the mission of improving the health and wellness of children and families. Our High Impact Projects rely on the existing strong infrastructure of organizations within the Wood River Valley that are poised to allow for maximum leverage of Nurture's assets. Here are a few examples of the High Impact Projects to-date.

High Impact Projects

- **Community School Elementary School: Food and Fun In-School Classes.** On-going classes taught by teachers and Head of School, Janet Salvoni. Nurture funds cover costs of healthy snacks and supplies; Community School uses Nurture's curriculum
- **Community School Middle School: In-School Cooking Classes.** Support for 12-week Food Unit, including nutrition and food chain education, cooking education, and food and climate studies
- **Edible Gardening Keynote Event.** Nurture sponsored Jeanne Pinsof Nolan of The Organic Gardener, LLC to speak at a community-wide event
- **Food Day 2014: How to Make A Home Made School Lunch.** Hands-on guidance to Middle School Students to prepare and serve a healthy, warm school lunch to approximately 130 Elementary students and teachers
- **The Hunger Coalition: I Have A Dream Students/ After-School Cooking Classes.** Please see details on page 7, *A Story from One of Our Partners*
- **WOW Projects Collaboration.** Direct collaborative programming at Alturas Elementary School and Community School Elementary School and Middle School

Nurture Idaho 2014 Board: Decision Makers for High Impact Projects

~ Lauri Bunting ~ Mike Burchmore ~ Jeff Guylay ~ Kathryn Guylay ~ Madison Hendrix ~ Chrissie Huss
~ Heather Miller ~ Kami Miller ~ Cindi Osborn ~ Erin Pfaeffle ~ Brenda Powell ~ Janine Seymour



Our Sustainability Plan for Idaho, Cont.

Before making the transition to a support organization in the Fall of 2014, Nurture Idaho focused its efforts to ensure that we finished out the 2013-14 school year programming and community training with a positive bang. We are thrilled to say that we “knocked the ball out of the park” in our efforts to complete our grant requirements in our work providing nutrition education in schools. Our training programs were also widely applauded. The detailed program evaluation results can be found on our website under Our Impact/Results. We’ve included some of the highlights below.

2013-14 School School Year Program Evaluation Highlights

- Students’ gain in learning was seen across **100% of the 75 metrics** tested across the pool of eight school groups participating
- **80% of the parents** reported that children talked about the lessons at home, and 60% of parents noticed that their children demonstrated new skills and behaviors such as reading labels and trying new foods
- **100% of teachers** gave the lessons a positive rating (76% “excellent” and 24% “very good”)
- The broader community embraced the Nurture direct programming, demonstrated by large turnouts and positive feedback for film showings, parent education sessions, the formation of Let’s Move Ketchum, the success of collaborations with organizations such as WOW projects, and the much celebrated “Rainbow Day” held at Hemingway Elementary School in March 2014
- The community at large embraced the efforts of Nurture to create sustainability through the *transition to a support organization* (mini grants and curriculum support to enable grassroots efforts after the 2013/14 school year), demonstrated by large turnouts and positive feedback for our training programs held between February and April of 2014.

Example feedback from a student of our lessons: “I love (Nurture’s) Food and Fun. I have learned so much, and I have taken home many ideas and recipes. I look forward to each lesson and especially the healthy snacks!”

Example feedback from a participant of community training: “I am so impressed with your agency, curricula, and teaching. It was such a pleasure to listen to your lessons. I could seriously just do that all day long! Your lessons were sharp and well-organized, and you have a very inviting, open, graceful style of teaching.”



A Story from One of Our Partners

From Jeanne Liston, Executive Director of The Hunger Coalition.



“Nurture has been an uplifting and inspirational partner of both the Blaine County Hunger Coalition’s staff team and, more importantly, our clients. Through thoughtful, detailed correspondence, a generous slow cooker donation, professional advice, and curriculum sharing, Nurture has bridged the gap with our organizations and provided progressive programming and evaluative techniques that greatly enhance the everyday functions of our organization and educational opportunities. By partnering with our small Idaho community food bank, Nurture has touched the lives of many. We thank you, Nurture!”

A Nurture 2014 High Impact Project with The Hunger Coalition: After-School Cooking Classes with I Have A Dream 5th Grade Students at Alturas Elementary School.

Nurture provided a mini-grant (\$500), offered our free curriculum, and also volunteered the time and talent of our Board members to assist with this six-week after school cooking class series.

“Having Nurture as a partner with Cooking Matters was a huge asset,” said Sharon Dohse, Cooking Matters instructor. The Nurture team has a long history with this particular group of **“I Have a Dream”** 5th grade kids. The funds they awarded us helped with purchasing food for the class. **“Their support in assisting with the kids in class was indispensable and made the class more fun and enjoyable for everyone involved,”** stated Sharon.



Financial Highlights

Nurture had another strong financial year, spending wisely, investing in our partners, focusing on expense control, and bolstering investment income from our endowment.

Nurture

Income statement - segment

	2014			
	Idaho	Illinois	Endowment	Total
Revenue				
Donations - individuals	\$ 8,056	\$ 50	-	\$ 8,106
Donations - foundations	16,800	4,491	-	21,291
Grants	17,238	7,500	-	24,738
Donations - corporate	1,100	1,000	-	2,100
Program fees & investment income	<u>4,628</u>	<u>683</u>	<u>7,101</u>	<u>12,413</u>
Total revenue	\$ 47,822	\$ 13,724	\$ 7,101	\$ 68,648
Expenses				
Program				
Equipment	-	338	-	338
Food	4,293	8,019	-	12,312
Supplies	2,060	815	-	2,875
Curriculum development	-	7,168	-	7,168
Instructors	12,985	11,814	-	24,799
Other	<u>5,658</u>	<u>4,000</u>	<u>-</u>	<u>9,658</u>
Subtotal - Program	\$ 24,996	\$ 32,155	\$ -	\$ 57,151
Education	638	746	-	1,384
Fundraising	100	98	-	198
Management & administration	-	225	-	225
Other	<u>3,687</u>	<u>1,076</u>	<u>-</u>	<u>4,763</u>
Subtotal - Non-Program	\$ 4,424	\$ 2,146	\$ -	\$ 6,570
Total expenses	\$ 29,420	\$ 34,300	\$ -	\$ 63,721
Net income	\$ 18,402	\$ (20,576)	\$ 7,101	\$ 4,927

Nurture Idaho finished its direct services programming in the first half of 2014, completing several major grant initiatives in the local schools. We also conducted several training programs for partners and individuals to empower them to continue our work in the future. In the second half of 2014, Nurture Idaho dramatically reduced its expense base as it transitioned to a support organization. Our main expenses in the second half of the year were 1) providing mini-grants to partners and 2) hosting a special community event on sustainable food and edible gardening.



Idaho Expenses - 2014

	First half	Second half	Total
Program	\$ 19,219	\$ 5,777	\$ 24,996
Non-Program	<u>3,212</u>	<u>1,213</u>	<u>4,424</u>
Total	\$ 22,431	\$ 6,989	\$ 29,420
	76%	24%	100%

Financial Highlights, Cont.

- Nurture Illinois invested the majority of its assets in training and translation, empowering its partners to continue Nurture's work into the future. Nurture Illinois invested the funds it raised in 2014 plus surplus capital from prior years into its partner training programs, some of which will be completed in 2015. Nurture Illinois closed its books in 2014 by contributing its remaining assets to the Nurture endowment.
- As part of the sustainability plan, Nurture's Executive Director/Regional Director for Idaho contributed her compensation of \$14,000 in the first half of 2014 to the endowment. Nurture Illinois' Regional Director took no compensation in 2014, contributing to the overall net results of the organization and to our partners. No managerial positions were compensated by Nurture after June 30, 2014.
- For many years, Nurture has worked diligently to establish and grow its endowment, with the long term goal of having enough capital to fund our operating expenses through dividend and interest income from investments. Nurture's endowment in 2014 was bolstered by contributions from both Idaho and Illinois, dividend and investment income, and gains on investments. The principal value of the endowment now exceeds \$100,000, a level sufficient to generate current income to cover the overhead expenses of our redefined, lean organization plus some base level of programming. Going forward, all our fundraising can go directly to programming, leveraging our resources to deliver the best bang for our donor dollars.
- **Thank you to our community of supporters, our volunteer management and workers, and our instructors and partners. Thank you also to our Board of Directors and partners who helped us execute our transition plan in 2014.** Our newly defined mission will continue to need the financial support of our loyal contributors. We look forward to continuing to demonstrate impressive contributions to our communities while maintaining the long term financial stability of our organization.



THANK YOU to Our Donors!

Nurture is grateful for the support in 2014 from the following grants, foundations and individuals that make our important work possible.

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

Betsy Kochvar Fund
Blaine County Education Foundation (via the Wood River Women's Charitable Foundation)
Blue Cross of Idaho Foundation for Health
Theo Gund
Healthcare Foundation of Highland Park
North Shore School District 112 via 112 Education Foundation
Kathryn & Jeff Guylay
Bob & Judy Kemp
St. Luke's Wood River Foundation



Black Diamond Level donors (\$1,000-\$1,999):

Allison & Rick Benners
D.L. Evans Bank
Heart of Gold Fund in the Idaho Community Foundation
Terry & Wes Guylay
First Bank of Highland Park
Betsey Thomson (Helios Foundation)
WOW Students/WOW Projects



Blue Level donors (\$500-\$999):

Laura & Scott Carlin
Goldman Sachs
I Have a Dream Foundation
Idaho Dairy Council (via lessons in the classroom grant program)
Donald W. and Gretchen K. Fraser Fund in the Idaho Community Foundation
Chris Gillock
Elinor & Ross Jannotta (Fidelity Foundation)
Sandra & Hugh Lawson
Cindi & Todd Osborn
Peter & Brooke Smuts



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

Carey & John Dondero
Stan Calderon
Julie & Charlie Potter
Graham Smith



Open Range donors (Up to \$249):

Peggy & John Baker
Jeannette & Willard Bunn
Lauri Bunting
Community School 8th grade class (cookbook project)
Mike Burchmore & Shannon Finnegan
Barbara Cyrus
Kami & Larry Miller
Jeanne Nolan (donations from book sales: *From the Ground Up; A Food Grower's Education in Life, Love, and the Movement That's Changing the Nation*)
Susie & Terry Ring/Silver Creek Outfitters
Beverly Robertson
Janine and Jason Seymour

