Dear Friends:

By connecting kids in need with nutritious food and teaching their families how to cook healthy, affordable meals through Cooking Matters, the No Kid Hungry campaign surrounds children with healthy food where they live, learn and play.

Today, one in five children in the United States doesn’t have the food needed to grow and thrive. Together, we’re changing that.

• We reached nearly double the number of families in Cooking Matters in 2012 over the previous year, thanks to partners and volunteers working harder and smarter than ever. That’s a testament to our top-notch program development and evaluation system, the dedication to impact by our volunteers and staff, the confidence of our sponsors – Walmart and the ConAgra Foods Foundation – and the motivation of our participants to make change in their lives.

• We set forth a bold strategy for 2013 and beyond: to promote the need for and increase the availability of high-quality food skills education for all low-income families. To do this, we will maintain the momentum of the six-week courses offered by our partners in 33 states and engage new partners to lead interactive grocery store tours in all 50 states. We'll also advocate for more resources to support nutrition education programs like Cooking Matters.

We’ve made huge progress in 2012, but we still have a long way to go. We need to work more closely than ever before. If we do, we will make No Kid Hungry a reality.

Sincerely,

Billy Shore
Founder & CEO
Share Our Strength

BILLY SHORE
Founder & CEO
Share Our Strength

2012 ANNUAL REVIEW

2 2012 By the Numbers
4 Cooking Matters Graduate Profiles
8 Nearly 1,000 Maryland Shoppers Learn to Buy Healthy, Affordable Food – in One Day!
10 Cooking Matters Courses and Tours
22 Participant Demographics
26 Partner Overview
28 Growth and Expansion
29 Cooking Matters Partner List
30 Cooking Matters Volunteers
31 Cooking Matters Hall of Fame
32 AmeriCorps Members
34 It’s Dinnertime
36 Educational Tools
37 Raising Awareness
As part of the No Kid Hungry campaign working to end childhood hunger in America, Share Our Strength’s Cooking Matters empowers low-income families to stretch their food budgets so their children get healthy meals at home. Participants learn to shop smarter, use nutrition information to make healthier choices, and cook delicious, affordable meals. Cooking Matters courses and tours equip families with the skills they need to stretch their food dollars and maximize the benefits they receive through public nutrition programs like SNAP (food stamps) and WIC (Women, Infants and Children).

COOKING MATTERS SERVES FAMILIES ACROSS THE COUNTRY THROUGH:

HANDS-ON, SIX-WEEK COURSES
Community partners that serve low-income families offer six-week Cooking Matters courses to adults, kids and families. Each course is team-taught by a volunteer chef and nutrition educator and covers meal preparation, grocery shopping, food budgeting and nutrition. Adult and teen participants take home a bag of groceries at the end of each class.

INTERACTIVE GROCERY STORE TOURS
Cooking Matters at the Store (formerly Shopping Matters) tours provide families with hands-on education as they shop for food, giving them skills to compare foods for cost and nutrition. Tours are facilitated by a wide range of local volunteers including culinary professionals, community nutrition educators, Extension agents, volunteers at faith-based health ministries, or staff of community agencies serving families in need. Participants learn how to plan and budget for healthy, affordable, and delicious meals for their families, all for under $10.

EDUCATIONAL TOOLS
Free toolkits, kids’ handouts, and recipes are available at CookingMatters.org and in the smartphone app, Cooking Matters.

Founded in 1993, Cooking Matters has served more than 120,000 families across the country. Cooking Matters has been featured by First Lady Michelle Obama’s Let’s Move! campaign and recognized by the U.S. Department of Agriculture for excellence in nutrition education. In 2012, Cooking Matters was nationally sponsored by the ConAgra Foods® Foundation and Walmart.

To learn more, visit CookingMatters.org.
Stacy and Erik Hanno live in Colorado Springs, Colorado, with their two young daughters, Kaylie and Teagan. Erik is an active duty infantryman in the U.S. Army and is in school part-time. Stacy works in the Emergency Medical Services department at her school, where she’s working towards a nursing degree. With Stacy and Erik both in school, money is tight. The family receives WIC benefits to help get by. Stacy spends about an hour and a half every week scanning the grocery circulars and clipping coupons. “I shop when stuff is really cheap,” she says.

Cooking Matters was offered at their local Head Start center, and Stacy signed up. She is now more conscious about her choices when grocery shopping. “I learned quite a few new things, like unit pricing, that I didn’t really look for before.” Stacy now buys in bulk and freezes what she’s not going to use right away. She’s also taking portion size into account more - a 32 oz. block of cheese now lasts a couple of weeks. “I save between $100 - $150 a month on groceries,” Stacy says of her time after Cooking Matters. “It makes a difference.”
Lareese Cathey is a single mother of two. She’s trained as a dental assistant, but on-and-off employment in her small Maryland town can make it tough to make ends meet. SNAP benefits help her put food on the table during the times she’s unable to find work. Her benefits amount to about $1.80 per meal per person.

Lareese took a Cooking Matters course at her community center. Since graduating, there’s a difference in how she shops and cooks. She now reads food labels. “This little thing is three gulps and you’ve had 25 grams of sugar!” Lareese exclaims, about an 8 oz. bottle of mango soda. Her SNAP benefits last longer than they did before the course – up to a week and a half longer sometimes.

Cooking Matters was “a unity thing” for Lareese, where everyone in the course shared ideas and what they are going through in their own households. She often makes recipes she learned in the course, like Tuna Boats, tuna fish salad in a cucumber “boat.” Her kids like to eat the tuna on whole wheat bread, with apple slices on the side.

Cooking Matters opened the Cathey family’s eyes to a wider variety of healthy foods. Lareese says “Before this class, I thought of eating healthy as bland and nasty. You can eat healthy and still have tasteful food.”
On September 15, 2012, the No Kid Hungry campaign and Walmart joined together to help low-income families in Maryland learn that buying healthy food on a budget is possible with smart grocery shopping. Cooking Matters at the Store tours were offered throughout the day in all 45 Walmart locations in Maryland.

Walmart appointed a "champion" associate in each store, who the No Kid Hungry campaign then trained to become a tour leader. Each store recruited tour participants from its own community. The No Kid Hungry campaign provided the materials, promotion, guidance and evaluation for the day's events. Each tour ended with the $10 Challenge, a game in which participants race around the store, reading food labels and comparing unit prices, with only $10 to buy groceries for a healthy meal for a family of four.

At the day’s end, we taught nearly 1,000 Maryland families that shopping for healthy food on a tight budget is possible, and can even be fun. Nearly 90% of store champions indicated that they would like to host a similar event in the future. Promotion of the event resulted in more than 180 million media impressions, stories on Baltimore's Fox45 TV, the Prince George's Sentinel and grocery trade press coverage in Supermarket News and Progressive Grocer. Most importantly, participants like Raymond, who joined a tour at the Port Covington (Baltimore) Walmart, left with $10 worth of healthy groceries and the skills to stretch his budget wherever he shops for food for his family.
COOKING MATTERS
COURSES AND TOURS

Since 1993, Cooking Matters and thousands of volunteer instructors have conducted more than 9,000 courses and 1,700 tours, helping more than 120,000 low-income families in communities across the country learn how to eat better for less.

IN 2012, COOKING MATTERS OFFERED 7 SPECIALIZED PROGRAMS:

<table>
<thead>
<tr>
<th>COURSE</th>
<th>PARTICIPANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooking Matters for Adults*</td>
<td>11,044</td>
</tr>
<tr>
<td>Cooking Matters for Families*</td>
<td>2,984</td>
</tr>
<tr>
<td>Cooking Matters for Teens</td>
<td>3,496</td>
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<tr>
<td>Cooking Matters for Kids</td>
<td>4,430</td>
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<tr>
<td>Cooking Matters for Child Care Professionals</td>
<td>1,282</td>
</tr>
<tr>
<td>Cooking Matters at the Store for Adults*</td>
<td>7,715</td>
</tr>
<tr>
<td>Cooking Matters at the Store for WIC Parents*</td>
<td>1,881</td>
</tr>
</tbody>
</table>

23,236 COURSE PARTICIPANTS
9,596 GROCERY STORE TOUR PARTICIPANTS

*Offered in both English and Spanish
12% of all adult participants attended Spanish language courses or tours

The following pages detail changes in the way graduates shop, cook, and eat, as measured through surveys completed by Cooking Matters graduates.

HOW OFTEN DO YOU USE THE Nutrition Facts PANEL TO MAKE FOOD CHOICES?

This graph illustrates the average behavior change for Cooking Matters for Adults graduates. Before taking the course, the average response from graduates was that they “seldom” used the Nutrition Facts panel to make food choices. By the last class session, the average response from graduates was that they were using the Nutrition Facts panel “most of the time,” a 103% increase.
COOKING MATTERS AT THE STORE

Cooking Matters at the Store (formerly Shopping Matters*) is an interactive grocery store tour that helps low-income families get the most nutrition from their food dollars. During tours, participants practice key food shopping skills like buying fruits and vegetables on a budget, comparing unit prices, reading food labels, and identifying whole grain foods. Each tour ends in a $10 Challenge, when participants apply the skills they’ve learned to buy the ingredients for a balanced meal for a family of four. In 2012, Cooking Matters offered two specialized tours, one for adults and one specifically for WIC parents. The WIC parents tour focuses on teaching parents to maximize the healthy food they can obtain using their WIC benefits.

AFTER THE TOUR ...

- **63% OF GRADUATES** intend to read ingredient lists to find whole grains
- **58% OF GRADUATES** intend to compare unit prices to find the best deal
- **58% OF GRADUATES** intend to compare food labels to make healthy choices

- **88% OF WIC PARENTS GRADUATES** are very or completely confident in their ability to make the most of WIC fruit and vegetable vouchers
- **85% OF WIC PARENTS GRADUATES** are very or completely confident in their ability to identify WIC foods at the grocery store

* Results based on 8,726 graduate surveys

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It is an eye opener. I didn’t realize how much sugar or sodium we put in our body.

COOKING MATTERS AT THE STORE GRADUATE

Hyattsville, MD

I will pay more attention to which fruits and vegetables are in season so I get the best deal and the freshest produce.

COOKING MATTERS AT THE STORE GRADUATE

Fort Worth, TX

* Results based on 1,664 graduate surveys
COOKING MATTERS FOR ADULTS

Cooking Matters for Adults teaches low-income adults how to prepare and shop for healthy meals on a limited budget. Graduates consistently show improvement in their eating habits, food budgeting skills and cooking practices—behaviors proven to reduce food insecurity and improve overall health.

Cooking Matters for Adults is often paired with Cooking Matters EXTRA for Parents of Preschoolers, an addendum that focuses on the nutritional needs of parents with children ages 5 and under. Sixty percent of graduates either tried or intend to try letting kids help decide which foods are served at home as a result of the course, a key behavior associated with building healthy eating habits.

This course changed my life by showing me that you don’t need to spend a lot to get healthy meals on the table. I’ve noticed that I am not wasting as much food at the end of the week.

COOKING MATTERS EXTRA FOR PARENTS OF PRESCHOOLERS GRADUATE

I grew up in a poor family with a mom who didn’t cook much, so I developed bad nutrition habits. I didn’t learn to cook well-rounded meals until I was 23. Now I am 32 with 2 kids of my own. It feels so good to say I know how to feed them well.

COOKING MATTERS FOR ADULTS GRADUATE

ON AVERAGE, GRADUATES PLAN MEALS AHEAD OF TIME
54% MORE OFTEN

ON AVERAGE, GRADUATES SHOP WITH A GROCERY LIST
45% MORE OFTEN

ON AVERAGE, GRADUATES RUN OUT OF FOOD BEFORE GETTING MONEY TO BUY MORE
21% LESS OFTEN

86% OF GRADUATES MADE A COOKING MATTERS RECIPE AT HOME

71% OF GRADUATES ARE EATING MORE VEGETABLES

* Results based on 8,211 graduate surveys
COOKING MATTERS
FOR FAMILIES

Cooking Matters for Families brings school-aged children and their families together to learn about healthy eating, planning meals as a family, and working together in the kitchen. One parent graduate said, “I learned to involve my kids more in the planning of meals. It gives us more family time and it also teaches my kids responsibility.”

I am much more aware of healthy options in the grocery stores and I pay a lot more attention to nutrition labels. We have switched to almost all whole wheat in the home and my children are doing much better at trying a wider variety of foods.

COOKING MATTERS FOR FAMILIES GRADUATE
Waterville, ME

* Results based on 1,264 family graduate surveys
Cooking Matters for Kids teaches children in third grade through fifth grade how to prepare healthy meals and snacks and make smart choices wherever they are. Many participants find that trying new, healthy foods can be a positive experience. One graduate said, “Cooking was amazing - some of the foods we made I thought were disgusting, but then I tried it and turned out to be delicious.”

I liked everything about this cooking class because I got to try new foods and drinks. I got to learn new things and make new foods by myself.

COOKING MATTERS FOR KIDS GRADUATE
Miami, FL

**Results based on 3,634 graduate surveys**
COOKING MATTERS FOR TEENS

Cooking Matters for Teens teaches adolescents in sixth grade and above how to make healthy food choices and prepare healthy meals and snacks for themselves, their families, and friends. One graduate said the course “has made me be more independent as far as cooking is concerned. Whenever I am hungry, instead of reaching into the cupboard, I make myself a good, healthy meal.”

I have become a better cook. I learned new cutting techniques as well as recipes to eat a lot healthier. I feel in the future that I can help others, as well as myself, become better chefs.

64% AVERAGE INCREASE IN HOW OFTEN GRADUATES ARE SERVING VEGETABLES MORE OFTEN IN THEIR DAY CARE

36% AVERAGE INCREASE IN HOW OFTEN GRADUATES CHOOSE HEALTHY FOODS FOR SNACKS

17% AVERAGE INCREASE IN HOW OFTEN GRADUATES EAT BREAKFAST WITHIN TWO HOURS OF WAKING UP

38% AVERAGE INCREASE IN HOW OFTEN GRADUATES MAKE MEALS OR SNACKS WITH AT LEAST 3 FOOD GROUPS

67% OF GRADUATES ARE EATING MORE FRUIT

* Results based on 2,748 graduate surveys

COOKING MATTERS FOR CHILD CARE PROFESSIONALS

Cooking Matters for Child Care Professionals teaches child care professionals how to prepare healthy meals and create a positive food environment for the kids in their care. One provider said, “I’m making better food choices and engaging my daycare parents to do the same.”

I realize that the meals and snacks they have at my home may be the only healthy meal they eat that day, so I’m trying harder to be sure they get the good, healthy meals and snacks they need.

64% OF GRADUATES ARE SERVING VEGETABLES MORE OFTEN IN THEIR DAY CARE

24% AVERAGE INCREASE IN HOW OFTEN GRADUATES LET KIDS HELP PREPARE OR SERVE MEALS

21% AVERAGE INCREASE IN HOW OFTEN GRADUATES LET KIDS CHOOSE FROM A VARIETY OF HEALTHY FOODS

65% OF GRADUATES ARE SERVING WHOLE GRAINS MORE OFTEN IN THEIR DAY CARE

* Results based on 621 graduate surveys

I

COOKING MATTERS FOR TEENS GRADUATE

New Haven, CT

COOKING MATTERS FOR CHILD CARE PROFESSIONALS GRADUATE

Pueblo, CO
2012 PARTICIPANT DEMOGRAPHICS

### 5,492 YOUTH PARTICIPANTS

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>White</td>
<td>40%</td>
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<tr>
<td>African American</td>
<td>37%</td>
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<tr>
<td>Latino</td>
<td>34%</td>
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<tr>
<td>Asian</td>
<td>3%</td>
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<tr>
<td>Native American</td>
<td>3%</td>
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<tr>
<td>Pacific Islander</td>
<td>1%</td>
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<tr>
<td>Other</td>
<td>17%</td>
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### PERCENT THAT TAKE PART IN:

<table>
<thead>
<tr>
<th>Program</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free/Reduced-Price School Breakfast</td>
<td>47%</td>
</tr>
<tr>
<td>Free/Reduced-Price School Lunch</td>
<td>54%</td>
</tr>
<tr>
<td>SNAP</td>
<td>31%</td>
</tr>
<tr>
<td>WIC</td>
<td>13%</td>
</tr>
<tr>
<td>At Least One Form of Federal Food Assistance</td>
<td>69%</td>
</tr>
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</table>

### 3,202 TEEN PARTICIPANTS

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>42%</td>
</tr>
<tr>
<td>African American</td>
<td>42%</td>
</tr>
<tr>
<td>Latino</td>
<td>26%</td>
</tr>
<tr>
<td>Asian</td>
<td>3%</td>
</tr>
<tr>
<td>Native American</td>
<td>7%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>20%</td>
</tr>
</tbody>
</table>

### PERCENT THAT TAKE PART IN:

<table>
<thead>
<tr>
<th>Program</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free/Reduced-Price School Breakfast</td>
<td>33%</td>
</tr>
<tr>
<td>Free/Reduced-Price School Lunch</td>
<td>43%</td>
</tr>
<tr>
<td>SNAP</td>
<td>23%</td>
</tr>
<tr>
<td>WIC</td>
<td>13%</td>
</tr>
<tr>
<td>At Least One Form of Federal Food Assistance</td>
<td>58%</td>
</tr>
</tbody>
</table>
21,865 ADULT PARTICIPANTS

65% HAVE AT LEAST ONE CHILD UNDER 18
47% HAVE AT LEAST ONE CHILD UNDER 6

54% WHITE
31% AFRICAN AMERICAN
30% LATINO
3% ASIAN

4% NATIVE AMERICAN
1% PACIFIC ISLANDER
12% OTHER

FREE/REDUCED-PRICE SCHOOL BREAKFAST
36%1
FREE/REDUCED-PRICE SCHOOL LUNCH
39%1
SNAP
41%
WIC
58%2
AT LEAST ONE FORM OF FEDERAL FOOD ASSISTANCE
64%
HEAD START
23%

30,559 TOTAL PARTICIPANTS

53% WHITE
36% AFRICAN AMERICAN
31% LATINO
3% ASIAN

5% NATIVE AMERICAN
1% PACIFIC ISLANDER
15% OTHER

SNAP
34%
AT LEAST ONE FORM OF FEDERAL FOOD ASSISTANCE
64%

“Federal food assistance” includes participation in SNAP, WIC, or free or reduced-priced school breakfast or lunch.

Response rates vary by question, so the total number of participants answering a particular question may not be the same as the total number of participants listed at the top of the page. Additionally, respondents were able to select more than one response to each question, so percentages will not sum to 100%.

1 Based only on adult participants with children under 18 in the home.
2 Based only on adult participants with children under 6 in the home.
COOKING MATTERS

COURSE PARTNERS

The No Kid Hungry campaign partners with nonprofits, community groups, and public organizations across the country to provide courses and tours to low-income families in venues that are convenient and familiar to them. Our primary model is a franchise-style partnership with a citywide, regional, or statewide social service agency who offers the effective Cooking Matters model of food skills education in their communities. These “Course Partners” primarily offer six-week courses, but many also provide grocery store tours and other food skills education to low-income families.

Creating, planning, coordinating, implementing and evaluating a community-based nutrition education program is a huge undertaking! By partnering with Share Our Strength, we are able to focus on providing high-quality courses to our participants, knowing that the needed resources and guidance are readily available to us. This collaboration supports The Idaho Foodbank’s mission to feed, educate, and advocate for Idaho’s hungry.

JESSYCA TYLER, CFCS
Nutrition Education Coordinator
The Idaho Foodbank

COOKING MATTERS

HOST AGENCIES

Cooking Matters programming is delivered through community-based groups that provide the venue and on-site coordination for Cooking Matters courses and tours. These host agencies are often schools, housing programs, Head Start centers, WIC clinics, churches, or community centers. In 2012, Cooking Matters Course Partners collaborated with community organizations to hold courses at 1,296 neighborhood sites, to reach families close to home.

To help even more low-income families build the skills to buy healthy food on a tight budget, the No Kid Hungry campaign offers free Cooking Matters at the Store resources and training to anyone interested in leading grocery store tours in their community. Adult participants in Cooking Matters courses go on a grocery store tour one week, which is always a true “aha” moment. Cooking Matters at the Store offers the same lessons in a standalone program.

In addition to our Cooking Matters Course Partners, the No Kid Hungry campaign partnered with diverse group of new partners to deliver interactive grocery store tours.

COOKING MATTERS

TOUR PARTNERS

We partner with Cooking Matters to improve our students’ lives. Our third- and fourth-graders learn about nutritious eating and how to prepare healthy, simple meals and snacks. We are able to blend the lessons into our students’ everyday lives and show how delicious and powerful healthy food is. It is a real pleasure to work with the chefs, nutrition educators, and other volunteers.

TOM MCCOMAS
Bryn Mawr School
Minneapolis, MN

We partner with Cooking Matters to improve our students’ lives. Our third- and fourth-graders learn about nutritious eating and how to prepare healthy, simple meals and snacks. We are able to blend the lessons into our students’ everyday lives and show how delicious and powerful healthy food is. It is a real pleasure to work with the chefs, nutrition educators, and other volunteers.

JESSYCA TYLER, CFCS
Nutrition Education Coordinator
The Idaho Foodbank
In 2012, Cooking Matters reached 76% more participants compared to 2011. This rapid growth is a testament to the strength of the program, the commitment of our volunteers and partners, and the support of our national sponsors. Additionally, forging new partnerships allowed us to rapidly scale our grocery store tours, reaching seven times the number of tour participants in 2012 compared to 2011.

**GROWTH AND EXPANSION**

<table>
<thead>
<tr>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course Participants</strong></td>
<td>11,987</td>
<td>17,304</td>
</tr>
<tr>
<td><strong>Tour Participants</strong></td>
<td>553</td>
<td>1,316</td>
</tr>
<tr>
<td><strong>Total Participants</strong></td>
<td>12,540</td>
<td>18,620</td>
</tr>
</tbody>
</table>

**COOKING MATTERS PARTNER LIST**

- **Arkansas Hunger Relief Alliance** Serving Arkansas
- **Capital Area Food Bank** Serving Washington, D.C., Northern Virginia, and areas of Maryland
- **City Harvest** Serving New York, NY
- **Community Health Network of Connecticut Foundation** Serving Connecticut
- **Cooking Matters Colorado** Serving Colorado
- **Cooking Matters Illinois** Serving Chicago, IL
- **Cooking Matters Massachusetts** Serving Massachusetts
- **Cornell Cooperative Extension of Tompkins County** Serving the Ithaca, NY area
- **Dare to Care Food Bank** Serving the Louisville, KY area
- **Ebenezer Medical Outreach** Serving Huntingdon, WV
- **FLUPAMY** Serving South Florida and the Sarasota area
- **Food Bank of South Jersey** Serving Southern New Jersey
- **Foodlink, Inc.** Serving the Finger Lakes Region, NY
- **Georgia Coalition for Physical Activity and Nutrition** Serving the Atlanta, GA area
- **Gleaners Community Food Bank** Serving Michigan
- **Good Shepherd Food Bank** Serving Maine
- **Idaho Food Bank** Serving Idaho
- **Inter-Faith Food Shuttle** Serving the Raleigh-Durham, NC area
- **Local Matters** Serving the Columbus, OH area
- **Lowcountry Food Bank** Serving Charleston, SC
- **New Hampshire Food Bank** Serving New Hampshire
- **North Texas Food Bank** Serving the Dallas, TX area
- **Operation Food Search** Serving Missouri
- **Oregon Food Bank** Serving Oregon
- **Second Harvest Food Bank of Greater New Orleans and Acadiana** Serving New Orleans and Acadiana, LA
- **Solid Ground** Serving Seattle and areas of Western Washington
- **Tarrant Area Food Bank** Serving the Ft. Worth, TX area
- **The Queen's Galley** Serving the Hudson Valley, NY area
- **Three Squares** Serving the San Francisco Bay Area, CA
- **University of Minnesota Extension** Serving Minnesota
- **Virginia Cooperative Extension** Serving Virginia
- **Visiting Nurse Association** Serving the Omaha, NE Area

*The Illinois Maternal & Child Health Coalition will begin serving Chicago, IL in 2013.*

**WE ARE PROUD TO HAVE WORKED WITH OVER 110 TOUR PARTNERS, INCLUDING THOSE WHO REACHED AT LEAST 50 PARTICIPANTS IN 2012:**

- **COMMUNITY ACTION PARTNERSHIP OF LANCASTER AND SAUNDERS COUNTIES (NE)**
- **DUPAGE COUNTY WIC PROGRAM (IL)**
- **FOOD FOR LANE COUNTY (OR)**
- **HOLYOKE HEALTH CENTER (MA)**
- **MERCED COUNTY COMMUNITY ACTION AGENCY WIC PROGRAM (CA)**
- **MONROE COUNTY WIC PROGRAM (MI)**
- **OPA-LOCKA COMMUNITY DEVELOPMENT CORPORATION (FL)**
- **SPORTS 4 ALL FOUNDATION (TN)**
- **UNIVERSITY OF MARYLAND EXTENSION FOOD SUPPLEMENT NUTRITION EDUCATION PROGRAM (MD)**
- **VIRGINIA COMMONWEALTH UNIVERSITY MASSEY CANCER CENTER (VA)**
VOLUNTEERS

Volunteers are the heart of Cooking Matters. Chefs, nutrition educators, and community leaders volunteer at least 12 hours over six weeks to teach courses and spend additional time leading tours, where they share their expertise with families in need and empower them to get more from their food resources. Volunteers also serve in course support roles and as members of local advisory councils. In 2012, 2,775 individuals volunteered with Cooking Matters.

Leading a tour with Cooking Matters ranks as one of the best experiences I have ever had. The participants functioned wonderfully as a moving classroom by being completely focused and involved. It was a total delight to help ‘students’ who truly wanted to help themselves.

CHARLES POLLAK
Tour Volunteer, City Harvest New York, NY

I continue to teach with Cooking Matters because it matters. Participants gain an appreciation for healthy food, and I feel privileged to observe their growth in kitchen knowledge and skills.

TINA FOX DUGDALE, MS RDN RN CD-N
Nutrition Instructor, Community Health Network of Connecticut Foundation, Glastonbury, CT

HALL OF FAME

The Cooking Matters Hall of Fame, sponsored by the ConAgra Foods® Foundation in 2012, honors chefs and nutrition educators who have demonstrated exceptional commitment to Cooking Matters by teaching at least 15 courses. Fifty-three volunteer instructors have been inducted into the Hall of Fame since its founding in 2001.

2012 HALL OF FAME INDUCTEES

BELOW, WE HONOR VOLUNTEERS WHO REACHED THEIR 15TH COURSE IN 2012.

Fern Bogot
Illinois Maternal and Child Health Coalition

Fran Gleason
Cooking Matters Colorado

MaryAnn Madigan
Cooking Matters Colorado

Rachel McCarthy
Cooking Matters Massachusetts

Phyll Ribakoff
Cooking Matters Massachusetts

Barbara Verble
Cooking Matters Colorado

Charmion Wood
Capital Area Food Bank

98% OF VOLUNTEERS WERE WILLING TO TEACH ANOTHER COURSE

2,005 COOKING MATTERS VOLUNTEERS ADDED IN 2012

2,775 COURSE VOLUNTEERS

I got involved with Cooking Matters because I love teaching and I love food. I particularly love to introduce new healthy foods and healthier ways to cook familiar foods to the participants. Their surprise at and acceptance of how easy it is to cook tasty, healthy meals is so rewarding. Volunteering with Cooking Matters allows me take a step back and realize the impact that sharing my knowledge and love of food can make on the people that I come in contact with.

CHARMION WOOD
Culinary Instructor 2012 Hall of Fame Inductee Capital Area Food Bank

These Hall of Fame inductees from previous years showed their continued commitment to Cooking Matters by teaching at least one course in 2012.

Jean Bowen Marilyn Matusch
David Coder Michele Morris
Vicki Connell Andrew Nowak
Ellen Damaschino Christopher Ryan
Eva Forson Morris Salerno
Carle Griffin Sue Sheldon
Marcus Lambert Gerald Shorey
Allison Lew
AmeriCorps members dedicate a year of their lives to our nation’s largest national service program. Serving with our Course Partners, each AmeriCorps member used his or her talents and skills to increase the capacity and improve the sustainability of Cooking Matters across the country.

THE FOLLOWING MEMBERS FINISHED THEIR TERM OF SERVICE DURING THE 2012 PROGRAM YEAR, THE 12TH YEAR THAT THE NO KID HUNGRY CAMPAIGN HOSTED AMERICORPS MEMBERS.

Kelsey Evans
Capital Area Food Bank

Lissette Ramirez
Center for Community and Family Services

Endurance Poku-Maboah
City Harvest

Anna Ruchwa
Community Health Network of Connecticut Foundation

Huberta “Fafa” Koudoro
Community Health Network of Connecticut Foundation

Kelsie Dunn
Cooking Matters Colorado

Amory Hillengas
Cooking Matters Massachusetts

Gina Petracca
Cooking Matters Massachusetts

Ashlea Steiner

FLIPANY
Alexander LaBant
Food Bank of South Jersey

Hadley Standring
Georgia Coalition for Physical Activity and Nutrition

James Hartrick
Gleaner’s Community Food Bank

Kattlin Fayle
Good Shepherd Food Bank

Lauren Hart
Inter-Faith Food Shuttle

Alexis Riffel
New Hampshire Food Bank

Anela Rose
North Texas Food Bank

Brittany Crump
Operation Food Search

Elizabeth Long

Oregon Food Bank
Janna dePorter
Solid Ground

Candace Brown
Tarrant Area Food Bank

Jennifer Deans
Tarrant Area Food Bank

Mikaela Dunitz
Three Squares

Ruby Simmons
University of Minnesota Extension

Leah Brinkman
Visiting Nurse Association

AMERICORPST MEMBERS

3,510 participants were reached in 2012 through courses coordinated by AmeriCorps members

Working with Cooking Matters has made me realize the importance of education and access to healthy food for all. I hope to continue working in the anti-hunger or public health field after my AmeriCorps year, focusing on children. I feel that the earlier we start this conversation for our nation’s youth, the more impact we can have on the future of our food system and food security.

MAGGIE KENNEDY
AmeriCorps Member
Cooking Matters Colorado
IT’S DINNER TIME

What are low-income families really eating for dinner? That was the main question Cooking Matters set out to answer in the 2012 national survey It’s Dinnertime: A Report on Low-Income Families’ Efforts to Plan, Shop for and Cook Healthy Meals.

The survey found that 85% of low-income families rate eating healthy as important, and most families prepare meals at home five nights of the week, but only about half are able to make those meals healthy on a regular basis. The cost of healthy groceries was cited as respondents’ primary obstacle to making healthy meals.

The findings were eye-opening to many observers. It’s Dinnertime was featured in USA Today’s daily snapshot, the New York Times, the Atlantic and other outlets. Celebrity chef and cookbook author Sara Moulton appeared on TV broadcasts around the country to discuss the results and demonstrate a Cooking Matters recipe.

Education about shopping, cooking and nutrition helps build the food skills needed to put healthy meals on the table every day. Because low-income families are frequently preparing meals at home, strategies to help make those home-cooked meals healthier like those taught in Cooking Matters are critical in the fight to end childhood hunger.
To reach more families across the country, Cooking Matters distributed over 192,000 educational tools through the national No Kid Hungry network, made up of private citizens, public officials, nonprofits, business leaders and others providing innovative hunger solutions in their communities. These materials incorporate the most successful activities from the Cooking Matters program and are based on proven educational strategies.

Cooking Matters in Your Community is a guide to leading food-based demonstrations with adults, kids, teens, or families. The guide provides tools and templates for planning and leading a demonstration and contains a wealth of activities, handouts, and recipes to use at demonstrations.

Cooking Matters for Chefs and Kids helps chefs lead hands-on activities with kids to help them develop a love of cooking and the skills needed to make healthy food choices wherever they go.

Exploring Food Together is a toolkit of simple activities that adults can use when working with young children to help them learn about new foods and start building the skills needed to make healthy food choices.

In 2012, Cooking Matters released a new series of short handouts full of fun activities and recipes for elementary school-aged children. Editions like ‘Breakfast Boost’ teaches kids to identify the food groups in their morning breakfast, while ‘Happy Whole-idays’ encourages kids to put their detective skills to work and learn how to identify wholesome whole grains.

Cooking Matters was in the headlines in 2012, as we aimed to showcase the program’s impact, drive increased support for partners across the country, add to the field of anti-hunger work and nutrition education and help fight misperceptions about eating healthy on a budget.

From national magazines like Parents, Food Network and Smithsonian to local outlets like the Denver Post and Baltimore Examiner, Cooking Matters was featured in news articles for its focus on helping families eat healthy on a budget.

The practical nutrition expertise of the Cooking Matters team was highlighted in a broadcast story on National Public Radio’s Morning Edition.

Cooking Matters presented at or attended conferences organized by influential groups like the American Culinary Federation, the National Head Start Association, the National Baptist Convention, the Academy of Nutrition and Dietetics and the Partnership for a Healthier America.

Tens of thousands of followers on Twitter and Facebook engaged with Cooking Matters on a near-daily basis in 2012, as we expanded our reach on social media by sharing our tips and recipes, directly engaging supporters, and reacting to the news of the day.
ABOUT SHARE OUR STRENGTH’S NO KID HUNGRY CAMPAIGN

No child should grow up hungry in America, but one in five children struggles with hunger. Share Our Strength's No Kid Hungry® campaign is ending childhood hunger in America by ensuring all children get the healthy food they need, every day. The No Kid Hungry campaign connects kids in need to effective nutrition programs like school breakfast and summer meals and teaches low-income families to cook healthy, affordable meals through its Cooking Matters program. The No Kid Hungry Center for Best Practices provides the tools and resources needed to help elected officials and their staff, educators and community leaders achieve success in fighting childhood hunger. Join us at NoKidHungry.org