COOKING MATTERS
2013 ANNUAL REVIEW

NATIONAL SPONSOR

Walmart
Dear Friends,

Far too many children in our nation live with the stress of hunger in their lives. One in five kids today lives in a family that struggles to consistently put enough food on the table. Share Our Strength is on the front lines of the war against hunger, and together with our partners, we are building a No Kid Hungry nation.

A critical element to our success is Cooking Matters, our signature nutrition education program. With thousands of volunteers in more than 1,200 locations across the country, Cooking Matters helps to ensure that kids are able to get the healthy food they need at home.

Now in its 20th year, Cooking Matters continues to grow in exciting and innovative ways. What began with a handful of chefs teaching a group of moms in Washington, DC, has become a gold-standard program that has reached more than 172,000 families across the nation. Today Cooking Matters equips families with the skills to shop smarter, use nutrition information to make healthier choices, and cook delicious, affordable meals.

This work is the direct result of thousands of inspirational, dedicated chefs, volunteers, staff and families who, hand in hand, are ending childhood hunger every day. You can see their impact in grocery stores, where caregivers today walk through the aisles with newfound confidence in their ability to shop for healthy foods within their budgets. You can see it around kitchen tables, where families are now gathered to enjoy low-dollar, high-value meals.

Together, we will continue to work to make No Kid Hungry a reality. Thank you for helping us get there.

Sincerely,

Billy Shore
Founder & CEO
Share Our Strength
2013 BY THE NUMBERS

49,364
total participants

50%
more participants were
reached compared to 2012.

98%
of volunteers were willing
to teach another course.

44 STATES
and DC held courses or tours.

48%
of kid course graduates increased their
confidence in making snacks with fruits
or vegetables.

67%
of tour graduates intend to read
ingredient lists to find whole grains.

71%
of adult course graduates are eating
more vegetables.

75%
average increase in
how often family
course graduates
prepare meals together.

66%
of teen course graduates
are eating more fruit.

88%
of WIC parent tour graduates are very or
completely confident in their ability to make
the most of WIC fruit and vegetable vouchers.
In 2013, Cooking Matters celebrated its 20th year of empowering families with the skills to stretch their food budgets and cook healthy meals at home.

As part of the No Kid Hungry campaign to end childhood hunger in America, Share Our Strength’s Cooking Matters teaches participants to shop smarter, use nutrition information to make healthier choices and cook delicious, affordable meals. Founded in 1993, Cooking Matters and thousands of volunteer instructors have helped more than 172,000 low-income families in communities across the country learn how to eat better for less.

Cooking Matters was founded on a unique model of collaboration between No Kid Hungry and local program partners that leverages the strengths of all involved. Cooking Matters provides professional-level curricula and instructional materials, training, evaluation and national leadership support, while local program partners provide hands-on, grassroots-level resources, program customizations and relationships that are best addressed on the local level. This collaborative program model makes Cooking Matters uniquely effective, efficient and sustainable among national nonprofit education programs.

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. Walmart is the national sponsor of Cooking Matters.

TOGETHER, WE AND OUR PARTNERS SERVE FAMILIES ACROSS THE COUNTRY THROUGH:

INTERACTIVE GROCERY STORE TOURS
Cooking Matters at the Store tours provide families with hands-on education as they shop for groceries, giving them skills to compare foods for cost and nutrition. Participants learn how to plan and budget for healthy, affordable, and delicious meals for their families.

HANDS-ON COOKING 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.

EDUCATIONAL TOOLS
In order to serve even more families across the country, Cooking Matters offers free educational tools that build on the proven success of our signature cooking courses and grocery store tours. Free toolkits, kids’ handouts, and recipes are available for any individual to use in any community on the Cooking Matters smartphone app and at CookingMatters.org.

To learn more, visit CookingMatters.org.
GROWTH AND EXPANSION

In 2013, Cooking Matters expanded our reach through new national partnerships, new digital resources, and new in-store initiatives.

Throughout the year, new partnerships were formed with organizations such as the National Head Start Association and Public Health Solutions to increase the reach of Cooking Matters at the Store. This set the stage for rapid growth reaching more moms with children ages 0-5 through tours.

A new CookingMatters.org website and mobile application launched in 2013, connecting families to cooking and shopping tips and recipes at the click of a button. Increased resources were also made available to volunteers through the new online Learning Space, which helps turn staff and volunteers into successful tour leaders.

Cooking Matters at the Store event days proved to be a great way to connect even more families with the food skills education they need to provide healthy meals for their kids at home. Event days maximized the impact of Cooking Matters by bringing together increased numbers of families, volunteers, and influencers for grocery store tours.
COOKING MATTERS WEBSITE

From tips on how to waste less food to the best kid-friendly recipes, the new CookingMatters.org brings the lessons of our 20-year program to any family!

The new website is also a place to continue the conversation with our graduates, bring our recipes and tips to new audiences and highlight some of the amazing people who are part of this work.

SOME HIGHLIGHTS OF THE NEW SITE INCLUDE:

Recipes with full nutrition information and links to print and share on social media.

Videos and tips on saving money at the store, turning kid favorites into healthy meals and holidays on a budget.

Stories from graduates and volunteers.

Information on how to get involved and lead a tour in your community.
FROM APP-ETIZER TO DESSERT
COOKING MATTERS MOBILE APP HELPS FAMILIES COOK
HEALTHY MEALS ON A BUDGET

Cooking Matters took the experience of our program out of the classroom and made it available for all mobile users with its first mobile application. The app is available for download on iTunes and Google Play. At just the click of a button, families can find 90+ chef-developed recipes with full nutrition information and money-saving tips.

In 2013, about 20,000 people downloaded the app, garnering a 4.5 star rating in iTunes.

THE COOKING MATTERS MOBILE APP INCLUDES:

- **90+ chef-developed** healthy, affordable, delicious recipes with colored photos
- **Category filters** including one-dish meals, kid-approved, diabetes friendly, 30-minute meals, and seasonal dishes
- **Nutrition information** on all recipes
- **Money-saving tips** for grocery shopping
THE LEARNING SPACE

The success of Cooking Matters depends on the dedicated staff and volunteers delivering the program across the country. In 2013, Cooking Matters launched the Learning Space, a web-based training course for anyone who wishes to lead our grocery store tour. The Learning Space facilitated the growth of Cooking Matters at the Store by helping volunteers and educators learn how to lead grocery store tours with families in their own communities.

THE LEARNING SPACE OFFERS:

Interactive training modules to help tour leaders learn how to teach key skills like reading and comparing food labels and units prices

Five new mock tour training videos highlighting best practices for leading tours

Additional tools and resources, like template fliers and talking points, to recruit participants

Forums and discussion boards to ask questions and share lessons learned with tour leaders across the country

VOLUNTEERS AND EDUCATORS:

Complete a 60-minute web-based training

Learn how to recruit low-income adults to participate in tours

Create a partnership with a local grocery store to host the tour

Learn to lead a 60 to 90 minute interactive grocery store tour

Report the reach and success of the tour

IN 2013, 595 INDIVIDUALS COMPLETED THE TRAINING.
EVENT DAYS

In 2012, Cooking Matters started a new strategy, to host multiple tours at multiple grocery stores in one area, all on the same day. In 2013, Cooking Matters expanded its Event Day strategy, generating more enthusiasm and maximizing the impact and increasing participation of Cooking Matters at the Store. Event Days brought Cooking Matters into new communities, built new relationships with store staff and supervisors and increased program awareness through media and influencer opportunities.

**After 13 successful Cooking Matters at the Store Event Days in 10 states, our partners reached more than 3,400 participants! This reach is 16% of our overall reach for the year.**

GLEANERS STATEWIDE WALMART EVENT

In one of the earliest large-scale, Lead Partner-generated Cooking Matters at the Store events, Gleaners Community Food Bank worked with their satellite network to engage 20 Walmart stores across Michigan. With elected officials on hand to participate in tours and learn the importance of nutrition education programs, Gleaners graduated more than 450 participants in a single day.

COLORADO & STATIONS MODEL IMPLEMENTATION

Cooking Matters Colorado led the way in 2013 in event day participation, pioneering a new method of implementation for Cooking Matters at the Store days. By setting nutrition education skills stations around the store, they capitalized on in-store recruitment strategies by allowing participants to take part in tours while they shopped. Holding three of these events in 2013, Cooking Matters Colorado reached more than 1,500 participants through station-model event days alone.
INFLUENCER TOUR VISITS

To maximize Cooking Matter’s effectiveness, investments in the Supplemental Nutrition Assistance Program (SNAP) and SNAP-Education must go hand-in-hand. SNAP helps families access the food they need, and SNAP-Education, provided through programs like Cooking Matters, helps them stretch their food dollar to make healthy meals for their families. In 2013, in addition to the benefit cuts in the Farm Bill, all households on SNAP saw a cut in their monthly benefits. These cuts had a dramatic impact on the families we work with every day.

To protect critical SNAP funding, Cooking Matters partners aimed to showcase the importance of access and education in the fight against childhood hunger by inviting members of Congress and their staff to grocery store tours and cooking classes. More than 30 US Senators, US Representatives, local elected officials and key staff visited a Cooking Matters class or grocery store tour in 2013.

US REPRESENTATIVES


US SENATORS

Sen. Angus King (I-ME)          Sen. Ronald Wyden (D-OR)
Sen. John Boozman (R-AR)        Sen. Kirsten Gillibrand (D-NY)
COOKING MATTERS
COURSES AND TOURS

For the last 20 years, Cooking Matters and thousands of volunteer instructors have conducted more than 17,600 courses and 4,900 tours, helping more than 172,000 low-income individuals in communities across the country learn how to eat better for less.

IN 2013, WE REACHED:

<table>
<thead>
<tr>
<th>COURSE</th>
<th>PARTICIPANTS</th>
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<tbody>
<tr>
<td>Cooking Matters for Adults*</td>
<td>14,805</td>
</tr>
<tr>
<td>Cooking Matters for Families*</td>
<td>3,056</td>
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<tr>
<td>Cooking Matters for Teens</td>
<td>3,888</td>
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<tr>
<td>Cooking Matters for Kids</td>
<td>4,422</td>
</tr>
<tr>
<td>Cooking Matters for Child Care Professionals</td>
<td>1,290</td>
</tr>
<tr>
<td>Cooking Matters at the Store for Adults*</td>
<td>19,112</td>
</tr>
<tr>
<td>Cooking Matters at the Store for WIC Parents*</td>
<td>2,791</td>
</tr>
</tbody>
</table>

*Offered in both English and Spanish.

27,461 COURSE PARTICIPANTS
21,903 TOUR PARTICIPANTS
HOW OFTEN DO YOU USE THE Nutrition Facts PANEL TO MAKE FOOD CHOICES?

BEFORE-COURSE AVERAGE

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<thead>
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<th>Description</th>
<th>Count</th>
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<tbody>
<tr>
<td>0</td>
<td>Never</td>
<td>1.49</td>
</tr>
<tr>
<td>1</td>
<td>Seldom</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Sometimes</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Most of the Time</td>
<td>2.94</td>
</tr>
<tr>
<td>4</td>
<td>Almost Always</td>
<td></td>
</tr>
</tbody>
</table>

CHANGE: 98%

**Based on 8,384 graduate surveys**

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 98% increase. The adult graduate survey results are based on the Cooking Matters for Adults survey that was utilized for most of 2013. A revised survey was implemented in late 2013.
COOKING MATTERS
HANDS-ON COOKING COURSES
Cooking Matters hands-on courses empower families with the skills to make healthy meals at home. At thousands of community sites across America, our participants and volunteer instructors come together each week to share lessons and meals with each other.

Courses meet for two hours, once a week for six weeks and are team-taught by volunteer culinary and nutrition educators. Lessons cover meal preparation, grocery shopping, food budgeting and nutrition. Participants practice fundamental food skills, including proper knife techniques, reading ingredient labels, cutting up a whole chicken, and making a healthy meal for a family of four on a $10 budget. Adults and teens take home a bag of groceries after each class so they can practice the recipes taught that day.

Our hands-on courses include *Cooking Matters for Adults*, *Cooking Matters for Families*, *Cooking Matters for Kids*, *Cooking Matters for Teens*, and *Cooking Matters for Child Care Professionals*. 
Cooking Matters for Adults teaches low-income adults (primarily adults with children) how to prepare and shop sensibly for healthy meals on a limited budget. The program is often paired with Cooking Matters EXTRA for Parents of Preschoolers, an addendum focused specifically on adults with preschool-age children. Cooking Matters for Adults and Cooking Matters EXTRA for Parents of Preschoolers are available in both English and Spanish.

On average, graduates run out of food before getting money to buy more. 20% less often.

85% of graduates made a Cooking Matters recipe at home.

71% of graduates are eating more vegetables.

Results based on 8,384 graduate surveys*

*The adult graduate survey results are based on the Cooking Matters for Adults survey that was utilized for most of 2013. A revised survey was implemented in late 2013.
Cooking Matters for Families teaches school-age children (ages 8 to 12) and their parents about healthy eating as a family and the importance of working together to plan and prepare healthy meals on a budget.

Results based on 910 graduate surveys

ON AVERAGE, FAMILY GRADUATES PREPARE MEALS TOGETHER
75% MORE OFTEN

ON AVERAGE, FAMILY GRADUATES MAKE MEALS WITH AT LEAST 3 FOOD GROUPS
33% MORE OFTEN

97% OF CHILDREN LIKED COOKING WITH THEIR PARENTS IN CLASS

66% OF FAMILY GRADUATES ARE EATING MORE WHOLE GRAINS

I have learned that it is fun and okay to let my kids help plan/shop and prepare meals.

COOKING MATTERS FOR FAMILIES GRADUATE
Old Town, ME
COOKING MATTERS FOR KIDS

Cooking Matters for Kids engages kids ages 8 to 12 in learning about healthy eating and provides simple nutritious recipes that children can prepare themselves.

My favorite part of this cooking class is learning all about new food, nutrients and healthy stuff to eat. I love cooking, especially with my friends.

Results based on 3,058 graduate surveys
COOKING MATTERS FOR TEENS

Cooking Matters for Teens teaches teens how to make healthy food choices, meals and snacks for themselves, their families and friends.

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

16% AVERAGE INCREASE
IN HOW OFTEN GRADUATES
EAT BREAKFAST WITHIN TWO
HOURS OF WAKING UP

36% AVERAGE INCREASE
IN HOW OFTEN GRADUATES
MAKE MEALS OR SNACKS WITH
AT LEAST 3 FOOD GROUPS

66% OF GRADUATES
ARE EATING MORE FRUIT

I realized I can use healthier alternatives & it is still delicious.

COOKING MATTERS FOR TEENS GRADUATE
Allentown, PA

Results based on 2,887 graduate surveys
COOKING MATTERS FOR CHILD CARE PROFESSIONALS

Cooking Matters for Child Care Professionals teaches child care professionals about healthy meal preparation and creating a healthy food environment for the kids in their care.

61% OF GRADUATES ARE SERVING VEGETABLES MORE OFTEN IN THEIR DAY CARE

28% 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 1064 graduate surveys

"This class has improved my cooking skills a lot because I hadn’t cooked before. I’ve gained a lot more knowledge about healthy foods and portions."

COOKING MATTERS FOR CHILD CARE PROFESSIONALS GRADUATE
Portland, OR
“Remember the plate!” Annette’s 10-year-old daughter tells her as they travel through the grocery store. Her daughter is referencing the USDA’s “My Plate,” a guide for healthy eating.

Thinking about “My Plate” wasn’t always part of Annette’s shopping experience. But since she took a class with Cooking Matters, she and her children have been working as a team to make healthier choices.

“I’m trying to make small changes so the kids can eat healthier and I can eat healthier as well. It’s too hard to make two meals and I’m not going to stick with it. It’s much easier to do as a family.”

Annette’s struggles with her weight and her attempts to control her diabetes has played a large part in her life. On the first day of class, she explained that her doctor was disappointed she wasn’t making bigger changes in her diet.

Annette knew she needed to eat healthier to control her diabetes and knew she wanted to cook healthier for her family, but she just didn’t know how. Her doctor never went into detail on how to cook and shop healthier, and she thought what she was doing was fine.

During one class, Annette learned how to identify whole grains and understand the value of fiber. She returned to class the following week beaming and shared this with the group: “I gave the kids whole wheat spaghetti and made whole wheat pancakes and they didn’t even notice the difference!” Within the month, she had switched entirely to whole grain products.
COOKING MATTERS
AT THE STORE
Healthy food doesn’t have to break the bank.

Families on a tight budget report that the cost of healthy groceries is their biggest barrier to making healthy meals at home. Food skills, like smart shopping, can help overcome that barrier. Cooking Matters at the Store empowers families to stretch their food budgets so their children get healthy meals at home.

Cooking Matters at the Store is based on 20 years of experience serving low-income families across the country in our hands-on cooking courses. Courses typically include a field trip to the grocery store, which always proves to be an eye-opening experience for our participants, so we established it as a standalone program. The tour often ends in the $10 Challenge, an activity where participants use the skills they’ve just learned to buy a healthy meal for a family of four, for under $10.

Cooking Matters at the Store tours can be led by any individual, in any community, anywhere people shop for food. It includes two specialized curricula – one for adults and one for WIC (Women, Infants and Children) parents.
COOKING MATTERS AT THE STORE
IMPACT NUMBERS

19,112
COOKING MATTERS AT THE
STORE ADULT PARTICIPANTS

2,791
COOKING MATTERS AT THE STORE
FOR WIC PARENTS PARTICIPANTS

67% OF GRADUATES
INTEND TO READ INGREDIENT
LIST TO FIND WHOLE GRAINS

63% OF GRADUATES
INTEND TO COMPARE
UNIT PRICE TO FIND THE
BEST DEAL

64% OF GRADUATES
INTEND TO COMPARE
FOOD LABELS TO MAKE
HEALTHY CHOICES

88% OF WIC PARENT
TOUR GRADUATES
ARE VERY OR COMPLETELY
CONFIDENT IN THEIR ABILITY
TO MAKE THE MOST
OF WIC FRUIT AND
VEGETABLE VOUCHERS

89% OF WIC PARENT
TOUR GRADUATES
ARE VERY OR COMPLETELY
CONFIDENT IN THE ABILITY
TO IDENTIFY WIC FOODS AT
THE GROCERY STORE

63% OF GRADUATES
INTEND TO COMPARE
UNIT PRICE TO FIND THE
BEST DEAL

64% OF GRADUATES
INTEND TO COMPARE
FOOD LABELS TO MAKE
HEALTHY CHOICES

*D Results based on 17,776
graduate surveys

*D Results based on 1,163
graduate surveys

DURING THE TOUR,
PARTICIPANTS ARE EMPOWERED WITH
FOUR KEY FOOD SKILLS:

READING FOOD LABELS

COMPARING
UNIT PRICES

IDENTIFYING THREE
ECONOMICAL WAYS TO
PURCHASE PRODUCE

FINDING WHOLE
GRAIN FOODS
SOME OF THE MANY LESSONS LEARNED ON A TOUR:

Comparing and calculating unit prices to determine the best buy. Adding vegetables & beans to pre-packaged foods to make them more nutritious & go further.

Reading ingredient lists to find whole grains...

How to choose whole grain foods. How to prepare food in different styles. How to compare unit prices. How to use most of my WIC voucher.

I learned to compare unit prices with the actual price to know if I am getting a great deal.
EVALUATING COOKING MATTERS AT THE STORE

In 2013, Altarum Institute, an independent health systems research organization, evaluated Cooking Matters at the Store’s impact. It found that the tour produced lasting change on families’ shopping habits – with an outsized effect on those who rely on the supplemental nutrition assistance program (SNAP).

KEY FINDINGS

FAMILIES HAVEMORE SUCCESS STRETCHING THEIR FOOD RESOURCES AFTER A TOUR.

Following the tour, most families have high confidence in their ability to make their food purchases go farther (74%) and to get the most produce for their money (72%).

89% OF FAMILIES REPORT SAVING MONEY ON GROCERIES FIVE WEEKS AFTER THE TOUR.

FOOD SECURITY* INCREASED FROM 53% TO 64% AFTER TAKING THE TOUR.

*As measured by how often families make their food budget last all month
FAMILIES BUY HEALTHIER FOOD AFTER A TOUR, ESPECIALLY FRESH FRUITS AND VEGETABLES.

Tours may have a stronger influence on parents, or householdes with children. Parents or child caregivers allocated more of their food resources to fruits and vegetables following the tour, as compared to participants without children in the household who spent about the same or slightly less on fruits and vegetables following the tour.

<table>
<thead>
<tr>
<th>After a Tour:</th>
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<tbody>
<tr>
<td>76%</td>
</tr>
<tr>
<td>OF FAMILIES</td>
</tr>
<tr>
<td>BUY MORE FRUITS</td>
</tr>
<tr>
<td>AND VEGETABLES</td>
</tr>
<tr>
<td>62%</td>
</tr>
<tr>
<td>BUY MORE LOW-SODIUM FOODS</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>55%</td>
</tr>
<tr>
<td>BUY MORE LOW-SUGAR FOODS</td>
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</table>
FIVE WEEKS AFTER A TOUR, FAMILIES ARE EMPLOYING KEY SKILLS.

More families are comparing unit prices.  
43% pre-tour to 78% post-tour

More families are buying whole grains.  
45% pre-tour to 77% post-tour

More families are planning meals ahead of time.  
50% pre-tour to 76% post-tour

THE PERCENTAGE OF FAMILIES COMPARING FOOD LABELS FOR INGREDIENTS WHEN SHOPPING,

MORE THAN DOUBLED FROM 40% PRE-TOUR TO 83% POST-TOUR
WHILE ALL FAMILIES SHOWED IMPROVED SHOPPING BEHAVIORS, THE TOURS MAY BE MORE VALUABLE TO SNAP RECIPIENTS.

When asked how many of the skills learned on the tour they remember 6-weeks post-tour, 69% of SNAP respondents said all or almost all, compared to 57% of non-SNAP respondents.

WHEN ASKED HOW MUCH INFORMATION WAS NEW TO THEM AT THE TIME OF THE TOUR

34% OF SNAP RESPONDENTS SAID ALL OR ALMOST ALL COMPARED TO 22% OF NON-SNAP RESPONDENTS
2013 PARTICIPANT DEMOGRAPHICS

5,636 YOUTH PARTICIPANTS

- 46% WHITE
- 40% AFRICAN AMERICAN
- 30% LATINO
- 3% ASIAN
- 2% NATIVE AMERICAN
- 1% PACIFIC ISLANDER
- 17% OTHER

PERCENT THAT TAKE PART IN:

- FREE/REDUCED-PRICE SCHOOL BREAKFAST: 40%
- FREE/REDUCED-PRICE SCHOOL LUNCH: 52%
- SNAP: 26%
- WIC: 12%
- AT LEAST ONE FORM OF FEDERAL FOOD ASSISTANCE: 48%
3,441 TEEN PARTICIPANTS

- **40%** WHITE
- **44%** AFRICAN AMERICAN
- **22%** LATINO
- **5%** ASIAN
- **6%** NATIVE AMERICAN
- **1%** PACIFIC ISLANDER
- **17%** OTHER

**PERCENT THAT TAKE PART IN:**

- FREE/REDUCED-PRICE SCHOOL BREAKFAST: **30%**
- FREE/REDUCED-PRICE SCHOOL LUNCH: **41%**
- SNAP: **22%**
- WIC: **11%**
- AT LEAST ONE FORM OF FEDERAL FOOD ASSISTANCE: **50%**
33,584 ADULT PARTICIPANTS

- 55% WHITE
- 29% AFRICAN AMERICAN
- 27% LATINO
- 3% ASIAN
- 3% NATIVE AMERICAN
- 1% PACIFIC ISLANDER
- 14% OTHER

60% HAVE AT LEAST ONE CHILD UNDER 18
40% HAVE AT LEAST ONE CHILD UNDER 6

PERCENT THAT TAKE PART IN:

- FREE/REDUCED-PRICE SCHOOL BREAKFAST: 34%¹
- FREE/REDUCED-PRICE SCHOOL LUNCH: 38%¹
- SNAP: 40%
- WIC: 59%²
- AT LEAST ONE FORM OF FEDERAL FOOD ASSISTANCE: 57%
- HEAD START: 34%²
42,661 TOTAL PARTICIPANTS

53% WHITE
31% AFRICAN AMERICAN
27% LATINO
3% ASIAN

4% NATIVE AMERICAN
1% PACIFIC ISLANDER
14% OTHER

PERCENT THAT TAKE PART IN:

SNAP 35%
AT LEAST ONE FORM OF FEDERAL FOOD ASSISTANCE 56%

Adults and Total Demographics includes course and tours. Youth and Teens Demographics reflect courses only.

The number of participants shown reflects those responding to surveys. 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
PARTNERS

No Kid Hungry partners with nonprofits, community groups, and public organizations across the country to provide Cooking Matters programming to low-income families in venues that are convenient and familiar to them.

PARTNERS WHO REACHED MORE THAN 200 PARTICIPANTS THROUGH TOURS IN 2013:

National Head Start Association
Public Health Solutions (NYC)
Marshall University (WV)

Academy of Nutrition and Dietetics Foundation
Maryland No Kid Hungry (MD)

PARTNERS WHO REACHED MORE THAN 150 PARTICIPANTS THROUGH COURSES/TOURS IN 2013:

18 Reasons (CA)
Arkansas Hunger Relief Alliance
Capital Area Food Bank (DC)
Cornell Cooperative Extension Tompkins County (NY)
City Harvest, Inc. (NY)
Community Health Network of CT Foundation
Cooking Matters Colorado
Cooking Matters Massachusetts
Dare to Care Food Bank (KY)
EverThrive Illinois
FLIPANY (FL)
Food Bank of South Jersey
Foodlink, Inc (NY)
Georgia Coalition for Physical Activity and Nutrition
Gleaners Community Food Bank of Southeastern Michigan

Good Shepherd Food Bank (ME)
Idaho Foodbank
Inter-Faith Food Shuttle (NC)
Local Matters (OH)
Lowcountry Food Bank (SC)
New Hampshire Food Bank
North Texas Food Bank
Operation Food Search (MO)
Oregon Food Bank
Second Harvest Food Bank of Greater New Orleans and Acadiana (LA)
Second Harvest Food Bank of Lehigh Valley (PA)
Solid Ground (WA)
Tarrant Area Food Bank (TX)
The Queens Galley (NY)
University of Minnesota Extension
Virginia Cooperative Extension
Visiting Nurse Association (NE)

In addition to this list of partners, No Kid Hungry worked with hundreds of non-profit organizations around the country who reached anywhere between 5-200 people.
COOKING MATTERS VOLUNTEERS

Volunteers are responsible for bringing Cooking Matters to life in communities across the country. As Cooking Matters at the Store Tour Leaders, Six-Week Course Instructors, and Course Assistants, they empower families to live nutritiously on a tight budget. Some step in as volunteers, others as students seeking experiential learning, or in some cases as extensions of their jobs.

COOKING MATTERS HALL OF FAME

The Cooking Matters Hall of Fame honors culinary and nutrition volunteers who have demonstrated an exceptional commitment to Cooking Matters by teaching at least 15 six-week cooking courses. These volunteers were honored for reaching their 15th course in 2013.

2013 HALL OF FAME INDUCTEES

Below, we honor volunteers who reached their 15th course in 2013.

Robert Gedman
Culinary Instructor
Ithaca, NY

Rob Holt
Culinary Instructor
Arvada, CO

Barbara Hughes
Culinary Instructor
Bloomfield Hills, MI

Cathy Neal
Nutrition Instructor
Farmington Hills, MI

Donald Zimmer
Culinary Instructor
Big Rapids, MI

In 2013, Cooking Matters had 3,216 course and tour volunteers. 98% are willing to teach another course.
AMERICORPS MEMBERS

AmeriCorps members help Cooking Matters partners across the U.S. as they empower families on tight budgets to prepare healthy and affordable meals.

AmeriCorps members play a significant role in reaching the families we serve, contributing to approximately 12% of participants reached through our course partners and helping to leverage thousands of additional volunteers.

AmeriCorps members dedicate a year of their lives to our nation’s largest service program. The AmeriCorps network of local, state, and national service programs engages more than 80,000 Americans in projects across the nation each year. AmeriCorps State and National is the broadest network of AmeriCorps programs. These groups recruit, train, and place AmeriCorps members to meet critical community needs in education, public safety, health, and the environment.

THE FOLLOWING MEMBERS FINISHED A TERM OF SERVICE DURING THE 2013 PROGRAM YEAR, THE 13TH YEAR THAT THE NO KID HUNGRY CAMPAIGN HOSTED AMERICORPS MEMBERS.

Areia Rose
North Texas Food Bank

Alexa Eisenberg
Gleaners Community Food Bank of Southeastern Michigan

Dani Lutes
Tarrant Area Food Bank

Erin Carver
Oregon Food Bank

Emily Geis
18 Reasons

Amanda Marino
Good Shepherd Food Bank

Rebecca Gershon
Foodlink, Inc.

Anna Curry
Visiting Nurses Association

Lucelia (Lucy) Bossert
University of Minnesota Extension

Courtney Peetz
Operation Food Search

Sarah Paxson
Inter-Faith Food Shuttle

Toni Fiordalis
Solid Ground

Tamara Rushovich
Capital Area Food Bank

Courtney Zielinski
Local Matters

Chelsea Callahan
City Harvest

Maggie Kennedy
Cooking Matters Colorado

Piper Mount
Cooking Matters Massachusetts
RAISING AWARENESS

Cooking Matters made a big splash in the news in 2013 as we aimed to increase participation in grocery store tours, raise awareness of the benefits of the Supplemental Nutrition Assistance Program (SNAP), and highlight the importance of nutrition education programs.

In 2013, Cooking Matters was featured in national media outlets including NBC Nightly News, the Washington Post, US News World Report, and the Huffington Post, as well as influential publications across the country like the Boston Globe, the Denver Post, and the Chicago Tribune.

Fitness magazines, food writers, mom bloggers and more highlighted the programs tips, tools and recipes to live healthy and cook delicious meals while staying on budget. Cooking Matters was featured in Shape and Oprah magazines, Stylecaster, the Daily Meal, Civil Eats, Epicurious, MSN Money and Progressive Grocer.

Cooking Matters presented at or attended conferences organized by influential groups including the Partnership for a Healthier America, the U.S. Chamber of Commerce Foundation, the National Head Start Association, and the Society for Nutrition Education and Behavior.
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