COLORADO IMPACT REPORT

JULY 1, 2018 - JUNE 30, 2019
SIX-WEEK COURSES

Community partners that serve low-income families offer Cooking Matters courses to parents and caregivers of children 0-5 years old. Each course is team-taught by a volunteer or staff culinary and nutrition educator, a Cooking Matters’ representative, and community volunteers. Participants take home a bag of groceries at the end of each class session.

Cooking Matters is helping end childhood hunger by inspiring families to make healthy food choices.

Cooking Matters Colorado focuses on achieving sustainable individual and systems change to ensure all Colorado families have access to the healthy food they need to grow and thrive. We achieve our mission through evidence-based nutrition education and work focused on improving policies, systems and environments (PSE) that impact families’ access to affordable, nutritious foods. Our programs help parents and caregivers struggling with limited food budgets learn how to shop for and cook healthy, affordable meals.

Cooking Matters is a campaign of Share Our Strength, an organization working to end hunger and poverty. Cooking Matters’ work is complimentary to the work of our sister campaign, the No Kid Hungry Campaign.

STORE TOURS

Cooking Matters at the Store Tours provide families with hands-on education as they shop for food, giving them skills to compare cost and nutrition. Participants learn how to plan and budget for healthy, affordable, and delicious meals for their family, all for under $10.

CHILD CARE PROFESSIONAL TRAININGS

Certified professionals, family friends and neighbors can all have a significant role in creating a healthy meal environment for young children. Cooking Matters for Childcare Professional participants learn about creating positive mealtime attitude, safe cooking, healthy, kid-friendly meals, menu budgeting and hands-on practice in the kitchen.
Cooking Matters aims to influence changes to policies, systems, and environments to make healthy choices more accessible for all community members. By focusing efforts on community-level interventions in the places where people live, work, and play, we tackle health-related issues and promote healthy choices within communities.

**HEALTHY RETAIL**

Snap2Save, developed in partnership with Cooking Matters, digital customer engagement firm Green Piranhas Inc., and the Leevers Corporation, is a new kind of grocery shopping loyalty app that gives registered customers one point for every dollar spent at Save A Lot stores, redeemable for gift cards or health care rebates. Through Healthy Food Rewards, the app offers up to three times the points for purchasing fresh fruits and vegetables. Users receive special offers, win prizes, view Cooking Matters healthy recipe videos, and check their SNAP balances through the app.

Cooking Matters Food Skills messages and tasty style recipe videos are embedded into the app and available on in-store kiosks bringing healthy recipes and healthy living tips to shoppers as they plan and do their shopping. Our efforts with Snap2Save and Save A Lot have made healthy choices while shopping easier for over 234,000 Coloradans.

**DOUBLE UP FOOD BUCKS (DUFB)**

This program doubles the value of federal nutrition benefits (SNAP, previously food stamps) spent at participating farmers markets, farm stands and food retail stores, helping people bring home more fruits and vegetables while supporting local farmers. The wins are three-fold: more families have access to fruits and vegetables, local farmers gain new customers, and more food dollars stay in the local economy. In the most recent reporting period, approximately 4,401 customers redeemed $165,357 DUFB at participating sites, to spend a total of $363,401 in SNAP and DUFB.

Cooking Matters guides the program through participation in the DUFB Colorado Advisory Council and encourages families to use their benefits by:

- Placing promotional baskets at 45 farmers markets, highlighting the fresh produce a SNAP customer utilizing DUFB could purchase with only $20.
- Hosting promotional events at three Denver-based Corner Stores who collectively serve nearly 1,500 SNAP customers.
- Educating 589 participants with Cooking Matters at the Store Tours at 19 DUFB markets.

234,000 Coloradans reached

234,000 Coloradans reached
MEET JEANNETTE

GRAND JUNCTION, CO – If anyone understands how life can take an unexpected turn, it’s Jeanette. She set out to work in nutrition very early on, but for one reason or another, she was unable to achieve her dream of becoming a dietitian. After settling down and starting a family, Jeanette faced a difficult life circumstance when she had to flee her home and violent marriage.

Jeanette says, “I ended up moving into a women’s shelter in 2014. I left all my belongings, and my daughter and I moved in to the shelter.”

Though Jeanette faced significant hardship, she felt uplifted by the Mesa County community. She says the community “came together, and they helped [them] put back [their] lives.” When Jeanette got back on her feet, she felt a strong desire to give back with the same kindness she had received. “I ended up getting a full-time desk job, and the whole time, all I wanted was to do it as much as I can.”

“I see it as a fire starting, you know. I feel like there’s so much potential for this program to grow… it seems like it benefits people so much that you can literally see them growing in the class.”

With her background in nutrition, Jeanette feels like Cooking Matters is a perfect fit for her. She’s passionate about healthy eating and says food skills education is “education where it matters most.” Though Jeanette spends most of her volunteer time teaching, she feels she’s also learning from participants’ experiences. She reflects on feeling inspired by helping participants make healthy meals with the ingredients they have access to, and she enjoys “working with [participants], starting with where they are and building from there.”

Jeanette has high hopes for her involvement with Cooking Matters as she gets more involved with the Mesa County community. “My heart is totally in it,” she says. “I’m going to do it as much as I can.”

Though life can bring unexpected hardships, it can also bring unexpected opportunities. Jeanette’s strength and drive turned lemons into lemonade, and she has found a new home with the Cooking Matters community.

“Cooking Matters is something that is necessary in almost everybody’s life.”

Beyond saving money, Marquita enjoys the nutritional benefits from what she learned in her Cooking Matters course. Her favorite lesson was about hiding veggies so that her pickiest eater is still getting his nutrients. “I make pasta now and I grate vegetables into it and nobody knows. Before, they would only want a meat sauce and noodles, that was it.”

Growing up, Marquita’s mother had a knack for making dining miracles out of ingredients they received from a food pantry. Marquita never worried about food or cooking until she was on her own. “When my [oldest] daughter was a baby, I would put Kool-Aid in her sippy cup. I did not understand nutrition. I’ve learned more over the years and with my son I feel like I’ve done a pretty good job, but after Cooking Matters I know more. I make sure he gets everything he needs into his diet.”

The family enjoys the variety of Cooking Matters recipes and prepares them regularly, months after the course. Marquita looks forward to teaching her daughter the knife skills and nutrition information she learned through Cooking Matters so that her pickiest eater is still getting his nutrients.

“Cooking Matters is something that is necessary in almost everybody’s life.”

A full-time caretaker, Marquita is also taking classes and applying for nursing school. She is optimistic about the future, free from relying on food assistance and full of healthy choices.
## PARTICIPANTS

### Race

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>69%</td>
</tr>
<tr>
<td>Black</td>
<td>9%</td>
</tr>
<tr>
<td>Asian</td>
<td>2%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>1%</td>
</tr>
<tr>
<td>American Indian</td>
<td>5%</td>
</tr>
<tr>
<td>Hispanic/Latino*</td>
<td>48%</td>
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*Percentages sum to over 100% because participants can select one or more races.

### Age

<table>
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<th>Age</th>
<th>Percentage</th>
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<tr>
<td>Under 18</td>
<td>11%</td>
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<tr>
<td>18-59</td>
<td>76%</td>
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<tr>
<td>60+</td>
<td>13%</td>
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### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Female</td>
<td>81%</td>
</tr>
<tr>
<td>Male</td>
<td>19%</td>
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### Education Level

<table>
<thead>
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<th>Education Level</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Less than high school degree</td>
<td>18%</td>
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<tr>
<td>High school degree or GED</td>
<td>30%</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>23%</td>
</tr>
<tr>
<td>Two-year college degree</td>
<td>11%</td>
</tr>
<tr>
<td>Four-year college degree</td>
<td>18%</td>
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9,893 Coloradoans served

Fiscal Year 2019

To meet participants where they are and extend the service of local community organizations, Cooking Matters Colorado partners with community-based groups that provide venue and on-site coordination. Cooking Matters serves 50 Colorado counties.

<table>
<thead>
<tr>
<th>Venue and Service</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Early care and education facilities</td>
<td>20%</td>
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<tr>
<td>Health care clinics and hospitals</td>
<td>19%</td>
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<tr>
<td>K-12, elementary, middle, high schools</td>
<td>14%</td>
</tr>
<tr>
<td>Family resource centers</td>
<td>7%</td>
</tr>
<tr>
<td>Farmers markets</td>
<td>7%</td>
</tr>
<tr>
<td>Food assistance sites, food banks, food pantries</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
<tr>
<td>Community and recreation centers</td>
<td>4%</td>
</tr>
<tr>
<td>Individual homes or public housing sites</td>
<td>4%</td>
</tr>
<tr>
<td>Faith-based centers/places of worship</td>
<td>3%</td>
</tr>
<tr>
<td>Colleges and universities</td>
<td>3%</td>
</tr>
<tr>
<td>Large food stores and retailers</td>
<td>2%</td>
</tr>
</tbody>
</table>

Map showing the distribution of participants across Colorado counties.
IMPACT

After Cooking Matters Courses,

54%
Of Childcare Providers are serving more vegetables and whole grains

30%
Parents are more confident in buying healthy foods for their family on a budget

63%
Families prepare meals together more often

After Cooking Matters at the Store Tours,

57%
Of tour participants report being likely to try comparing food labels to make healthy choices as a result of the tour
Cooking Matters was founded on the belief that everyone has a strength to share in the fight against hunger. Community engagement is one of our core strategies to help end childhood hunger in Colorado, and we could not deliver our programs without our volunteers.

Our vision is to empower Coloradoans everywhere to act on their role in ending childhood hunger.

Cooking Matters engages volunteers in various roles that all contribute to the successful delivery of our program. From the Leadership Council and the Impact Council, to direct service volunteers such as Culinary Instructors, Nutrition Instructors, Class Assistants, and Tour Facilitators, to our Special Event Volunteers — thank you all for your help ending childhood hunger in Colorado!

Cooking Matters Colorado is a Service Enterprise, among only 11% of nonprofits nationwide who have achieved this certification by Points of Light, and the third ever to do so in Colorado.

This means Cooking Matters leverages volunteers at all levels of our work. It means we make donor dollars stretch farther. It means we more effectively meet our mission through the power of community members.

MEET JESSE

GARFIELD COUNTY, CO – When Jesse read, “Cooking Matters brings healthy foods options to low-income families without breaking the bank” last year in the Aspen Times, he knew he wanted to get involved. He soon began volunteering as a Culinary Instructor in Carbondale and Glenwood Springs and now enthusiastically shares with others why he volunteers and the importance of Cooking Matters.

Jesse explains that he never had a healthy relationship with food until he moved to Colorado in 2008 and began working in a hotel kitchen at Aspen’s Snowmass resort. After starting to volunteer with Cooking Matters, Jesse told his brothers,

“I’m no professional chef, but the fact that I can share my years of culinary experience and my story with people who want to grow and learn is amazing.”

Jesse grew up in Garden Grove, California with his single mom and five brothers. He recalls, “Food was always a challenge. Not only to put on the table, but to put healthy food on the table. I grew up in a city where fast food places were a dime-a-dozen. We had to resort to stuff we didn’t know was unhealthy, it was just the right price.”

Once he began working in the hospitality industry, Jesse learned about the importance of healthy food. He loves sharing with Cooking Matters participants that, “Healthy food doesn’t have to be expensive, time-consuming or even fancy. It is out there and can be fun!”

Jesse says one of his favorite parts of volunteering is building trust and relationships with those in his community.

“It’s a great way to give back to your community with your skills and knowledge. To be able to have an impact that is forever-lasting on people is why I volunteer. You teach basics they are going to remember and take on forever.”
LEADERSHIP COUNCIL

The Leadership Council serves an essential role that compliments the efforts of Cooking Matters staff in raising awareness of hunger and engaging the broader community in Cooking Matters work. This advisory board comes together to create a shared annual plan with individual goals that make measurable progress toward ending childhood hunger, including valuable fundraising that advances the Cooking Matters mission.

Rachel Anderson
Blue Moose of Boulder

Julia Lamphear
The H.O.N.E.Y Project

Lauren Nischan
RTE Cuisine

Lars Bjorklund
34 Degrees

Sarah Bates
LIV Sotheby's International Realty

PJ Paland
Seattle Fish Company

Laura Cornwell
Share Our Strength

Charles Butler
Winesellers Ltd

Rachel Phillips
Aurora Public Schools

Danielle Davis
DCD Communications

Kate Mahon Ralls
Kate Ralls Wellness

Aubree Pierce
The Campus Kitchens Project

Ethan Furtek
Integris Partners

Leann Reynolds
Sage Restaurant Group

Maureen Wolsborn
Denver Public Schools

Dana Hall Esq.

Jennifer Margoles
VP Corporation

Julie Mosley
Self-Employed

Lucy Moffatt
Sysco Denver

Jennifer Olson
Jennifer Olson Photography

Alyssa Thomas

James Iacino
Seattle Fish Company

Cameron Luthy
Ibotta

Bevin Wallace

Bill Long
Snooze and AM Eatery

Claire Morton
New Hope Network

Jennifer Olson Photography

Jennifer Olson

Leann Reynolds
Kate Mahon Ralls

Julie Mosley

The Ambassadors Program elevates the Cooking Matters brand, expands our network, and amplifies our campaign to inspire change. Ambassadors increase and deepen our community partnerships and networks and extend staff capacity by representing Cooking Matters at community events.

AMBASSADORS

Dave Coder

Maggie Kennedy

Cathy Stamp

Kelly Fuhr

Michele Morris

Alyssa Thomas

Mary Frances Kelley

Jodie Popma

Bevin Wallace

Laura Shinefield
Thank you to everyone that attended these fundraising events, and for local businesses that supported our fundraising efforts in FY19. Visit co.cookingmatters.org/join-us-some-amazing-events for ways to get involved this year!

**CHEFS UP FRONT**

Our signature event presented by Seattle Fish Company, Sysco Denver, and Centerplate, creatively brings together thirty of Colorado’s top chefs to cook tableside for guests after a unique cocktail reception. This event raises critical funds for programmatic capacity, uniting its guests through a shared passion for ending childhood hunger. Join us for this culinary extravaganza on June 7th as a 2020 table sponsor or volunteer!

**DINE OUT TO END CHILDHOOD HUNGER**

One of the easiest ways to support our programs! Cooking Matters Colorado partners with restaurants, retailers and beverage producers statewide for 10% or 20% of all proceeds raised on Dine Out day. Each year over 30 venues, including some of Colorado’s finest restaurants, breweries, wineries, and vendors join to support our work. Join this year, November 21st!

**COLORADO GIVES DAY (ONLINE)**

Help end childhood hunger by donating to Cooking Matters Colorado on this statewide giving holiday. Thank you to the Community First Foundation and First Bank for their generous match last year. Schedule your donations before December 10th at www.coloradogives.org/CookingMattersColorado, this year we have a match up to $30,000 from our Leadership Council.

**THIRD-PARTY FUNDRAISING EVENTS**

- 10 Barrel Charity of the Month Fundraiser
- Food & Drink Resources Golf Tournament
- Snooze, an A.M. Eatery’s Bacon Day
- Sysco Golf Tournament
- Denver St. Patty’s Day Parade
- Two Parts’ Vinochromatic Wine Festival

Thank you to everyone that attended these fundraising events, and for local businesses that supported our fundraising efforts in FY19. Visit co.cookingmatters.org/join-us-some-amazing-events for ways to get involved this year!
With your generous financial support, Cooking Matters reaches thousands of low-income families in Colorado each year. These charitable investments provide food skills education and strengthen the physical and financial health of Colorado families.

Thank you for a great year of serving Colorado families with critical nutrition education and supporting our efforts to increase awareness, access and advocacy to help end childhood hunger in Colorado. You have made a difference in thousands of lives across our state. We appreciate our volunteers, donors, chefs, and supporters like you for sharing your strengths.

When you donate to Cooking Matters Colorado, your dollars stay in Colorado.

To donate, text ‘COOK’ to 877-877