



Project: We are reimagining our signature school-based Seed-to-Plate Nutrition Education™ curriculum in a new delivery platform. EatItFoodadventures.org, featuring a 24-episode video series of cooking and garden classes and resource packed website of information, visual glossaries and projects for independent food explorers is a subscription-based website that will bring Recipe for Success Foundation's award-winning content directly to children and their families.

Why: Classroom closures during the pandemic have completely sidelined our Seed-to-Plate Nutrition Education™ program for tens of thousands of students, while homebound children are losing touch with healthy eating habits. The well-documented relationship between poor childhood diet, obesity and a lifetime of chronic health issues has been brought into sharp relief by the current pandemic, which has disproportionately affected low income communities of color where obesity, diabetes, heart and kidney disease are rampant. These pre-existing conditions are at the heart of the glaring health disparities and tragically high mortality rates for COVID-19 that are now being seen in these underserved areas. And the medical community warns us that obesity is on the rise as families in lock-down consume more unhealthy meals and snacks.

In this unprecedented environment, we are adapting our approach to support healthy decision-making using the latest in technology and learning trends. For years, we have produced short 2-minute cooking and gardening instructional films that integrate with our S2P classes at the elementary school level. The popularity of these YouTube videos soared in April, which is what inspired us to use this opportunity to build out a comprehensive online platform as powerful as our hands-on programs to teach, inspire and empower healthy eating for a broader audience.

What: The new website leverages content in Eat It! Food Adventures with Marco Polo, our award-winning children's cookbook and the correlating themed curriculum that we designed and tested in our classrooms from 2012 to 2016. Following our model of making healthy food fun, each of the 24 episodes will feature the adventure of discovery - uncovering new flavors and food traditions that celebrate the melting pot of American culture, honoring the concept of locally grown, home cooked meals, and emphasizing the importance of fresh foods, prepared from scratch and shared at table with family and friends.

The anchor series of 12 to 15-minute produced videos, as well as the supplemental content have been designed by a diverse education team consisting of a media specialist with an extensive background in children's multi-media education, award winning graphic designer, master educators and curriculum designers, trained S2P culinary and gardening teachers, chefs, master gardeners and the agricultural staff at Hope Farms.

EatIt!Foodadventures.org

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How Many Kids? We estimate that the new site will serve 10,000 children and adults in its first year, including 4,000 children who have traditionally participated in our Seed-to-Plate Nutrition Education™ in Houston-area Title One schools. We will promote the site through all our education partners nationwide as well as with a robust earned, native and social media campaign. As a result, we are confident that utilization will reach 50,000 users by in 2021.

Cost: The initial production budget to launch eatitfoodadventures.org is \$75,000. Basic user subscriptions to the site will be \$25 per year and will be made free to students attending Title One Schools in Houston and beyond through Sponsor Grant Funding and a Buy One/Give One public launch campaign.

Donor Opportunities

Empower kids: We embrace the idea of earmarking funding to grant subscriptions to students attending Title One schools in Houston and elsewhere around the country—particularly schools with which the donor or RFS already has a relationship.

Volunteering: There are numerous opportunities for donor employees to engage in safe, socially distanced, outdoor activities at Hope Farms. Ranging from large-scale one-time events to daily support for operations. Massive workdays utilizing up to 50 volunteers help build various aspects of the farm. Buildings to be incorporated into the overall plan are simply and efficiently designed for construction in "barn-raising" style by a volunteer corps. Farming and gardening are activities that provide ongoing healthy, socially distanced opportunities for involvement of smaller groups of volunteers (5-10) throughout the year. Support needed for agricultural operations includes planting new crops, raising chickens, beekeeping, harvesting and preparing produce for sale at the market. One to two volunteers each are also needed to help staff our weekly market stand.

Media exposure- While any volunteer engagement can be leveraged to attract attention from the media, we are also mounting a robust media campaign for eatitfoodadventures.org which includes earned, native and social coverage, which will expose our funding partners. Our social media resources include Facebook, Twitter, Pinterest, Instagram, and YouTube. We post partner news in unique ways to attract attention. Messages are tied to Farm volunteer days and linked to veggie posts during our VegOut! Challenge on Facebook, Twitter, and Instagram and now with news about our new learning platform. We also push out an RFS blog post and a newsletter/press release to our Board, Advisory Boards, Volunteers and media. Founding Donors will be featured perpetually on eatitfoodadventures.org and in our collateral materials promoting the site. Also, we enjoy a close relationship with Houston area print, broadcast and radio media that has resulted in extensive coverage of our projects, which frequently benefits donors.

EatIt!Foodadventures.org

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Organizational History: Recipe for Success Foundation (RFS) was launched in 2005 to combat childhood obesity by changing the way children understand, appreciate and eat their food and by helping the community provide healthier diets for our kids.

Over 33% of American children are obese and facing a lifetime of chronic disease. To help break this cycle and prevent the onset of obesity and its co-morbidities, RFS uses an integrated approach that targets children and their families, caregivers, and teachers. Our Seed-to-Plate Nutrition Education™ (S2P) program connects the produce in their gardens to the food on their plates, introducing elementary students to the entire food cycle along with taste and flavor combinations, preparation techniques and nutritional awareness that can last a lifetime. S2P participants' behaviors show impressive results: after one year of programming, children consume as much as 30% more fruits and vegetables, demonstrate more positive attitudes towards fruits and vegetables and more frequently cook dinner at home with their families.

By 2012 our hands-on curriculum had grown to the largest outreach of its kind in the nation, empowering more than 4,000 children each month through evidence-based, signature Seed-to-Plate Nutrition Education™. Our other initiatives to teach, empower and inspire healthy eating, like the VegOut! Challenge, Farmers MarKIDS, Hope Farms and the award-winning Eat It! Food Adventures children's cookbook, promote a culture where nutritious food is shared, appreciated and celebrated.

Since 2005, RFS has empowered more than 50,000 children in Houston and beyond to make healthy eating decisions with the Seed-to-Plate Nutrition Education™ curriculum, producing remarkable, sustained behavior changes. We have trained and certified instructors for schools who have become licensed Affiliate Partners, to deliver this tested, award-winning program with continued web-based support and professional development resources, which has fueled expansion of our health program to schools throughout the nation. S2P activities coordinated with our national public service campaigns inspire healthy eating for families, individuals and workplaces: The VegOut! Challenge gamifies healthy eating with a mobile app to encourage participants to eat 30 different vegetables in 30 days. farmers marKIDS, a free, downloadable curriculum, guides students through the process of turning produce from their garden into their own market stand. Our programs are holistic, working toward a shared goal of eradicating childhood obesity by changing the way kids understand, appreciate and eat their food, inspiring a culture where healthy food appreciated, shared and celebrated as the norm.

We bring a wealth of knowledge gained through fifteen years of life-changing work as we re-imagine how to transform the powerful school-based Seed-to-Plate Nutrition Education™ into a format easily available to children and their families no matter where they live or attend school. While we were motivated to develop eatitfoodadventures.org as an answer to COVID-shuttered schools and interrupted programming, we are energized at the prospect of its capacity to help so many more families live a healthier life even as schools reopen and life normalizes.