

2013-2014

# Annual Report



GROWING  chefs!  
CHEFS FOR CHILDREN'S  URBAN AGRICULTURE



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A photograph of a woman with a braid and two young girls in orange shirts at an outdoor market. The woman is smiling and holding a green basket of raspberries. One girl is also smiling and holding a similar basket. The other girl is pointing towards the camera. In the background, there are other people and market stalls under a white canopy. A green banner with text is overlaid on the right side of the image.

## *Our Mission*

*To get kids  
excited about healthy,  
wholesome food!*





# Our Goals



To provide an avenue for chefs and growers to get more involved in the community and to support food education.

To provide children with the confidence, knowledge and enthusiasm to grow and prepare good, healthy cuisine.

To support and encourage the development and growth of food education for children and families.

# Letter *FROM* our Executive Director .....

Dear Growing Chefs! Ontario friends and partners,

This is, without a doubt, the most exciting time in the history of Growing Chefs! Ontario. This past year was our most successful to date. I could not be more thrilled that we again succeeded in reaching more schools, children and families than the year before.

Yet again, we have seen an increase in our program capacity, and our general support in the community. We began working with multiple new community partners and welcomed many new, wonderful volunteers to our team. We also became a registered charity, which has opened us up to many new opportunities to grow as an organization.

As we move into our 2014-2015

year, Growing Chefs! has a lot of momentum. There is much to celebrate, and also a lot of work to do. We aim to create opportunities for even more children and youth to explore growing and cooking wholesome healthy food with professional chefs. We aim to improve the volunteer experience for our growing team of volunteers who work so hard to inspire children and youth to grow a garden, or prepare a meal from scratch with their families, or simply be open to trying new foods.

I could not be more excited to continue to work as a member of the Growing Chefs! Ontario team. The opportunity to work alongside the amazing professional chefs who give their time and talents, our dedicated volunteers and our community partners is a true honour. 2014-2015 is going to be our biggest year

yet. I am so eager to share with you some of the surprises we have in store.

Together we will continue to help children have fun exploring new foods, and inspire them to make healthy food a priority in their lives. Changing the way we teach our children about food is a necessary step towards building a healthy, happy community.

Thank you to all of you for your support!



ANDREW FLEET  
EXECUTIVE DIRECTOR &  
FOUNDER



# Letter FROM our Board Chair .....

It is with great excitement that we close out our 2013/2014 year. Growing Chefs! Ontario has seen some tremendous growth in the past few years and we won't be slowing down. The programs that we run impact the community in such a positive and meaningful way and we feel privileged to be able to serve the community.

There is a lack of appreciation of where the food we see in the grocery store comes from and how the food that we consume fuels us. Through improving our choices and introducing childhood nutrition and education programs the future looks healthy and the impact on our healthcare system will be reduced.

We could not have grown over the past few years without the support of our community. From the corporate donations and individual

giving campaigns, to the tireless work of our staff and countless volunteers, Growing Chefs! Ontario has a lot to be proud of. London and the surrounding area have illustrated what an involved community can accomplish.

The programs that Growing Chefs! Ontario develop and run are important and they enrich the lives of our most vulnerable group of citizens, our children. Thank you for giving us the opportunity to offer them a place of fun and education. It takes a village to raise a child and we couldn't be a better example of that.

We have a hardworking, dedicated volunteer Board of Directors that has been instrumental in helping the organization to evolve. The Board would like to thank our incredible Executive Director, Andrew Fleet. His ability to inspire

people, collaborate with our many partners and excite children is very special. The Board looks forward to supporting him as he continues to breathe life into our programs, ensuring that we achieve our vision and goals.

With 2013/2014 behind us, we look forward to the year ahead. On behalf of the Board, we would like to welcome all of our new staff to our organization. We also offer a heartfelt round of applause to our sponsors, donors, partners, chefs, volunteers and community.



KAYLA SMITH  
PRESIDENT &  
BOARD CO-CHAIR



MARC GAMMAL  
BOARD CO-CHAIR







*We unite chefs, growers, educators and community members in children's food education projects!*

### *Growing Chefs! Ontario*

is working towards a vision where children, youth and families have the knowledge and skill set to make the best, healthiest and most responsible decisions possible when choosing what foods make it to their plates.

This vision requires our communities' children and youth to have the opportunities to make healthy decisions with the food options available to them.

They need to learn to cook and prepare meals,

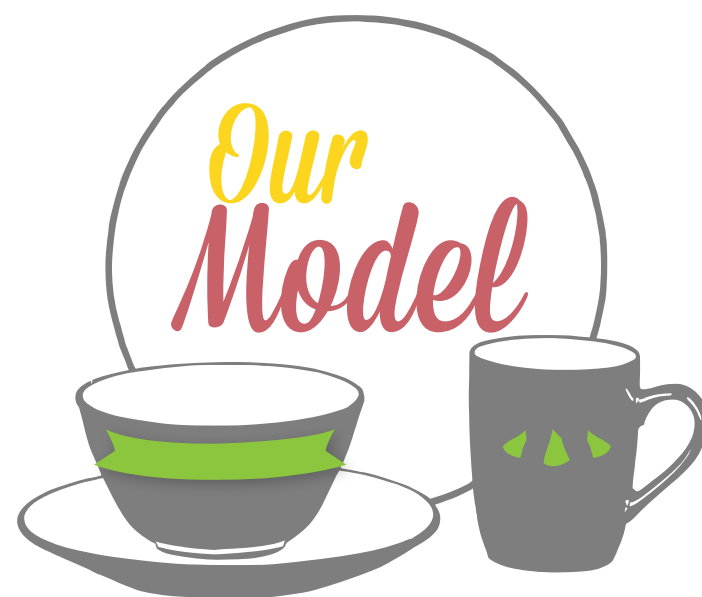
understand where their food comes from and appreciate the impact their food choices have on their communities.

Beyond healthy food choices, cooking develops and encourages many important skills in areas of math, science, history, geography, literacy and even art.

These themes are incorporated into understanding how we grow food, where food comes from, the different names given to foods, how we use our senses with food, the history of different foods

and what food means in different cultures. All these will help children and their families develop better eating habits.

Based on this knowledge, we have built each of our four projects on these principles.



# Project Overview



*Classroom Food Education Project* - Connects local volunteer chefs with elementary schools to give students and chefs opportunities to explore growing, cooking and preparing healthy foods together.



*Fresh Food Frenzy* - Offers school children a chance to visit and explore their local farmers market. Students shop for the ingredients they use to create a market fresh three-course lunch that they prepare together in the market kitchen.

*Growing Communities* - Offered in partnership with over 10 community agencies each year, so that children, youth and families have opportunities to learn to cook and prepare meals together under the guidance of professional chefs.

*The Beet Cafe* - A youth employment project focused on giving youth real life, paid opportunities to learn skills and gain experience in food production, food service delivery, business development, marketing and customer service.





“ My first impression of culinary camp is that the chefs are very caring for our fun and safety. This is one of my favourite camps of all time! ”

- *Ankit, Culinary Camp participant*

“ All that the students learn from this program can be used for the rest of their lives. ”

- *Teacher, Grade 4/5*

## Word In THE Kitchen

“ Besides school, I never felt a sense of community in London, or rather, I never felt a community I really belonged to. The Beet has changed all of that. I am surrounded by extraordinary people with similar principles and a great taste in food. My home is Toronto, but The Beet has given me a reason to stay and build a future here. ”

- *Danika*

*The Beet Cafe employee*

“ Today we made Yakisoba stir fry. IT WAS AMAZING. I hope we get to make more food just like it, food so good it makes you want to jump off a cliff face first, mouth open, right into a pile of stir fry :) It was that good! ”

- *Anneke, 11 years old*

“ Thank you for all your effort and wonderful activities. It was very fun. I will remember it for a long, long time. Thank you for teaching us how to grow lettuce, peas (swis) chard, Beets, and spinach and how to prepare them in meals. Tank you! ”

- *Eleanor*

*Classroom Project participant*

*A selection of  
our scrumptious  
kid-made meals*



HAND-PRESSED TACOS, TOPPED WITH GUACAMOLE, TOMATO PINEAPPLE SALSA & RADISH SPROUTS



FRESH FRUIT MEDLEY WITH BLUEBERRY HONEY YOGURT DIP



RAINBOW RAVIOLI WITH BEET, RICOTTA & BUTTERNUT SQUASH FILLING, DRIZZLED WITH BROWN BUTTER SAUCE



RASPBERRY JALAPENO CHICKEN SANDWICHES TOPPED WITH FRESH PICKLED VEGGIES, & THE SEASON'S FIRST CORN ON THE COB



“ Students were so proud of their accomplishments and were offered the chance to try new foods that they might not have had the chance to try at home. This program allows students to explore, learn, engage and investigate! ”

- Teacher  
Kindergarten







## Our Projects

# School Project

### How it works:

- Growing Chefs! staff and volunteer teams work with each class and/or grade at participating schools.
- Over the school year, the chefs work with each classroom to deliver grade-specific food education lessons.
- Chefs engage the students with activities focusing on plant growth, local agriculture, cooking skills, nutrition and the importance and effects of making better food choices.

### By the numbers:

#### Project Income

##### Sponsorships

###### Title Sponsors

TD Friends of the	
Environment Foundation	\$5,000.00
The Richard & Shelley	
Baker Family Foundation	\$5,000.00

Classroom Sponsors	\$20,000.00
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<b>Total</b>	<b>\$30,000.00</b>
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30 classrooms  
800+ students served  
400+ volunteer hours  
\$30,000 raised by  
community partners





## Our Projects

# Fresh Food Frenzy

### How it works:

- Elementary school classes visit their local market, the Covent Garden Farmers' Market, to learn about the importance of producer-based markets, healthy eating, and food preparation.
- Over the course of three hours, volunteers and student groups take a tour of the Covent Garden Market, prepare a multi-course meal in the Market Kitchen using farm and market fresh ingredients, and then enjoy the meal they prepared together.

### By the numbers:

#### *Project Income*

Foundations & Grants	\$1,742.69
London Community Foundation	\$5,000.00
Sponsorships	\$8,850.00
<b>Total</b>	<b>\$15,592.69</b>

**300+** students served  
**100+** volunteer hours  
**200+** youth employment hours







# Growing Communities

## How it works:

- Cooking sessions feature local and Ontario-grown foods, are hosted by local chefs, and can include fieldtrips to local farms and farmers' markets.
- Educational and hands on cooking experiences can cover healthy eating, safe food handling, seasonal Ontario grown food themes, meal planning and cooking on a budget.
- The program is offered in partnership with community organizations and youth groups. Program delivery is designed to constantly adapt, in order to best meet the particular needs of each partner organization and their participants.

## By the numbers:

### Project Income

Foundations & Grants	\$10,759.50
Personal Giving	
London Community Foundation	\$5,000.00
Growing Communities Fund	\$6,140.90
Services & Contracts	
Community Partners	\$15,166.59
<b>Total</b>	<b>\$37,066.99</b>





## Our Projects

# THE Beet Café

### How it works:

- The Beet is our brand new, educational and skill-building program for youth with a focus on healthy food preparation, hospitality and business development.
- Led by some of London's top chefs, Growing Chefs! youth staff lovingly prepare locally-sourced food and deliver it to customers through catering contracts, special events and a food stand at local festivals.

### By the numbers:

#### Project Income

##### Foundations & Grants

<i>Libro Community Builder Grant</i>	\$25,000.00
<i>Walter J. Blackburn Community Foundation</i>	\$5,000.00

Retail Food Sales \$16,300.00\*

##### Fundraising & Events


<i>Catering</i>	\$1,775.00
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**Total** \$48,075.00

15 youth staff  
3 festival stands  
3 events catered  
750+ youth employment  
hours

\*This number reflects sales up until the end of July, 2014



A background photograph showing several chefs in white uniforms working at an outdoor food station. One chef in the foreground is smiling and leaning over a stainless steel food warmer. The station is covered with a blue patterned tablecloth. In the background, other people are visible, and a parking lot with cars is seen under a bright sky.

“ I feel like working for Growing Chefs! is empowering. It’s very powerful working for something that you believe in so strongly and being able to be a part of a family who believes the same. ”

- Emily  
*The Beet Café employee*

A stylized logo of a beet with three green leaves and a red root. The root is a dark red circle containing the text 'the Beet Café' in white.

the  
**Beet**  
Café

## What you had to say!

We always love hearing your feedback, and we were thrilled to receive this note from a parent after she popped by the classroom during one of our visits for the Classroom Project. (The rumour was that she could smell the delicious foods cooking and just had to stop by!)

### *Here's what she wrote to us:*

“ As a parent of children who have had the opportunity to experience the Growing Chefs Program I want to say thank you so much. Growing Chefs brought excitement for vegetables to our home! The very well rounded program

addressed every part of the process of healthy eating from planting to harvesting to preparing delicious recipes.

I had the privilege of attending the final in-class session in my son's classroom and was absolutely impressed with the presentation being delivered. The children were so engaged and eager to talk about what flavours were being put together in each recipe.

When the samples were placed on the tables for the children to try, every fork dove into the beautiful salads and stir-frys. There were no left-overs! Every plate was cleared of

the delicious vegetables and comments such as, 'Hey, I like asparagus now!' could be heard.

Growing Chefs!, thank you for coming in to my children's classes. In a perfect world, all school-aged children would receive this most wonderful experience and education in healthy eating! ”

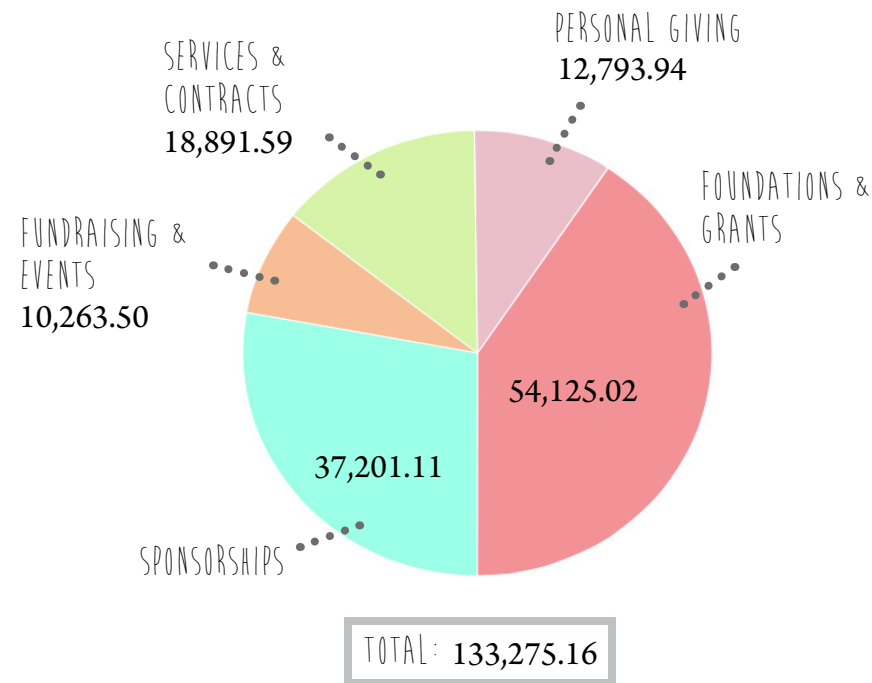
- ANDREA SMITH  
PARENT OF A STUDENT IN  
OUR CLASSROOM PROJECT





# 2013-14 Fiscal Year

FISCAL YEAR  
2013-2014  
(IN DOLLARS)  
INCOME



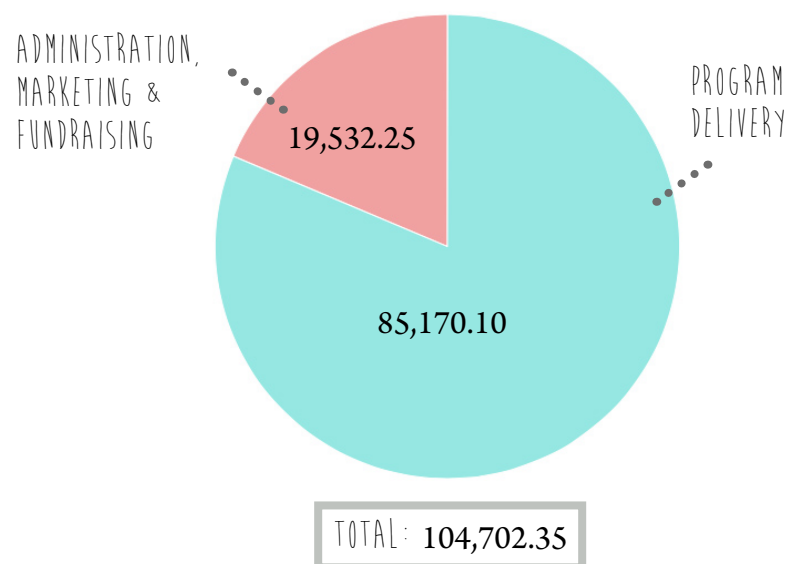
## Statement OF Financial Position

### EXPENSES- NOTES

#### PROGRAM DELIVERY BREAKDOWN:

Growing Communities	\$30,274.31
Classroom Gardening Project	\$17,699.78
Classroom Kitchen Project	\$10,956.54
Fresh Food Frenzy	\$8,651.90
The Beet	\$17,587.57
<b>TOTAL</b>	<b>\$85,170.10</b>

FISCAL YEAR  
2013-2014  
(IN DOLLARS)  
EXPENSES





## Looking Forward

to 2014-2015

- Thanks to a generous grant from the Ontario Trillium Foundation of \$149,000 over two years, we are expanding our School Project to reach 2,500 students each year.
- To reach our goal, our school sponsorship program will need to raise \$50,000 next year. Become a Project Sponsor today!
- We are improving our volunteer program to better engage and suit the needs of the incredible individuals who have offered over 600 hours of their time in this past year alone!

Email [info@growingchefsontario.ca](mailto:info@growingchefsontario.ca) for more information. Hurrah!







# Thank You

*Dear Growing Chefs! supporters,*

We would like to thank you for your outstanding generosity in donating your dollars and your time to our organization. We are thrilled that you chose to give these gifts to us, and we are continuously overwhelmed by what your great efforts make possible.

We are proud of our focus on children's food education and commitment to helping connect children, youth and families with healthy local food. Thank you so very much for recognizing the value of our goals!

*FROM all of us at  
Growing Chefs!*

*With  
your  
help,*

Since our **2008** inception:

- We have designed and implemented **4** unique and successful food education projects.
- More than **40** of London's best chefs and **100** community members have volunteered their time with us.
- And most exciting of all, more than **5000** children have participated in our programming!



## *Staff*

Andrew Fleet,  
**Executive Director**

Katherine Puzara,  
**Lead Chef**

Sunni Vann,  
**Projects Coordinator**

Anna Carroll,  
**Youth Project  
Coordinator**

Andrew Burmatoff  
**Youth Chef Apprentice**



## *Board Members*

Kayla Smith,  
*(Fearless Leader)*

**President & Board Chair**

Katie Burns,  
*(Archivist/Record Keeper)*

**Secretary**

Jim Hunking  
*(Financial Wizard)*

**Treasurer**

Elsa Rose Eastabrook  
*(Yoga Teacher/Zen Master)*

**Co-Founder**

Marc Gammal  
*(Strategic Navigator of Stormy Seas)*  
**Former Chair & Business Advisor**

Andrew Wolwowicz  
*(Culinary Guru)*  
**Chef**

Johanna Kaipainen  
*(Health & Literary Guide)*  
**Registered Dietician**

Malcom Scott  
*(First Phone Call Receiver)*  
**Legal Council**







## *Program Delivery Partners & Supporters*

379 Collective  
Anago  
Anything Grows Seed Co.  
Arva Flour Mill  
Bio.Power  
Bonafide Events Studio  
Boys And Girls Club London  
Chatham-Kent Table  
Dolway Organic Garden  
Dorchester Horticultural Society  
East London United Church  
Outreach  
ecoLIVING London  
Fire Roasted Coffee  
FLX Yoga  
Friends of the London Civic  
Garden Complex

Grade 3 Class Participant of 2013  
Classroom Project  
Great Lakes Lavender Farm  
Grickle Grass Festival  
Home County Folk League  
Heeman's Greenhouses & Strawberry  
Farm  
Investing in Children  
Jill's Table  
Kayla & Ryan Doherty  
Kiwanis Club of London  
Libro Credit Union  
Locomotive Espresso  
London Children's Museum  
London Community Foundation  
London Community Resource  
Centre  
London District Catholic School  
Board  
London Food Co-op  
London Fuse  
London InterCommunity Health  
Centre  
London Middlesex Master Gardeners  
Marty the Health Guy  
Middlesex Federation of Agriculture  
Milos' Craft Beer Emporium  
Ontario Trillium Foundation  
Optimist Club Of Thorndale  
Pint-sized Health Care  
Pillar Nonprofit Network  
Renologix  
Simply Kept Catering

Sustain Ontario  
TD Friends of the Environment  
Foundation  
Thames Valley District School  
Board  
The Child and Youth Network  
The Covent Garden Market  
The Covent Garden Farmer's  
Market  
The Forest City Free School Multi  
Media Literacy Camp  
The Hungary Butcher  
The Holistic Health Diary  
The Only On King  
The Ontario Edible Education  
Network  
The Richard & Shelley Baker Family  
Foundation  
The Sakellis Family  
The Springs Restaurant  
Think Graphics  
Thorndale Agricultural Society  
Thread Development  
Van Horik's Green Houses  
Western Fair Farmers' and Artisans'  
Market  
YMCA of Southwestern Ontario  
Yoda's Private Catering  
Yoga Shack  
**Digital Media Sponsor**  
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Sterling Marking Products

Consider supporting us in our efforts! Visit  
[www.growingchefsontario.ca/help-us-grow](http://www.growingchefsontario.ca/help-us-grow)  
for more information, or email us at  
[info@growingchefsontario.ca](mailto:info@growingchefsontario.ca)



Growing Chefs! Ontario is a registered charity based in London, Ontario.  
We unite chefs, growers, educators and community members in children's food  
education projects. Growing Chefs! Ontario has been incorporated since 2008.

Growing Chefs! Ontario  
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