



..... COMMON THREADS

COOKING — *for* LIFE —

2015 ANNUAL REPORT


AT COMMON THREADS, WE KNOW KIDS SOAK UP NUTRITION KNOWLEDGE AND COOKING SKILLS LIKE SPONGES.

That's why, in 2015, we reached 48,000 students across the country. The more they learn about the importance of healthy eating and cooking, the more self-sufficient they'll be in life. At the heart of our organization is a deep commitment to the kids, families and communities we serve. With each passing year, we could not be more proud of where we have been and where we are headed.


SCHOOL YEAR + SUMMER BY THE NUMBERS 2014-2015

served
48,300 
children


REACHED
60,003
children + adults


CELEBRATED
12 YEARS
of teaching children living in underserved communities how to cook wholesome, healthy meals and snacks


PARTNERED
with **525** schools & community organizations

72% 
OF STUDENTS WERE AFRICAN AMERICAN OR HISPANIC

 **453,802**
healthy snacks & meals were prepared & enjoyed by students

 **606,867+**
of health and nutrition hours
education received by program participants

 **92%** of students received free or reduced-price lunches

 PROVIDED
1,517
TEACHERS
with

professional development around their own wellness & bringing nutrition & healthy cooking into the classroom while supporting the core content areas

833 VOLUNTEERS
LOGGED 
16,660 hours
in our kitchens and in support of our mission

 TRAINED
91 LOCAL CHEFS
to teach healthy cooking classes in our schools & community partners

SCHOOL YEAR + SUMMER BY THE NUMBERS 2014-2015



SCHOOLS & COMMUNITY PARTNERS CHOSE FROM

8 PROGRAMS

to bring nutrition & healthy cooking education to their students & families



PARTNERED WITH

361

summer programming partners, bringing nutrition education to students beyond the regular school year

COOKING SKILLS + WORLD CUISINE

improved confidence

in at least one cooking skill in **79%** of eligible participants



full year programming increased:

76%

nutrition knowledge in 76% of eligible students

62%

vegetable consumption in 62% of eligible participants and increased fruit consumption in 40% of eligible participants



LAUNCHED BETA-VERSION OF

COMMONBYTES

our online digital learning platform for nutrition & healthy cooking education, in 9 Miami-Dade County Public Schools

99%

of all students who completed a Common Threads class feel they are able to **execute at least 1 cooking skill** after taking the class



51%

communication about healthy eating and cooking at home in 51% of eligible students

36%

the frequency of cooking at home in 36% of eligible students



A MESSAGE FROM LINDA, CHEF ART & JESUS

DEAR FRIENDS,

At Common Threads we have always taken a joyful and affirmative approach to healthy food. It is amazing how much our organization has grown in 12 years and how we continue to expand nationally. We've come a long way and it's unbelievable that we are now in eight markets, encouraging kids to cook for life, take control of their health and come together.

2015 was another successful year for Common Threads. Our programs played a vital role in helping children, especially those in underserved communities, learn nutrition and hands-on cooking skills, empowering them to be agents of change for healthier families, schools and communities.

We continue to work with our partner schools to create a culture of health that will foster wellness, while investing in the health of teachers so that they can serve as positive role models leading to healthier students.

Our students have not only learned how to cook healthy meals and snacks for themselves and their families, they have also gained confidence in their own abilities, learned to appreciate other cultures and built important relationships with their peers and mentors.

By providing children with a toolkit of knowledge and skills, Common Threads' programs help prevent childhood obesity and reverse the trend of generations of non-cookers, getting America's kids cooking for life!

We are fortunate to have so many dedicated and passionate supporters and we can't wait to see what else we can accomplish together. On behalf of our entire staff, board members, and the children and families we serve – thank you for your continued support!

IN GOOD HEALTH,

Linda Novick O'Keefe
Chief Executive Officer

Jesus Salgueiro
Co-Founder

Chef Art Smith
Co-Founder

“Not only did the program bring families closer together, our school grade also improved from the state-assigned “D” to an “A”. I have no doubt that the Common Threads program contributed to this success.”

– DR. JOHNSON
PRINCIPAL, MIAMI

“I learned that tasting food together is better.”

– STUDENT

“We are honored to support Common Threads and their mission to help students across the country understand the important role good nutrition should play in their lives,”

– ALAN HOFFMAN
EXECUTIVE VICE PRESIDENT, GLOBAL
CORPORATE AFFAIRS, HERBALIFE

2015 RECIPE FOR SUCCESS

NEW TEAM MEMBERS

We said we wanted to grow – and we did. In 2015, Common Threads built a leadership team to add to an already amazing staff. The focused team continues to work together to achieve our strategic goals. We also trained 91 local chefs to teach healthy cooking classes in our schools and community sites.

PROGRAMMING

School and community partners were able to choose from eight different programs to bring nutrition and healthy cooking education to their students and families, engaging students’ and families tastes and minds. Common Threads partnered with 361 summer program partners (in addition to our 164 schools) to bring our Small Bites nutrition education to students beyond the regular school year.

Building partnerships with leading local organizations enhanced and deepened our reach to include six major US cities: Chicago, New York, Miami, Los Angeles, Jacksonville and Washington DC. We have now grown to add programming in New Orleans and Austin!



2015 RECIPE FOR SUCCESS

APPROVALS

In 2015, Common Threads became an approved provider of continuing education credits for teachers in Illinois, Miami-Dade County Public Schools, Los Angeles Unified School District, and the New York City Department of Education. We also secured an external IRB approval for our research and evaluation and local approval in Chicago Public Schools, Miami-Dade County Public Schools, and Washington DC Public Schools.



RESEARCH AND EVALUATION

Common Threads continues to advance a national conversation on the importance and effects of nutrition and cooking education for children. In 2015, we grew our circle of supportive nutrition experts, educators and medical researchers. We will continue to partner with top professionals in complementary fields, and establish cross-sector collaborations. Several accomplishments completed in 2015 are helping us achieve that goal.

We convened an External Evaluation Board comprised of distinguished experts from the Michael and Susan Dell Center for Healthy Living at the University of Texas, RTI International and Feeding America. Common Threads established our collaborative evaluation model and submitted grant proposals in collaboration with academic experts at New York University School of Medicine and the University of Miami Leonard M. Miller School of Medicine.

“Now at the grocery store, I’ll look at the nutrition label. Now at home in the kitchen, I’ll check for food that has whole grains.”

– STUDENT

“The after-school international cooking program is by far the most successful, and to be honest, I think it changed the kids’ lives. As the program went on, I saw kids who prior to coming, seemed a bit lost. I watched as the students started to take initiative and pride in their work.”

– TEACHER

**SHOESMITH ELEMENTARY SCHOOL,
CHICAGO**

2015 RECIPE FOR SUCCESS

ENGAGEMENT

Celebrity chefs from across the country joined Common Threads for the debut Cooking for Life Festival in April of 2015 in Miami. The festival was a sold-out weekend, hosted by Chef Michelle Bernstein and Superintendent of Miami-Dade County Public Schools Alberto M. Carvalho, filled with delicious cuisine, intimate cooking demonstrations and memorable events, that raised tens of thousands of dollars!

Throughout 2015, Common Threads hosted a series of expert panel discussions that brought together thought leaders from health, education, nonprofit, government and academia in Miami and New York City. Our partners realize how critical it is to give back and we are grateful to have support from corporations such as United Airlines and Barilla who make corporate responsibility and volunteer engagement a priority.

COMMON THREADS GOES DIGITAL

Online platforms are becoming the norm for learning knowledge and skills and one of the most frequent requests we hear is for a digital resource to support our nutrition education. In response, Common Threads launched the beta-version of Common Bytes to offer teachers and students an online solution for teaching nutrition and healthy cooking in nine Miami-Dade County Public Schools. In the online platform students can play interactive games and follow a recipe journey from the garden, to the grocery store, the kitchen and the table. Common Bytes will be more widely available in 2016.

OUR FINANCIALS



INDIVIDUAL CONTRIBUTIONS
\$119,088

BOARD
\$60,135

PROGRAM SERVICE FEES
\$25,394

CORPORATE GRANTS
\$682,461

IN-KIND DONATIONS
\$421,405

INVESTMENT INCOME
\$1,148

FOUNDATION & TRUST GRANTS
\$1,695,667

SPECIAL EVENTS REVENUE
\$165,194

OTHER INCOME
\$231

A BIG HEARTFELT

THANK YOU

**TO OUR BOARD AND
ALL OF OUR SUPPORTERS**

Institutional Funders

\$50,000 – \$1 MILLION



The Crown Family

\$10,000 – \$49,000

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