



**BEECHER'S**  
FOUNDATION

# BUILDING A BETTER FOOD FUTURE

2017 ANNUAL REPORT

# OUR MISSION

The Beecher's Foundation is on a mission to re-imagine our food future.

THROUGH DIRECT programming for youth and adults, we educate and inspire people to eat real food and vote with every food dollar. Our goal is to change our food supply for good – for better and forever.



# WE'VE REACHED A TURNING POINT

The Beecher's Foundation was established in 2004 soon after Kurt Beecher Dammeier founded Sugar Mountain and launched his signature brand, Beecher's Handmade Cheese.

ORIGINALLY INTENDED as a grant-making foundation, we quickly transitioned to an operating foundation when Kurt couldn't find other organizations doing what he felt needed doing – sparking a lifelong interest in healthy eating. Our signature program, the Pure Food Kids Workshop, was born, operated internally and funded by 1% of sales across all Sugar Mountain businesses.

2017 marked a turning point for the Foundation. We asked ourselves some hard questions and challenged ourselves to do more. As a result, our long-standing youth program will be joined in 2018 by a new adult program, Sound Food Uprising. With the support of a broad set of new partners, these two programs will unite to form an ambitious, 10-year community campaign to change the way Puget Sound eats.

Working in partnership with schools, employers, community organizations, and other food change actors, we aim to impact the family at both the parent and child levels, promoting equitable food education and increasing demand for healthy foods. We'd like you to be a part of it – join us!

*Sara Morris, President  
Kurt Beecher Dammeier, Founder*



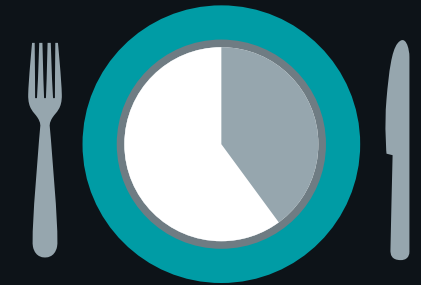
## SOLVING A PROBLEM

The American diet is killing us slowly, and health outcomes are perniciously inequitable across income levels:

- Diet-related disease is now the number one cause of death in America, killing more people than tobacco ever has.
- King County has some of the worst health disparities in the U.S., where 40% of adults and 20% of kids are overweight or obese and life expectancy can vary dramatically by zip code.
- Nearly 60% of the calories that Americans eat each day come from “ultra-processed” foods.
- Fewer people are cooking at home – beginning in 2014, restaurant spending outpaced grocery spending for the first time.



40% OF ADULTS & 20% OF KIDS  
IN KING COUNTY, WA ARE  
**OVERWEIGHT OR OBESE**



60% OF CALORIES COME FROM  
**ULTRA-PROCESSED FOOD**

## OUR SOLUTION

The Beecher's Foundation is a 501(c)(3) operating foundation, running two community programs:

1 FOR ADULTS + 1 FOR YOUTH



“This was one of the best content-area units my class completed this year.”

Patty C.  
4TH GRADE TEACHER

EDUCATORS SAY PFK IS...

98%

RECOMMENDED

100% WORTHWHILE

# YOUTH PROGRAM



Pure Food Kids Workshop (PFK) creates lasting change by shifting demand towards healthier, informed food choices.

THIS NO-COST, commercial-free, common-core learning standards-aligned food education class for 4th and 5th grade students in Washington and New York equips students to become “food detectives” with the tools needed to make healthy choices for life.

Our Pure Food Kids youth program has now served 115,685 4th and 5th graders

in Washington State and New York City. A unique curriculum, paired with rigorous evaluation, allows for maximized learning and inspired change.

80% of students leave the workshop more curious about what’s in their food. The program earns a 91% of satisfaction rate, with 98% of classroom teachers recommending the workshop to fellow educators.





“I’d much rather spend more on real food than at the doctor’s office. This class can’t be more timely.”

SFU WORKSHOP PARTICIPANT

## ADULT PROGRAM



Sound Food Uprising (SFU), our new adult program, launches in 2018.

OUR GOAL IS to shift regional demand away from overly processed, heavily sugared, additive-laden food through education, public relations, and community engagement. In partnership with local employers, Sound Food Uprising Workshop is a workplace- and community-based program. The in-class curriculum and a full suite of post-engagement resources focus on food, cooking, and consumer power. In 2017, the

Beta phase of our program reached nearly 1,000 Puget Sound residents.

After the program, participants making purchasing decisions based on nutrition and ingredient labels all or most of the time rose from 44% to 67%. Participants cooking meals at home all or most of the time rose from 68% to 82%.

AFTER SFU...

82% 

COOK MEALS AT HOME

67% 

BASE PURCHASES ON FOOD LABELS



“The workshop was not only informative, fun, and engaging for our staff, it challenged the way we’ve been taught to think about food.”

Stacy Kain,  
Director of Program Services

BOYS & GIRLS CLUBS  
OF KING COUNTY

PARTNER SPOTLIGHT

BOYS & GIRLS CLUBS OF KING COUNTY

The Beecher’s Foundation partnered with the Boys & Girls Clubs of King County to test our new Sound Food Uprising curriculum.

A Boys & Girls Club staffer had an “aha” moment after the program: they were incenting youth all wrong – with candy!

She proceeded to seek and secure a grant and is currently overhauling the Clubs’ entire snack program.





PARTNER SPOTLIGHT

PREMERA BLUE CROSS

The Beecher's Foundation brought the Sound Food Uprising Workshop to Premera employees in 2017. Participants attest to lasting change catalyzed by the program. After the program, participants reported that they stopped buying a range of products, including canola oil, bottled salad dressing, and our favorite, "foods that last forever."

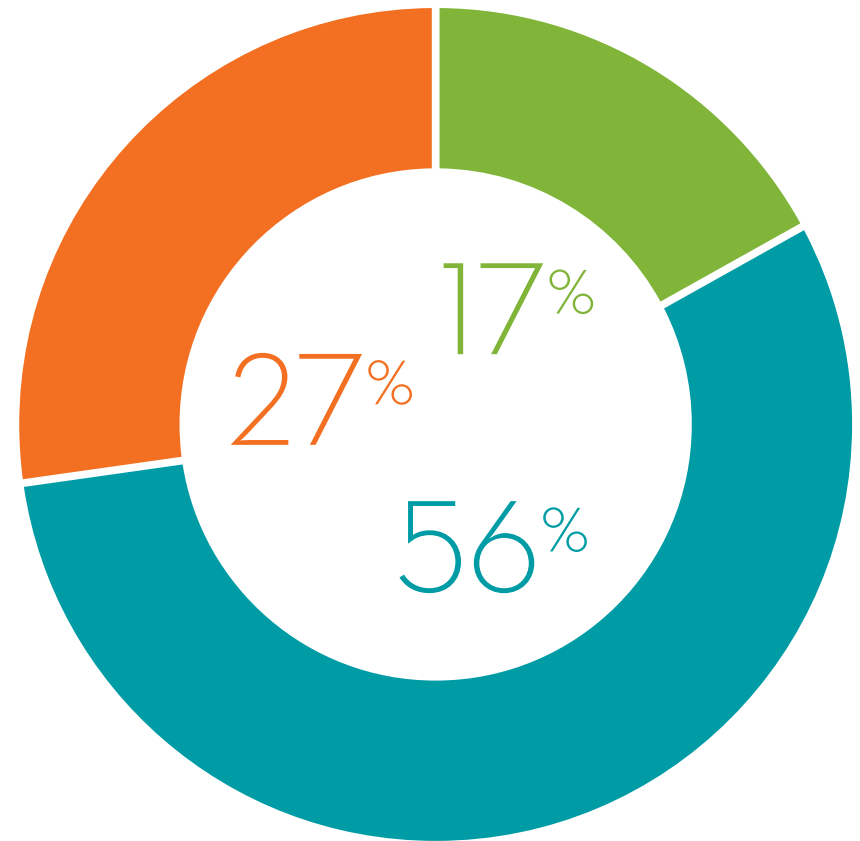
**"I'm already feeling very confident that this is totally something I can do in the long run. It's such a great feeling and such a great relief."**

Sound Food Uprising Workshop Participant  
PREMERA BLUE CROSS

THE BEECHER'S FOUNDATION  
2017 EXPENDITURES

- YOUTH PROGRAMMING
- ADULT PROGRAMMING
- COMMUNITY ENGAGEMENT

*Financial Note: Estimates reflect combined unaudited expenditures of two non-profit entities managed by The Beecher's Foundation.*



BECOMING  
A PUBLIC  
CHARITY

Our funding model is structured deliberately to ensure maximum access, and we are proud of our cost-effective program expenses.

FROM 2004 TO 2016, The Beecher's Foundation operated as a 501(c)(3) private operating foundation. Programs were funded almost entirely through 1% of sales revenue from Sugar Mountain businesses.

In 2017, we began the multi-year transition to a public charity. Our revenue is on the cusp of shifting to a blended model combining earned program revenue, external fundraising revenue, and continuing funding from Sugar Mountain.



## VISION FOR 2018

Success is possible – with partners, and lots of them!

WE BELIEVE FOOD is the central ingredient of justice. Nourishment of mind and body is at the heart of every person's ability to meet his or her potential. Poor nutrition can handicap a person's health and alter their trajectory in life. Waiting for government or the medical system to intervene is economically foolish and morally wrong. We must act upstream.

Thank you for your support and partnership. We are on this journey together, tackling an ambitious goal to dramatically improve the health of the community we call home.

### THE BEECHER'S FOUNDATION

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#### STAFF

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*Director of Operations*  
Jonathan Saturay  
*New York City Operations Director*  
Sara Billups  
*Director of Communications and Public Affairs*  
Kelly Lake  
*Director of Programs*

#### ADVISORY BOARD

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*(Chair) Sugar Mountain*  
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*Swedish Medical Center*  
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*Raikes Foundation*  
Jeff Schoenfeld  
*J-Max LLC*  
Paul Shoemaker  
*Paul Shoemaker, Inc.*

#### PARTNERS (PFK)

Auburn School District  
Bellevue School District  
Bellingham School District  
Bethel School District  
Edmonds School District  
Enumclaw School District  
Everett School District  
Federal Way School District  
Highline School District  
Issaquah School District  
Kent School District  
Lake Stevens School District  
Lake Washington School District  
Mercer Island School District  
Monroe School District  
Mt. Vernon School District

Mukilteo School District  
NYC School Districts 1, 3, 6, 9, 10, 11, 13, 15, 16, 17, 20, 21, 22, 30, 31  
Northshore School District  
Orting School District  
Puyallup School District  
Renton School District  
Riverview School District  
Seattle School District  
Shoreline School District  
Snoqualmie School District  
Stanwood-Camano School District  
Tahoma School District  
Tukwila School District  
Wilsonville School District

#### PARTNERS (SFU)

Boys & Girls Clubs of King County  
Brooks Sports  
Charlie's Produce  
Expedia  
Fred Hutchinson Cancer Research Center  
Grand Central Bakery  
King County CTE  
Odessa Brown Clinic  
Premera Blue Cross  
SAP/Concur  
Seattle Public Schools  
Seattle Storm  
Sellen Construction  
Smith & Greene

Swedish Medical Center  
Sugar Mountain  
Urban Influence