A LETTER FROM THE EXECUTIVE DIRECTOR

OVERVIEW

For almost a decade, Fresh Approach has worked at the intersection of preventative health care and agricultural economic development. In our mission to promote robust, local food systems, we’ve made strides to improve health outcomes while bringing people together through learning, cooking and sharing delicious, locally grown produce.

As a result of Fresh Approach’s innovative food security projects, farmers (especially those dependent on direct marketing channels to sell their products) are selling more produce to families with limited resources, and deliciously ripe fresh fruits and vegetables have moved beyond the domain of high-end restaurants. More Bay Area families have been empowered to improve their health and quality of life.

Fresh Approach experienced much change and growth in 2017. These changes reflect our desire for long-term sustainability, for capacity building and improving systems and processes that lead to better collaboration and organizational health.

Here are a few highlights from 2017:

- Fresh Approach adopted a 3-Year Strategic Plan, laying out a roadmap with high-level operational goals to help the organization align its priorities.
- Our staff grew to a team of 13, including a new Executive Director. We also created new leadership positions and direct reporting relationships, setting up the organization for long-term stability.
- We developed even more partnerships with community-based organizations, which helped us improve impacts and build awareness.
- After 18 years of serving the residents of East Palo Alto, the non-profit organization Collective Roots reached out to us with a request to combine forces. By December 2017, both organizations determined that joining forces would allow more potential for deepening our impacts while containing overhead costs.

Since the merger was not completed until January 2018, we have included a highlight of Collective Roots’ programs as an addendum to this report.

We wake up each morning fueled by a belief that healthy food is a human right, and that all communities should share in the tools, knowledge, and resources towards achieving food security and food sovereignty.

As we look forward to the future, we thank you for standing with us.

With gratitude,

Lucy Norris, Executive Director

2017 IN NUMBERS:

$100,500 in produce purchased from local farms

16,493 total program participants

65,972+ lives directly impacted

Fresh Approach has been on a mission to make healthy food more accessible in the San Francisco Bay Area since 2008.

Our programs address different aspects of health and food access inequities. Healthy, local produce can be an unattainable luxury for many in the Bay Area, and lack of access to health food contributes to pervasive poor health in many low-income communities.

By expanding nutrition & cooking skills, and by boosting access to local, affordable produce, we empower families to make sustainable lifestyle changes.

This grassroots community empowerment has a ripple effect that supports small family farms, breaks down systemic barriers, and strengthens the local economy.

We believe healthy food is a human right. Join us in our mission to make healthy food accessible in all Bay Area communities!

GEOGRAPHIC REACH

Fresh Approach works to increase healthy food access in six Bay Area counties: Alameda, Contra Costa, San Francisco, San Mateo, Santa Clara, and Solano.

VEGGIE Rx CLASSES

FRESHEST CARGO STOPS

OUTREACH EVENTS
**EDUCATION: VEGGIE Rx NUTRITION & COOKING CLASSES**

**AT VEGGIE Rx CLASSES, YOU CAN LEARN HOW TO EAT A HEALTHY DIET ON ANY BUDGET.**

VeggieRx is a free nutrition education program developed to help lower income adults, youth, and families learn how to support weight loss and overall health through diet and lifestyle changes. Participants learn the basics of healthy eating, while sharing the challenges and successes they have had in trying to eat healthy on a budget, and walk away feeling empowered to make healthy choices for themselves and their families.

All classes conclude with cooking demonstrations that allow everyone to share and taste new healthy recipes, and to discuss modifications to fit unique palates and cultural preferences.

Qualifying participants receive “prescription” vouchers for fresh fruits and vegetables at local farmers’ markets. This incentive gives participants a unique no-cost opportunity to learn to shop for and prepare more fresh produce for their households.

**PARTICIPANT DEMOGRAPHICS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Hispanic or Latino</td>
<td>40%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>20%</td>
</tr>
<tr>
<td>White (European descent)</td>
<td>12%</td>
</tr>
<tr>
<td>Native American or Alaska Native</td>
<td>11%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>10%</td>
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**HOUSEHOLD SIZE**

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1-2 in household</td>
<td>22%</td>
</tr>
<tr>
<td>3-4 in household</td>
<td>38%</td>
</tr>
<tr>
<td>5-6 in household</td>
<td>32%</td>
</tr>
<tr>
<td>7+ in household</td>
<td>8%</td>
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</table>

**“VeggieRx has been a great experience. I pay more attention to how food makes my body feel, and now I spend more time preparing and planning healthy meals.”**

Shaista Soroya
VeggieRx Participant

**“This program has been really eye-opening. I feel much more confident choosing healthy foods for my son, and going to the farmers’ market on Saturday morning is our new routine. VeggieRx is making a real difference in my family.”**

Patricia Romero, VeggieRx Participant

**VEGGIE Rx Workshops** are drop-in classes, typically held in a series of 3 or 4. Participants may take a single class, or stay for the whole series.

- **1,100**
  - Total number of participants in 2017, from over 100 different workshop classes

- **91%**
  - Participants reporting that VeggieRx helped them feel more comfortable preparing healthy foods at home

The complete VeggieRx Program consists of 8 classes over 16 weeks. Participants must be present for 6 of 8 classes to graduate. The program includes fruit and vegetable vouchers, biometric monitoring, and a more comprehensive curriculum. Participants receive vouchers for fresh fruits and vegetables to help implement behavior change.

- **4**
  - Number of 16-week programs offered throughout 2017, in Oakland, Redwood City, San Bruno, and San Mateo

- **90%**
  - Participants who reported eating more vegetables after the series concluded, compared to before they started VeggieRx classes

- **99**
  - Adults and youth graduated from the program, with 99% of participants improving their BMI (average weight loss = 8.7 lbs)

- **430**
  - People with increased access to fresh produce via the “prescription” vouchers, for a total of $38,966 in vouchers distributed in 2017

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WITH FRESHEST CARGO, HEALTHY LOCAL PRODUCE COMES directly to your neighborhood.

Freshest Cargo is an innovative mobile farmers’ market program serving communities where access to traditional farmers’ markets or grocery stores is limited, whether for geographic or financial reasons.

Qualifying low-income shoppers receive a 50% discount on all produce purchased at Freshest Cargo, for up to $20 in free fruits and vegetables every day. Through this incentive program, many families gain the opportunity to eat healthy foods that would otherwise be unaffordable.

All produce sold on the truck is sourced from small family farms in Northern and Central California, creating an unprecedented opportunity for fresh, seasonal fruits and vegetables to be enjoyed within communities in need.

“Here in Antioch, it’s very difficult to find good fresh fruits and vegetables. Freshest Cargo has much better prices than the closest grocery store, which is over 10 miles away. And then you get the CalFresh discount on top of that! It’s been so great having you here.”

Kamilah Miller, Freshest Cargo Shopper, Antioch stop

“I think that’s really key to community.”

Freshest Cargo Shopper, Richmond stop

“5,000 Pounds of local produce donated to food pantries and soup kitchens. All usable leftover produce is donated to communities in need, and <1% is wasted.”

58 Number of local, family farms growing the produce sold on Freshest Cargo. Compared to 44 farms in 2016.

$80,000 Dollars in fresh fruit and vegetables sold in under-resourced communities. A 64% increase from 2016.

$18,480 Dollars in produce sold to customers at or below the Federal Poverty Level. Representing 23% of total sales.

$5,000 Pounds of local produce donated to food pantries and soup kitchens. All usable leftover produce is donated to communities in need, and <1% is wasted.

Individual site visits in 2017

Cities served, in 4 different counties

Federal benefit programs (including the CalFresh / SNAP, WIC, SSI, SSDI, and Senior FMNP programs) for which participants receive a 50% discount.

12

633

6

FOOD ACCESS: FRESHEST CARGO MOBILE FARMERS’ MARKET
COMMUNITY PARTNERSHIPS SPOTLIGHT

Fresh Approach was founded in 2008 as a “sister organization” to PCFMA. Today, we continue to support them by promoting the use of CalFresh and Market Match at PCFMA farmers’ markets.

Market Match is California’s healthy food incentive program, which matches customers’ Supplemental Nutrition Assistance Program (SNAP, locally CalFresh) benefits at farmers’ markets. In 2017, Market Match could be redeemed at 288 farmers’ market sites across the state, including Freshest Cargo and all of PCFMA’s 54 Bay Area farmers’ markets.

Market Match is a rare win-win-win program: it helps low-income shoppers afford more healthy local fruits and vegetables, it supports small farmers who sell more product, it bolsters local businesses who benefit from a robust farmers’ market, and it’s a win for the community’s health and wellness.

Santa Clara County Department of Public Health

In 2014, The Centers of Disease Control awarded a $1.9 million grant to the Santa Clara County Department of Public Health (SCC PHD) for the Partnerships to Improve Community Health (PICH) Initiative. The 3-year PICH grant was created to help communities develop sustainable, evidence-based programs to improve community health and reduce chronic disease.

SCC PHD partnered with Fresh Approach for the PICH Initiative, and worked to promote the use of Market Match at PCFMA farmers’ markets within Santa Clara County through farmers’ market coupons, flyers, and advertising. The program was implemented from 2015 through 2017, and achieved such remarkable success that SCC PHD opted to renew funding for the program for 2018, even after the PICH funds had concluded. Thanks to the PICH program, Santa Clara County PCFMA farmers’ markets saw a 48% increase in Market Match shoppers in 2017 over 2016.

Pacific Coast Farmers’ Market Association (PCFMA)

“When community organizations work together to share the same message of healthy eating and physical activity, real change happens. Some programs only serve seniors or kids, others work across the age spectrum - so when we work together, we can help reach everyone. The Fresh Approach programs are a blessing.”

Gwenn White, MA
Nutrition & Physical Activity Educator
Contra Costa County Health Services

WE BELIEVE IN THE POWER OF inclusive collaboration.

This means we know that the success of our programs depends on mutually beneficial and trusting partnerships with our stakeholders, in particular our community partners. Some of our community partners are working with us to gather data – this is the story of two of our partners.

<table>
<thead>
<tr>
<th>2017</th>
<th>2016</th>
<th>+23%</th>
<th>+19%</th>
</tr>
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<tbody>
<tr>
<td>21,652</td>
<td>17,787</td>
<td>Total CalFresh transactions at PCFMA markets</td>
<td>Total customers using Market Match at PCFMA markets</td>
</tr>
<tr>
<td>12,266</td>
<td>10,301</td>
<td>63% Percent of farmers’ market coupon redeemers in Santa Clara County who did not previously know that CalFresh was accepted at the farmers’ market</td>
<td>229% Percent increase in CalFresh redemption at PCFMA farmers’ markets in Santa Clara County between 2015 and 2017</td>
</tr>
<tr>
<td>10,301</td>
<td>60% Percent of repeat CalFresh shoppers who stated that shopping at farmers’ markets with their CalFresh increased the amount of fruits and vegetables they bought and consumed</td>
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DONOR ACKNOWLEDGEMENTS

WE DEEPLY APPRECIATE THE GENEROUS SUPPORT OF THE MANY ORGANIZATIONS, BUSINESSES, INSTITUTIONS, AND INDIVIDUALS WHO SUPPORT OUR WORK.

Foundation, Government, & Corporate Partners

$149,000 - $200,000
- Stupski Foundation
- USDA Supplemental Nutrition Assistance Program (SNAP) Support Grant 2017 – 2018
- Kaiser Permanente Community Benefits Programs
- Facebook

$27,000 - $120,000
- USDA Local Food Promotion Program (LFPP) 2017 – 2019
- Sunlight Giving Foundation
- El Camino Healthcare District
- Whole Foods Market
- Peninsula Healthcare District
- Pacific Coast Farmers’ Market Association (PCFMA)
- Santa Clara County Public Health Department
- LinkedIn

$15,000 - $4,500
- City of San Pablo
- Sequoia Healthcare District
- USDA Food Insecurity and Nutrition Incentive (FINI) Program 2015 – 2017
- California Nutrition Incentive Program (CNIP) 2017 – 2018
- Whole Foods Market – Nickels for Nonprofits

$1,200 - $100
- The Johnson Ohana Foundation
- Sweetgreen
- Trust for Conservation Innovation
- Facebook Festivals
- Airbnb BeGenerous Holiday Giving Campaign
- Google Employee Match Program
- Amazon Smile
- Costco Employee Match Program

Individual Donors

Platinum Donors
- $250 - $500
  - Paul Feder & Virginia Anderson
  - Cathleen Amann
  - Mark V Wilson
  - Janet & John Venturino

Gold Donors
- $100 - $250
  - Patrick Fabian
  - Zachary Pine
  - Vicky Bevilacqua-True & Tim True
  - Leah Smith
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  - Joe Conte
  - Mary Cuneen Lion
  - Beth Borchers
  - Anna Bohbot
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  - Lucy Norris
  - Edward Scott
  - Summer Lee
  - Patricia Solvik
  - Mike Billigmeier
  - Judson Feder
  - Jeffery Goodspeed

Silver Donors
- $50 - $99
  - Hiu Ping Chow
  - Ken Hamilton
  - Rob Stornetta – Pratt
  - Lynette Schlick
  - Sarah Vettes
  - Patricia Cassidy
  - Mary Connolly
  - Linda Almes
  - Jesykah Forkash
  - Jennifer Silva
  - Jefferson Nebert
  - Jason Wulford
  - Christina Stork
  - Catherine DeSchepper
  - Ernest Gotteln & Claire Feder

Many thanks to all our donors who give at any level. Our work is made possible because of you!

2017 FINANCIALS

REVENUE $1,120,363
- 61% Foundation Grants
- 15% Fee-For-Service Contracts
- 14% Government Grants
- 10% Business & Individual Donations

EXPENSES $858,481
- 86% Programs
- 9% Administrative & Management
- 5% Fundraising

EXPENSES BY PROGRAM
- 55% Food Access (Freshest Cargo)
- 27% Education (Veggie Rx)
- 18% CalFresh & Market Match Outreach

86%
5%
9%
55%
27%
18%
Casey Harch, Program Coordinator - Freshest Cargo
Staff Member Since 2017

“I’m grateful to work for an organization that prioritizes people above all else in its pursuit towards health and justice.”

Casey Harch
Program Coordinator – Freshest Cargo
Staff Member Since 2017

FRESH APPROACH STAFF

Lucy Norris, Executive Director
Madaly Alcala, Program Specialist
Betsy Rosales Avalos, Program Coordinator
Chantal Boyer, Program Specialist
Susana Cabrera-Mariz, Program Specialist
Clayton Crowell, Program Coordinator
Stephanie Flores, Program Coordinator
Danielle Hamilton, Program Manager
Casey Harch, Program Coordinator
Andie Kolbeck, Marketing & Communications Manager
Andy Ollove, Program Manager
Diego Ortiz, Program Coordinator
Emily Seferovich, Program Specialist
Leah Smith, Director of Strategic Partnerships
Laura deTar, Program Director

KEY COMMUNITY PARTNERS*

Alameda County Community Foodbank
Alameda County Public Health and Nutrition Services
Alameda County WIC Program
Allen Temple Baptist Church
City of Richmond Public Library’s LEAP Program
Columbia Neighborhood Center
Contra Costa County Employment and Human Services
Contra Costa County Health Services
Contra Costa County WIC Program
East Palo Alto Senior Center
Gardner Family Care Corporation WIC Program
IMPAQ International
Monument Crisis Center
Native American Health Center
Pacific Coast Farmers’ Market Association
Richmond Main Street Initiative
San Jose State University
San Mateo County WIC Program
San Mateo Medical Center
Santa Clara County Public Health Department
Santa Clara Valley Health Centers

* We have many more partners than space permits. Thank you for all the work you do!

Learn more about our programs at freshapproach.org

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