



TasteWiseKids

2018 ANNUAL REPORT



IMPACT

"I thought carrots grew on trees."

-Days of Taste Student

Students participating in programming: **3,400+**

Take Home Salad Kits: **1,265**

Attendees at Farm to Chef Maryland Fundraiser: **477**

Facebook "Friends": **1,400+**

Instagram Followers: **1,100+**



School Partners: **40**

Chef/Restaurant Partners: **48**

Farm Partners: **37**

Volunteers: **130+**

"We all eat differently. The program changed our entire family's life."

- Days of Taste parent



"I've watched volunteers encourage reluctant students to try new things. In the end, what is best is that many of the students are excited enough to want to go home and share the Days of Taste experience with their families. They want to prepare a salad for dinner and talk about taste and balance and local sources for fresh food. In the schools where we return yearly, these same students, now a year older, are still excited to see Days of Taste come to their school and wish they were participating again."

-Alex Dunbar, Days of Taste lead volunteer

NEW STAFF



Kerry Flanagan joined TasteWise Kids in January 2018 as our **Manager of Community Engagement of Support**. In this role, she combines a passion for food and education to identify ways in which the organization can partner with key community stakeholders. Prior to joining the TasteWise Kids team, Kerry worked in Advertising and Communications for 10 years; she has volunteered with the Days of Taste program since 2007 and now leverages that experience to also refine volunteer communications and processes. She has always loved to cook, and one of her favorite things is going to the farmers market, trying new restaurants and supporting local chefs. She also loves exposing her two young kids (and husband!) to both the joys of the market and cooking and baking, and is excited that they have Days of Taste to look forward to as they get a bit older. Her favorite vegetable is fennel, raw or roasted.

2018 Accomplishments

TasteWise Kids follows three fundamental principles in all our work:

Use your hands

We believe that students learn best when they are able to actively explore and reach their own conclusions through interactive experiences. Therefore, students in our programs learn new concepts and ideas through hands-on activities.

Ask an Expert

We believe that there is great value in students learning directly from experts in the field. Students in our programs learn from local chefs, farmers, and other food professionals, giving them role models in different careers.

Have fun

We believe that it's important that students learn to enjoy healthy eating. Our programs come from a "food enthusiast" perspective focusing on taste, and the enjoyment of eating new and varied foods with family and friends.

NEW PROGRAMMING



We piloted a new component – bringing high school culinary students into the classroom with us work with our 4th grade Days of Taste program. We partnered with the ProStart program and Career-Technology Education schools in Baltimore City.



TasteWise Kids was selected as the winner of Redstart's JumpStart for Nonprofits, awarded pro-bono services for brand messaging, logo, and website development. We are so grateful for their help with our new look.

BOARD OF DIRECTORS

Jerry Edwards, CPCE, is Co-Board Chair and has been volunteering his time as chef for the Days of Taste program for over 12 years. Professionally, Jerry is the owner and Corporate Chef of Chef's Expressions Catering and Consulting. He is very active in many charities for children's issues, social causes and adult diseases and is the current spokesperson for Meals on Wheels of Central Maryland. Since his career in catering consulting and administration has taken off, he finds peace and solitude in his kitchen where he creates wine dinners for both family and friends. Jerry loves to garden and grows over 30 types of tomatoes each summer.

Lon Engel, J.D., serves as Co-Board Chair and counsel to TasteWise Kids. He has been involved since TasteWise Kids' origination and with its Days of Taste program since 2006. Lon is the managing attorney for Engel Law Group, a firm dating back to 1949. He is also co-owner of Engel Family Vineyards in St. Helena, Napa Valley. His favorite vegetable is corn and his favorite comfort food is Ben and Jerry's Phish Food ice cream.

Riva Eichner Kahn, PhD, is TasteWise Kids Board Vice-Chair and the Director of our Days of Taste program. Riva has been involved with the Days of Taste program since its inception in the Baltimore area in 1988, and has been National Days of Taste Chair since 2006. Riva retired from the Faculty of The Johns Hopkins School of Medicine. Riva has been invited to speak at many state and national conferences on food education, student wellness programs and farm-to-school initiatives, and represented Days of Taste at Michelle Obama's launch of Chefs Move to Schools at the White House in June 2019. Outside of TasteWise Kids and Days of Taste, she is active in several Baltimore area cultural organizations. Her favorite fruits and vegetables are radishes, zucchini, pomegranates and watermelon-depending on the time of year.

Jeff Reinhardt, CPA, CVA, serves as Treasurer of TasteWise Kids and has been involved since September 2016. Professionally, Jeff is partner/stakeholder with KBST&M Certified Public Accountants and Consultants. In Jeff's spare time, he enjoys golf, football and coaching youth sports. His favorite vegetable is broccoli.

BOARD OF DIRECTORS

Jamelle Bryant is the Secretary of the Board and is a program manager at One Financial. She focuses on leadership education programs for new managers. Jamelle has prior non-profit board experience. She was previously the board secretary at the Village Learning Place, and also chaired their Governance Committee. Jamelle is passionate about serving the community and often volunteers her time to causes related to children and education. She enjoys mentoring, has worked on many Baltimore City School initiatives, and has also taught financial literacy to middle and high school students. Jamelle is originally from Connecticut and has been slowly migrating down the east coast with a stop in Pennsylvania before moving to Maryland. As a life-long learner, she has an undergraduate degree in accounting from Bentley University, and is currently pursuing an instructional systems development certification from UMBC. In her free time, Jamelle can be found attending concerts and live music festivals, book club activities, and happy hour events.

Michael Abboud, serves as a member of the TasteWise Kids Board of Directors. Michael joined the board of TasteWise Kids in July of 2018. He comes to the board from BGE where he is currently the Manager of Regional Distribution Engineering. Michael is responsible for leading an engineering team focused on improving the system reliability of Baltimore and surrounding counties. He has worked at BGE for 14 years and served in various roles from Design & Engineering, Project Management, Customer Relations, Utility Training and Business Operations. Michael's most recent position was working directly for CEO of BGE where he was responsible for providing analytical and business support for the CEO. Prior to joining the board of TasteWise Kids, Michael has been actively involved as a coach for the Bel Air Terps youth football program and the Baltimore Lutheran Saints. Michael brings his passion for food to TasteWise Kids, which was developed early in his childhood while working at his family's restaurant in Bel Air, MD. Michael holds a B.S. from Johns Hopkins University and an MBA from Loyola University. He lives in Harford County with his wife and two daughters, who love to enjoy the outdoors, cook wonderful meals, and travel to new destinations.

BOARD OF DIRECTORS

Renee Evans, has been a board member since 2017. Professionally, she is the Vice President of Human Resources for Pompeian Inc., a manufacturer of olive oils, vinegars, and cooking wines. Growing up on a small farm in Ohio, Renee fondly remembers picking fresh vegetables out of the garden and bringing in eggs from the chicken coop. Today, Renee and her husband enjoy traveling the globe and experiencing different foods and cultures. Always open to new experiences, she's tried some interesting dishes during those travels. Her favorite vegetables include red beets, peas, and tomatoes.

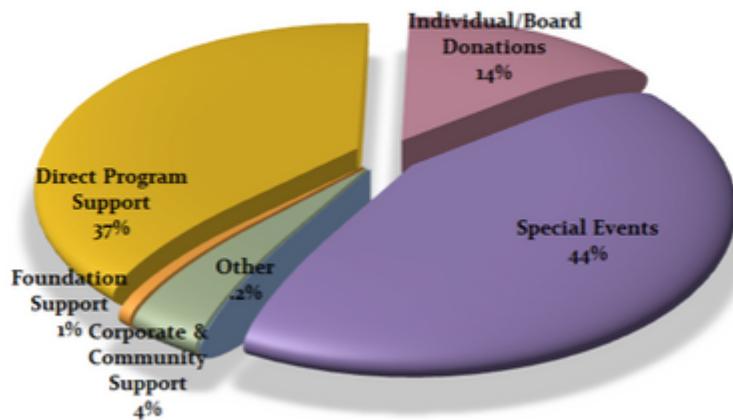
Dana Slater has been involved with TasteWise Kids since it began in 2015. She has also been part of the planning committee for the Farm to Chef Maryland event since 2012. Outside of TasteWise Kids, Dana produces the ORIGINS speaker series held monthly at Artifact Coffee. Her favorite vegetable is butternut squash.

LEADERSHIP

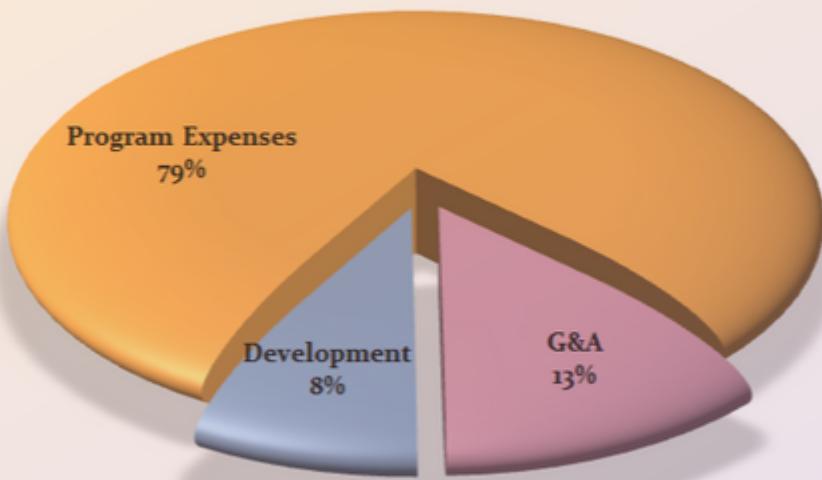
Wendy Jeffries, MPP, serves as the Executive Director of TasteWise Kids and was part of the small group who founded the non-profit in December 2015. In her role as Executive Director, she manages the organization's core functions, works closely with the Board of Directors, and is building partnerships to increase the reach of the organization. Prior to TasteWise Kids being established, she has been involved with the Days of Taste program since 2009. Wendy brings her expertise in using data and research-based practices to improve programs and outcomes for kids and families. She lives in Baltimore City with her husband and two daughters where they love to stay active, cook up great meals after buying ingredients at our city's great farmers' markets, and visiting new restaurants. While she loves to buy whatever is in season, her favorite vegetables are sugar snap peas and butternut squash.

FINANCIAL OVERVIEW

TasteWise Kids
Income 2018



TasteWise Kids
Expenses 2018





2018 FUNDERS

- 32nd Street Farmers Market
- Harford County Department of Agriculture
- Harford County Women's Giving Circle
- Howard County Economic Development Authority
- Howard County Farm Bureau
- Howard County General Hospital
- Howard County Medical Society
- Johns Hopkins Medicine
- Kiwanis Club of Ellicott City
- Maryland Agricultural Foundation
- Michele's Granola/Give One For Good Food
- Pompeian Olive Oil
- QED Systems
- Sprouts Farmers Market
- The Coastal Companies
- The Links, Columbia, MD Chapter
- United Healthcare



Days of Taste Family Salad Kit

"Days of Taste and TasteWise Kids is special in its unique approach to nutrition education, as well as the quality of its programming and the community of volunteers it has cultivated. It is so important for children to understand where their food comes from and how fresh food nourishes their bodies and minds! The emphasis on sensory exposure to food in the classroom and on the farm, with a focus on how fresh food tastes, help make a lasting impression."

-Michele Tsucalas, Owner and Founder of Michele's Granola and Give One For Good Food





2018 PARTNERS

Collaborators

- Baltimore City Food PAC
- Baltimore City Public Schools
- Baltimore County Public Schools
- Baltimore Office of Sustainability
- BGE/Constellation
- Georgetown University McCourt School of Public Policy
- Harford County Public School System
- Harford County Master Gardeners
- Healthy Harford
- Howard County Leadership Essentials Program
- Howard County Master Gardeners
- Howard County Local Health Improvement Coalition
- Howard County-Our Environment in Our Hands Program
- Howard County Public School System
- Restaurant Association of Maryland
- Strong City Baltimore



In-Kind Funders

- Atwater's
- Chef's Expressions
- The Classic Catering People
- The Roving Radish
- Vann's Spices

"I am grateful to be one of several volunteer chefs that go out to elementary schools twice a year and demonstrate how to make healthy delicious meals from fresh, local ingredients. I love sharing my passion for cooking with the youth. Teaching the students where their food comes from is always an eye-opening and gratifying experience."

-Dave Thomas, Days of Taste Chef and Chef/Owner of Ida B's Table



2018 CHEFS

- Steven Agostini (Lib's Grill, Maple Lawn)
- Chris Amendola (Foraged)
- Robert Armiger (Lord Baltimore Hotel)
- Christopher Audia (Ludlow Market)
- George Batlas (Manor Tavern)
- Johntay Bedingfield (La Food Marketa)
- Bryan Boessel (One Eleven Main)
- Greg Brown (Land of Kush)
- Bruce Clarke (Laurrapin Caterers)
- Wilbur Cox, Jr. (Hotel Revival Baltimore)
- Jim DiChiara (Centre Park Grill)
- Jerry Edwards (Chef's Expressions)
- Trinity Fisher (Wicked Sisters Tavern)
- Genesis Flores (Cafe Azafran, Alma Cocina Latina)
- Chad Gauss (La Food Marketa)
- Sean Gomez (Pairings Bistro)
- Mickey Graham (Stella Notte)
- Therese Harding (The Classic Catering People)
- Josh Hershkovitz (Hersh's Pizza & Drinks)
- Jonathon Hicks (Cosima)
- Scott Hines (B&O American Brasserie)
- Keith Holsey (Portalli's)
- Jon Kohler (Pairings Bistro)
- Sandy Lawler (Sandy's Feast)
- Joseph Lancelotta (Conrad's Seafood)
- Corey Laub (AIDA Bistro & Wine Bar)
- Emily Lerman (Mera Kitchen Collective)
- Kevin Miller (Copper Kitchen)
- Steve Monnier (Chez Hugo Bistro)
- Mile Montezuma (Cafe Azafran, Alma Cocina Latina)
- Susan Muldoon (The Vandiver Inn)
- John Paidas (The Sagamore Pendry)
- Nick Pasco (The Food Market)



- Karl Preshoot (Food Plenty)
- Manual Sanchez (Sacre Sucre)
- Jesse Sandlin (The Outpost American Tavern)
- Kristina Sciarra (Lagom)
- John Shields (Gertrude's at the BMA)
- Dave Sherman (Ground & Griddled)
- Lou Sumpter (Woodberry Kitchen)
- Dave Thomas (Ida B's)
- Jerry Trice (Gunther & Co.)
- Josh Vecchiolla (Towson Tavern)
- Chris Vocci (Alexandra's)
- John Walsh (The Classic Catering People)
- Keith Watson (Dandelion Bakery & Bistro)
- Dan Wecker (Elkridge Furnace Inn)
- Doug Wetzel (Gertrude's at the BMA)

2018 BEVERAGE PARTNERS

- Atwater's
- Baltimore Whiskey Company
- Blackwater Distilling
- Boordy Winery
- Crow Vineyards
- The Elk Room
- Guinness
- Heavy Seas Beer
- Ida B's Table
- Hidden Hills Farm & Vineyard
- Jagermeister
- Lemonade
- Lyon Distilling
- McClintock Distilling
- Old Westminster Winery & Vineyard
- Ouzo Bay
- r. bar
- Raven Beer
- Rye
- Sagamore Spirit
- VDKA 6100

2018 FARMS

- Baltimore County Agricultural Center
- Baltimore Orchard Project
- Brad's Produce
- Buppert's Farm
- Calvert's Gift Farm
- Catoctin Mountain Farm
- Charlottetown Farm
- Cherry Glen Goat Cheese
- Chesapeake Farm to Table
- Conrad's Seafood Market
- Crispens Farm & Greenhouse
- Crooked Fence Farm
- Crow Farm
- Deer Meadow Farm
- Evermore Farm
- Funki Fungi
- Grand View Farm
- Great Kids Farm
- Hollywood Oyster Company
- Karma Farm
- Mary's Land Farm
- Moon Valley Farm
- Myrtle Woods Farm
- Oak Spring Farm
- One Straw Farm
- P.A. Bowen Farmstead
- Prigel Family Creamery
- Prosperity Acres
- Real Food Farm
- Rousedale Farm
- Sapidus Farms
- Shepherds Manor Creamery
- Springfield Farm
- Third Way Farm
- Three Springs Fruit Farm
- TLV Tree Farm
- Two Boots Farm



"Days of Taste touches such a great number of students and helps them connect to food and the environment. One of my favorite stories about my work is from a field trip when students on a Days of Taste field trip planted garlic. They asked me, "So is this how they make that sauce that comes with the pizza delivery?" I love that Days of Taste helped to bring students to the farm to plant an actual clove of garlic, re-connecting them to their food and where it comes from. When students came to the farm in spring they were able to see that garlic sprouting!"

-Aliza Sollins, Education Coordinator at Real Food Farms