



TasteWiseKids



2020 ANNUAL REPORT



IMPACT

Despite not being in schools for the first time in 20 years, we knew we wanted to creatively adapt our programming to fit the needs of our community during this time. In 2020 we launched TasteWise Kids at Home to continue our mission to offer children fun ways to learn about food and inspire positive, healthy eating habits. In addition to this new program, we successfully pivoted our signature Days of Taste program to fit a virtual format and overcame the challenges of educating amidst the pandemic.

OUR MESSAGE

It is our belief that all Baltimore Area youth deserve to 1) know where food comes from, 2) have the knowledge to make their own informed food choices, 3) have the skills to prepare their own food.

To better meets the needs of our community, this year we the Days of Taste workbook in both English and Spanish.

OUR TEAM

We added 2 new staff members.

In such a challenging year we were not only able to keep all our staff but we also grew our team, directing more resources and energy to Engagement and our new virtual learning program, TWKatHome.

OUR REACH

14 schools, representing 900 Baltimore Area 4th graders, received TWKatHome.

An additional 3,000 TWK stakeholders received activities through our email list.

OUR IMPACT

Even with a new virtual platform, 85% of families reported that their students tried a new food during the 2020 Days of Taste program. Exit surveys also show 75% of students said they liked or loved salad after completing DoT.

Interviews with teachers and other stakeholders will help us evaluate how we can continue to improve this new virtual format.

We've had a great time creating a wide variety of easy to implement food lessons that engage students and their families in building food knowledge and healthy decision making.



BOARD OF DIRECTORS

Lon Engel, J.D., serves as President of the Board 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-President and the former 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.

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.

BOARD OF DIRECTORS

Jamelle Bryant 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. Micheal'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

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.

Kimberly Barker serves as the Board Secretary of TasteWise Kids. She is Director of Marketing Operations at M&T Bank. M&T is a \$120 billion bank with more than 700 branches. Kimberly is responsible for marketing risk management, budgeting and forecasting, project management and change management, as well as the division's continuous efforts to improve its operating model. She is also responsible for the division's leadership and talent development program, as well as employee engagement. Until 2016, Kimberly also managed the enterprise direct marketing program, driving process improvement, brand consistency and improved revenue generation. Prior to her current role, Kimberly was the Strategic Internal Communications Manager at M&T, overseeing the development of all messaging and marketing to employees, as well as the implementation of internal communications/branding best practices. Before joining M&T, Kimberly was the Creative Services Manager at Provident Bank, a \$6.1 billion institution with more than 150 offices in Maryland, southern Pennsylvania and Virginia. She has more than 16 years of bank marketing experience including advertising, direct response marketing, internal communications, sales collateral, merchandising, Web site content development, marketing risk management and operations. Ms. Barker has a bachelor's degree from the University of Delaware in Newark, Delaware. She is also a graduate and now a faculty member of the School of Bank Marketing and Management. She is also a member of the Notre Dame of Maryland University Business and Economics Department advisory board. Her favorite vegetable (even though she knows it's a fruit) is tomatoes.

BOARD OF DIRECTORS

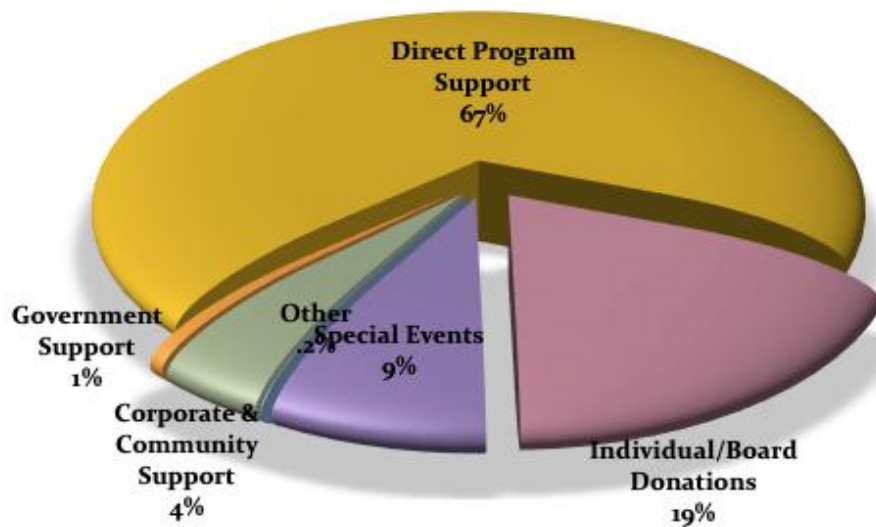
Neal Crowley joined the TasteWise Kids Board of Directors in 2020. He is Director of Global Insurance Management at Franklin Templeton. This includes devising strategies for risk mitigation across the firm, coordinating corporate and affiliate coverage needs, and providing management and advocacy for all insurance claims. Neal has a BBA in finance and JD from the University of Georgia. In addition, Neal is a Certified Personal Trainer through the National Academy of Sports Medicine. He enjoys staying active, traveling, cooking and discovering new foods and listening to music. His favorite vegetable is collard greens, a nod to his southern upbringing.

LEADERSHIP

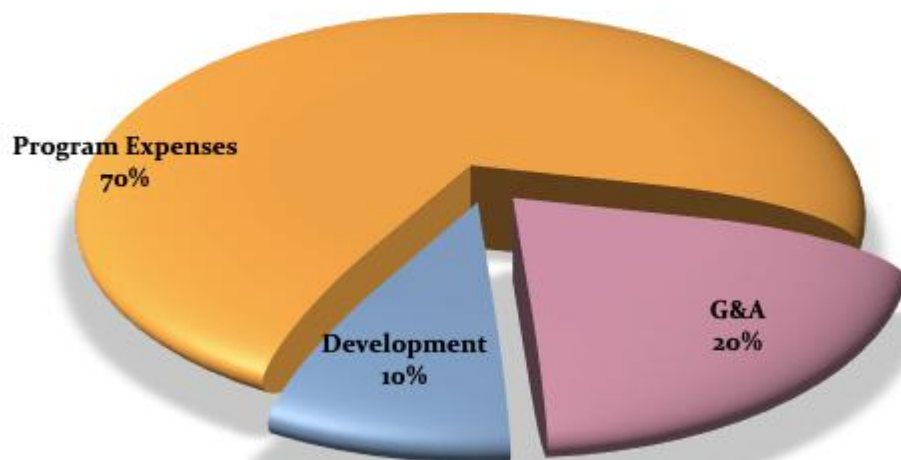
Wendy Jeffries, MPP, serves as the Executive Director of TasteWise Kids and was part of the small group who founded the non-profit in December 2015. In her role as Executive Director, she manages the organization's core functions, works closely with the Board of Directors, and is building partnerships 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.

2020 FINANCIAL OVERVIEW

**TasteWise Kids
Income 2020**



**TasteWise Kids
Expenses 2020**



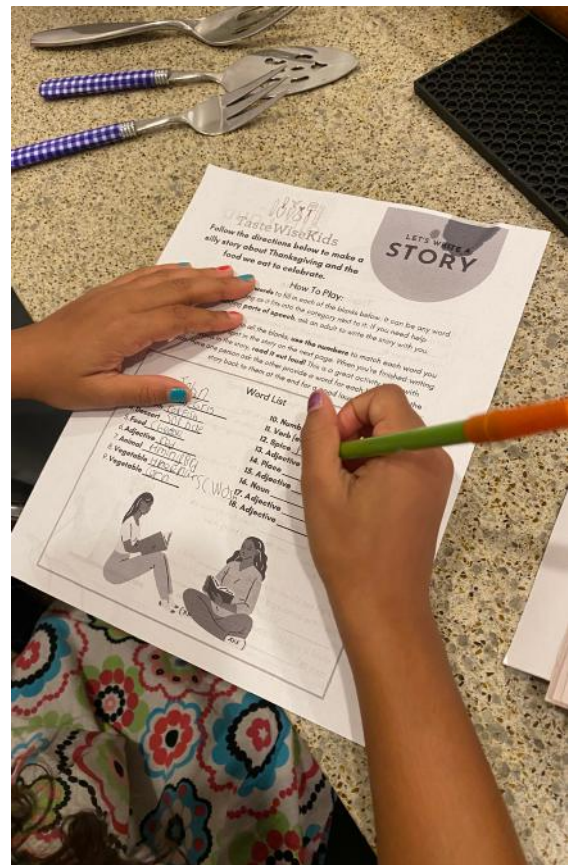
2020 FUNDERS

- 32nd Street Market
- Maryland Agricultural Education Foundation
- Sprouts Foundation
- Baltimore Gas and Electric
- Baltimore Ravens
- Baltimore Community Fund
- United Healthcare
- Howard County Farm Bureau
- Howard County General Hospital
- John Hopkins Health System
- Kiwanis of Ellicott City
- Jones Junction
- The Coastal Companies
- Pompeian
- M&T Bank
- APG Federal Credit Union
- Wire and Honey
- Chef's Expressions





- Baltimore City Food PAC
- Baltimore City Public Schools
- Baltimore County Public Schools
- Baltimore Office of Sustainability
- Cocoa Compassion
- Chef's Expressions
- The Classic Catering People
- Georgetown University McCourt School of Public Policy
- Hampden Family Center
- Harford County Public School System
- Harford County Master Gardeners
- Howard County Master Gardeners
- Howard County-Our Environment in Our Hands Program
- Howard County Public School System
- Johns Hopkins Center For A Livable Future
- Mission Fit
- Restaurant Association of Maryland
- Strong City Baltimore
- The Roving Radish
- University of Baltimore



2020 CHEFS

- Chris Amendola (foraged.)
- Jenny Gaintner (The Grill at Harryman House)
- John Shields (Gertrude's)
- Sean Gomez (Mission BBQ)
- Dan Wecker (Elkridge Furnace Inn)
- Susan Muldoon (Vandiver Inn)
- Greg Mason (White Oak Tavern)
- Dave & Tonya Thomas (H3irloom)
- Carlos Raba (Clavel)
- Kiah Gibian (Wilde Thyme)
- Kristina Gill
- Amanda Mack (Crust by Mack)
- Doug Wetzel (Gertrude's Kitchen at the BMA)*
- Saon Brice (Copper Kitchen)*
- Jerry Edwards (Chef's Expressions at The Manor)*
- Jon Kohler (Pairings Bistro)*
- Anthony Franklin (Cosima)*
- Durian Neal (Good Neighbor and Loving Spoon Collective)*
- Zack Mills (True Chesapeake Oyster Co.)*
- Helena del Pesco (Larder Baltimore)*
- David Zamudio (Alma Cocina Latina)*
- Catina Smith (Just Call Me Chef)*
- Ben Lefenfeld (La Cuchara)*
- Keith Holsey (State Fare)*
- Collin Morstein (Scratch Made)*
- Dana Sicko (Gundalow Gourmet)*



Chefs marked with a * were also participants in Farm to Chef 2020

2020 FARMS



Farms marked with a * were also participants in Farm to Chef 2020

- Pam Purce (Three Oaks Farm)
- Emma Reisinger (Yellow House Farm)
- Carrie Buppert (Buppert's Farm)
- Jen Brown (TLV Tree Farm)
- Catherine Gomez (Mary's Land Farm)
- Cathy Hudson (Myrtle Woods Farm)
- Keith Ohlinger (Porch View Farm)
- Joan Norman (One Straw Farm)
- Laura Menyuk (Great Kids Farm)
- Laura Genello (Great Kids Farm)
- Tommy Shireman (Third Way Farm)
- Nick Bailey (Grand View Farm)
- Jordan Bethea (Bliss Meadows)
- Atiya Wells (Bliss Meadows)
- One Straw Farm*
- Great Kids Farm*
- Charlottetown Farm*
- South Mountain Creamery*



2020 ELEMENTARY SCHOOLS

All of the below schools received #TWKatHome and bolded schools participated in the virtual Days of Taste pilot.

Baltimore City:

- Armistead Gardens
- Barclay
- **Commodore John Rodgers**
- Dickey Hill
- Edgewood
- **Govans**
- Harford Heights
- Henderson Hopkins
- John Ruhrah
- Kipp
- Margaret Brent
- Patterson Park Public Charter
- Thomas Johnson
- Tunbridge Public Charter
- Waverly

Baltimore County:

- Bear Creek
- Dogwood
- Fort Garrison
- Hampton
- **Owings Mills**
- Summit Park

Howard County:

- Bellows Springs
- **Bryant Woods**
- Clemens Crossing
- Ducketts Lane
- Gorman Crossing
- **Guilford**
- Hanover Hills
- Jeffers Hill
- Swansfield
- Talbott Springs
- Thunder Hill
- Triadelphia Ridge
- Worthington

Harford County:

- Bakerfield
- Churchville
- Halls Cross Roads
- Havre de Grace
- Hickory
- Magnolia
- North Harford
- Red Pump
- Ring Factory

