

Celebrating 10 years of building health for people, communities and the planet



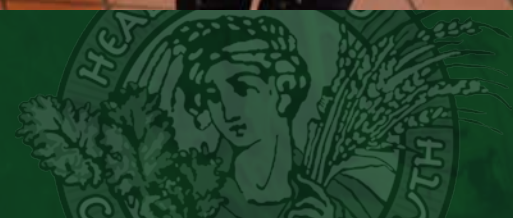
Ceres

COMMUNITY
PROJECT

2007 • 2017

eat
kale

2016 Annual Report



2007 • 2017



518,000
meals delivered to



3,300
clients and their families



2,200
youth empowered with the knowledge, skills and confidence to live a healthy, engaged and compassionate life



Clients and teens that have been part of Ceres are eating an additional

2,200,000
servings of fruits and veggies EACH YEAR thanks to what they learned.



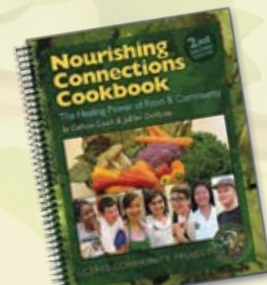
\$620,000
spent on local, organic products providing economic support to farmers and producers.



150,224
hours donated by adult volunteers



42,000
hours Delivery Angels have spent delivering meals



7,700
copies of *Nourishing Connections Cookbook* sold across the U.S., Europe and Japan

Dear Friends,

Ten years ago Cathryn and six teens met in a church kitchen to prepare healthy meals for four families who were struggling because of cancer or another serious health challenge. We had two goals – give young people the knowledge and skills for a lifetime of healthy eating, and provide vital nourishment so our neighbors who are sick would feel cared for and have the best chance of getting better.

Today that one day a week volunteer project is nourishing and empowering thousands of people each year. It's rippled out across the country to touch lives in 12 more communities. And it's influencing other organizations and policy as Ceres helps promote high quality food as an "essential health benefit" that should be covered by health insurance.

What we do is simple. We bring our community together to empower youth and care for our friends and neighbors who are struggling because of a serious illness like cancer.

But the impact of that work is profound and far-reaching.

Each of the thousands of actions that are part of Ceres each year – chopping carrots, delivering a meal, writing a check, calling a client, teaching a young person how to plant and harvest food – builds the foundation for a healthier and more resilient future. A future that's more caring, more generous, more connected, and more empowered. A future where food is grown in a way that supports health for both people and planet. And a future where all people have access to the food they need to live a long and productive life.

As we look back on what we've accomplished together over the past 10 years, what's most inspiring is the community we've built together and the empowered and engaged people power we've unleashed.

Over the next 10 years, thanks to you, Ceres will double our impact – delivering 1,000,000 meals, empowering 3,500 youth, and educating thousands more about the power of our food choices to build a healthier, more resilient and more connected world.

Thank you for being part of our community at Ceres!

Warmly,

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Cathryn Couch
Founder & Executive Director

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Pictured are Alberto Cortés, Mama's Kitchen ED; Cathryn Couch, Ceres ED; Richard Ayoub, Project Angel Food CEO; and Mark Ryle, Project Open Hand CEO, on a recent visit to Sacramento.

Changing Health Policy

With colleagues across the state, Ceres is working with Senator Mike McGuire in Sacramento to have high-quality, home-delivered meals become a reimbursable part of the treatment plan for low-income patients with a serious illness like cancer or heart disease.

"At Ceres, my daughter feels safe, respected, honored, appreciated, and feels great pride for the work that she is part of doing. Beyond all of that, she has made her first new friend (or 2) here in our new homeland, and for that I am eternally grateful!!!" ~ Teen Chef Molly's Mom

Food & Community as Medicine

The conventional wisdom is that health comes from our medical system. Yet research around the world continues to show something different. Communities with strong social connections and an emphasis on a whole food and plant-based diet support the longest and healthiest lives.

Ceres' innovative community-based model builds on that knowledge, and takes it a step further. We understand that health and well-being – both today and for future generations – also rests in how our food is grown and the environmental and human health impacts of those choices. Finally, high quality sustainably grown food must be available and affordable to all, but especially to those who are most vulnerable – children, seniors, and those with the least resources or struggling with serious illness.

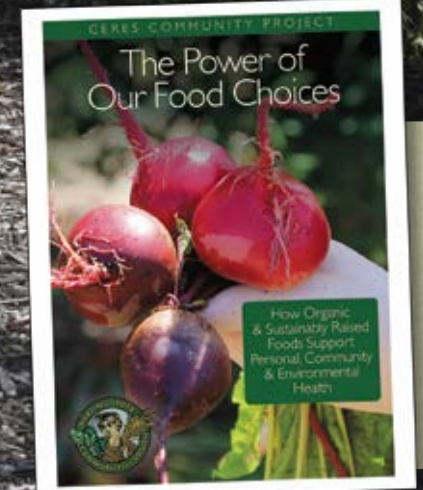
Teaching Our Community

In 2016 we offered 69 nutrition education classes, 48 of them to patients at West County Health Centers and Alexander Valley Health Center, 11 at Sonoma County libraries, and the remainder at Ceres locations.



Improving Food Standards

We published *The Power of Our Food Choices* to raise awareness and provide the research basis to help other food and nutrition providers prioritize whole and organic foods. The response has been enthusiastic and Ceres is now formally providing technical assistance to COTS, a homeless services provider in Petaluma CA, to completely redesign their food program so that everything they serve helps make their clients healthier.



*"Living alone and working at home can be isolating, and during my cancer, surgery, and recovery my energy was low. Your weekly angel deliveries of beautiful food, a friendly hello at the door, flowers, and incredibly sweet cards and notes from the teens warmed my heart—I felt very connected to LIFE through you all—to what is good and kind and generous and best about people and community. You pulled me toward recovery."
~ Love you! Jane, Ceres Client*

Organic Matters

95% of the food used in our programs is grown organically and 70% is locally produced. This means our clients are nourished with the freshest, most nutrient-packed food possible, without the toxic burden of residues from pesticides, antibiotics and hormones. In the Ceres Community Garden, young people learn how to grow food sustainably and create beautiful bouquets of flowers that touch our clients' hearts.

Photo by Teen Gardener Ella Ban



Expanding Locally

In February we opened our newest program site in Santa Rosa at the Social Advocates for Youth Dream Center campus. In close proximity to many area high schools, this site provided almost 4,700 hours of engagement for 102 youth in its first year.

"I am writing to you from La Selva Biological Station in Costa Rica where I am studying traditional tropical medicine and the usage of modern plant-based medicine. I was just thinking about how much Ceres has shaped me as a person. It has made me a confident leader with a complete skill set to tackle almost any problem I face in life and has completely inspired my future career goals. I just wanted to thank everyone at Ceres for making me the person I am today." ~ Sonya Dexter, former Teen Chef and Board Member

Teen Chefs Ari & Lela filling soup jars in the Santa Rosa kitchen.

"Ceres has sparked my love of cooking and inspired me to spend countless hours experimenting in my own kitchen at home. But Ceres is about so much more than just food. Ceres is a safe space where I have built the confidence to trust in my creativity and problem solve when things don't go right. Ceres is where I want to be every Thursday afternoon and I am so lucky to be part of this welcoming group of people who have transformed a shared passion for cooking into action in our greater community." ~ Rebecca, Teen Chef



Teen Chefs Nicole, Colin & Steven catering an event at Shone Farm

Job Training

Thanks to our new kitchen in Santa Rosa, we've expanded our catering program and opened the Ceres Café. Along with raising funds to support our work, these new enterprises are supporting paid work experience for youth. During the second half of 2016, 19 young people earned \$8,900 working in the café and catering programs.

Empowering Youth

At Ceres we support young people to become healthy, engaged, productive and compassionate participants in our community.

Youth start their time at Ceres by making a commitment to volunteer weekly for three months. With guidance from professional staff and adult mentors, they serve as the gardeners and chefs at Ceres – learning to grow, cook and eat healthy foods and about how their food choices can support health and protect our environment for future generations. In our real work setting, youth become familiar with what employers expect and gain the skills and confidence to be successful in school, work and life.



Developing Leadership

We work with each youth to access and develop their agency and unique leadership style. After six months, youth earn their green Ceres' apron. Youth who've been active for at least a year can apply to join our Teen Leader Program. In 2016, 53 youth received their green apron and 23 became Teen Leaders. Sporting personalized chef coats, a total of 68 Teen Leaders welcomed new teens, supervised the preparation of recipes, managed the packing of client meal bags, spoke at events, and four served as full voting members of our board of directors.

Ceres Client Lorri with her Delivery Angel Ina



“Recently, I delivered to a family where the mother was recovering from chemotherapy and radiation treatment for breast cancer. I knocked on the door and heard a very young voice respond, ‘Who is it?’ I identified myself as the Ceres delivery person and an eight year old little girl opened the door. Her mother was too ill to get up. The daughter said that her mother had been looking forward to this delivery all day because ‘your food makes Mommy less sick.’

She asked me how I made it. ‘Is making this food your job?’ she asked. When I shared with her that kids just a little older than she is learn how to make the food and that this bag of food was made by high school students, she ran to where her Mom was on the couch and I heard her say, ‘I want to do that when I’m a teenager.’” ~ David, Marin Delivery Angel

Better Eating for Life

Thanks to funding from North Bay Cancer Alliance and support of faculty and graduate students at University of San Francisco’s Department of Public Health, Ceres launched a two-year transition support pilot study in 2016 to gain a better understanding of how to help clients maintain a healthy diet after they complete our meal delivery program. Thirty-five low-income patients with cancer received weekly deliveries of veggie boxes with recipes, three nutrition and cooking classes, or both the veggies and classes. Early results suggest that these kinds of supports can play an important role in helping clients maintain healthy eating habits.

Ceres Delivery Angels let our clients know that we care. The response - 93% tell us that getting our meals helped them feel less isolated and alone.

Caring for Our Neighbors

Ceres serves people facing a health crisis in Sonoma, Marin and Alameda counties. Along with up to 24 weeks of nourishing organic meals for everyone in the family, we teach clients about the benefits of healthy, organic whole foods and connect them to the love and care of their community.

Healthy food can make a critical difference during illness. When a patient is well-nourished they’re better able to tolerate treatment, recover more quickly, have shorter hospital stays, and are less likely to have their illness recur. The result – better outcomes and lower health care costs.

Malnutrition is a real concern for many of Ceres’ clients who face the dual challenges of poverty and illness. 71% of the people we serve are living on less than \$32,000 a year for two people. And 85% have cancer, an illness where malnutrition can affect up to 85% of patients.

In 2016 we prepared and delivered 96,713 meals to 695 clients and their families.

96,713 meals in 2016

Every meal is beautiful, delicious, and designed to provide the specific nutrition our clients need to get and stay well. We exceed the guidelines provided by the American Cancer Society, American Heart Association and others with 95% organic products and no refined grains or sugars.



Expanding Our Reach

Through our National Affiliate Program, Ceres trains groups from around the United States who are interested in bringing our work to their communities. To date, the Ceres model has been replicated in ten communities with two more launching this year. We offer affiliates a four-day training, an operations manual and an operational data base system. Regular support calls and one-on-one mentoring provide ongoing technical assistance as programs grow.

In 2016, seven affiliates provided 70,335 meals to patients in Nashville TN, Geneva IL, Farmington Valley CT, Grand Rapids MI, Madison WI, Eugene OR, and Soquel CA. Two other programs, in Syracuse NY and Willits CA, will launch in 2017.



Avon CT



Soquel CA



Madison WI



Grand Rapids MI

*"The few minutes it takes to deliver the meals has enriched my life beyond belief."
~ Volunteer Delivery Angel*

Volunteer Power

Adult volunteers are essential to our work and contribute in virtually every area, from picking up food donations and chopping vegetables to sterilizing containers, mentoring youth and delivering meals. 583 adult volunteers contributed 23,774 hours in 2016 – adding the equivalent of more than 11 full-time people to our paid staff of 24.

Engaging adult volunteers expands the impact of our work. More than 60% of our adult volunteers tell us that we've inspired them to improve their eating habits! And 97% say they feel part of the Ceres' community and our mission, and that volunteering at Ceres has contributed to their lives.

Nashville Client's Story

"Lynda Davenport, a cancer survivor and former client of Meals 4 Health & Healing, shared that her doctors, though initially dubious about the program, were shocked by her responsiveness to treatment and minor side effects. She laughs as she remembers her client liaison, Robin Mizaur, explaining what *keen-o-wa* was, and (gently and diplomatically) pointing out how much sugar is packed into every bowl of Frosted Flakes. 'Before starting the program, I don't think I ever had a meal without starch. It's the Southern way!' she says.

Today, Lynda eats—and enjoys—more fish, sea vegetables like kombu, and lots of kale. She even still uses the program's Magic Mineral Broth, which is packed with essential nutrients. 'My whole family eats totally differently after my twelve-week meal delivery... I'm a big believer that this is going to prevent my cancer from returning.' She feels wonderful."

Emily Capo Sauerma, courtesy Edible Nashville



Donna (in back) and Pat demonstrating their volunteer power pounding cabbage into sauerkraut.

*"I have learned more about healthy eating, and when I attend volunteer events I feel like I am with family."
~ Sandy, Adult Volunteer*

Ceres Community Project • Affiliate Partners • Inspired-by Projects



- Fox Valley Food for Health • Geneva IL
- Healthy Community Kitchen • Madison WI
- Revive & Thrive Project • Grand Rapids MI
- Community Canteen • Syracuse NY
- Healing Meals Community Project • Farmington CT
- Pathways Cooks • Summit NJ
- The Village Project • Bay Village OH
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- Positive Community Kitchen • Eugene OR
- Caring Kitchen • Willits CA
- Food of Love • St. Helena CA
- Teen Kitchen Project • Soquel CA



Sebastopol Container Crew



San Rafael Adult Volunteers

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\$100 to \$249

Navitas Naturals
Patrick Martin
Sebastopol Hardware Center, Inc.
Sonoma Food Runners
St. Dorothy's Retreat
Wildbrine

\$500 to \$999

California School of Herbal Studies
De La Montanya Winery
Galen's Way
Harmony Farm Supply
Hook and Ladder Winery
Linda Block
North Bay Stage Company
Patisserie Angelica
Silk Road Teas
Slow Harvest
Sonoma Swamp Blues
Sweet Heart Farm

\$250 to \$499

Cork's Restaurant at Russian River Vineyards
CRC Computer Center
David Hoover
DeLoach Vineyards
Dry Creek General Store
Grindstone Bakery
Lucky Acre Farm
Pamela's Products
REBBL INC
Revive Kombucha
SumBody

\$100 to \$249

Anna Kovina
Bella Rosa Coffee Company
Caryl Hansen
Cheekos Corner
Cline Cellars
dhyana Center
Earthworker Farm
Family Life Center
Gipson's Golden
Janice Nicholson
Lagunitas Brewing Company
Live Oak Farm
Margarite Olmos
Nana Mae's Organics
New Family Farm
Rafters Ranch
Ron Treleven
Scotty Brown
Shone Farm
Sonoma Design, Apparel & Promotions, Inc.
Straus Family Creamery
Strong Arm Farm
Sue Laliberte
Tierra Vegetables

View the full donor list online www.CeresProject.org/Donors

We apologize for any errors or omissions. Please call Julie at 707-829-5833 x108 for corrections or other assistance.

Ceres Community Cares

From people dedicating birthday gifts or donating a portion of their business' sales, to school and service group fundraisers in support of healing meals and youth empowerment, we're grateful to our neighbors who support Ceres in order to put their values around community connection and health into action. Here are a few examples from 2016.

Lagunitas Brewing Company hosted our popular CeresFest fundraiser at their Petaluma Beer Garden & TapRoom. In addition, they raised money for Ceres through their "Hops for Crops" Farmers' Market program, and donated beer for our events.



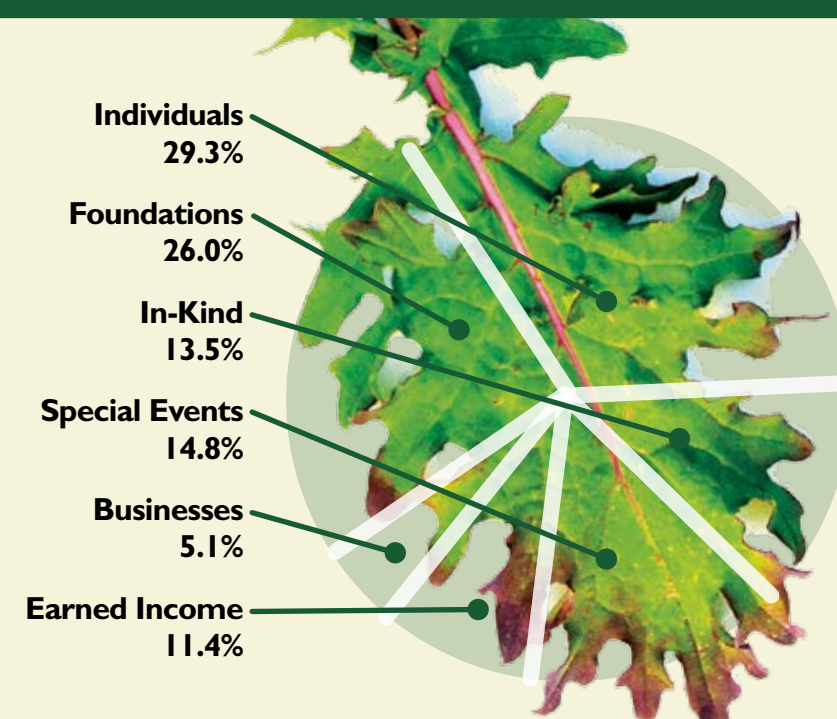
The driving force behind November's **Gut Buster Fun Run** was Healdsburg resident Allen Losh, a son, husband, father, brother, veteran, firefighter, and friend to many, who lost his life to stomach cancer at the young age of 30. His father Vern created the Fun Run to raise funds for Ceres and No Stomach for Cancer, two of the nonprofits that supported Allen and his family during his battle with cancer.



Il Davide Restaurant, a favorite San Rafael Italian dining destination, hosts a yearly "Dine Out" fundraising day for Ceres and has graciously hosted gatherings for our donors in their private event room. Owner David Haydon's dedication and passion for Ceres and the San Rafael community is authentic and tireless.



Where Does The Money Come From? \$2,104,012



Appreciation Party for our Marin County volunteers

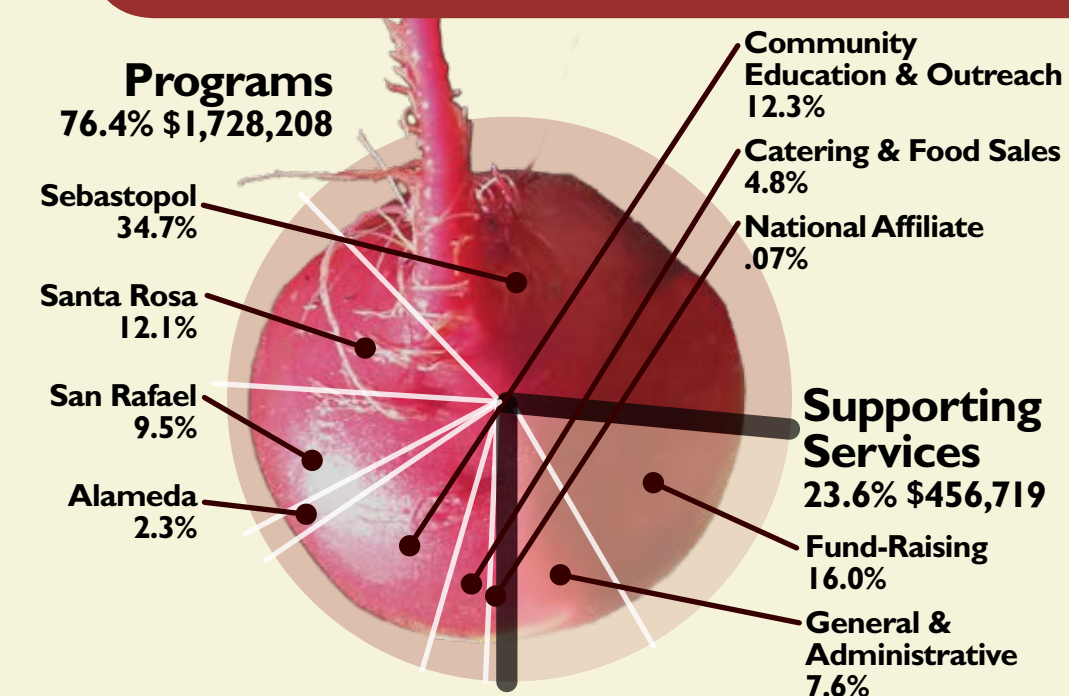
Photo by Rebecca Schilling



\$772,630
Value of Volunteer Time
47,472
Hours Donated

See Ceres Federal Tax Forms at CeresProject.org/FedTaxForms.html

Where Does The Money Go? \$2,261,157



Statements of Financial Position

	2016	2015
Cash & Cash Equivalents	\$275,233	\$403,511
Accounts Receivable	4,481	324
Inventory	17,060	2,485
Other Current Assets	13,603	5,418
TOTAL CURRENT ASSETS	310,377	411,738
Prepaid Copier Expenses	33,287	—
Property and Equipment, net	1,119,353	1,078,423
TOTAL ASSETS	\$1,463,017	\$1,490,161
LIABILITIES & NET ASSETS		
Accounts Payable	44,537	41,822
Accrued Paid Time Off	32,005	23,888
Line of Credit	25,000	—
Other Current Liabilities	18,287	5,236
Current Portion of Long-term Debt	390,760	11,000
TOTAL CURRENT LIABILITIES	510,589	81,946
Long-term Debt	35,500	334,142
TOTAL LIABILITIES	546,089	416,088
NET ASSETS		
Unrestricted	817,912	826,291
Temporarily restricted	99,016	247,782
TOTAL NET ASSETS	916,928	1,074,073
TOTAL LIABILITIES & NET ASSETS	\$1,463,017	\$1,490,161

Ceres Staff

LEADERSHIP TEAM

Cathryn Couch
Executive Director

Margaret Howe
Associate Director

Jake Blehm
Administration Director

Scott McDougall
Development Director

Deborah Ramelli
Communications Director

CERES STAFF

Caroline Bañuelos
Volunteer Relations Manager

Cole Bendinelli
Café Manager

Cindy Berrios
Client Care Coordinator

Jeff Brody
Senior Accountant

Nan Costales
Catering Program Manager

Linda Dovbish
Project Manager, San Rafael

Julie Foley
Development Associate
& Events Manager

Tina Green
Program Manager & Chef

Lili Gunter
Client Manager

Thais Harris, NC
Nutrition Education Manager

John Littlewood
Executive Chef
& Kitchen Program Manager

Analise Lofaro
Associate Chef
& Teen Program Coordinator

Patrick Martin
Associate Chef
& Kitchen Coordinator

Sara McCamant
Garden & Youth
Program Manager

Molly McKinney
Development Associate
& Database Manager

Paula Randall
Grants Manager

Gabriella Salomon
Associate Chef &
Teen Program Administrator

Julie Stufflebeam
Kitchen & Delivery Manager

Kim Stufflebeam
Creative Director

Nicole Warner
Marketing & Design Associate

Samantha Wyman
Administrative Assistant
& Volunteer Coordinator

photos & bios on the web at:
CeresProject.org/staff.html



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Sebastopol CA 95473

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Serving Marin &
Sonoma counties

Program Sites
San Rafael
Santa Rosa
Sebastopol

Printed on recycled paper

This Annual Report was produced in-house with the help of staff and volunteers.
Editors: Cathryn Couch & Deborah Ramelli • Design & Photography: Kim Stufflebeam
Additional Photography: Gabriella Salomon, Rebecca Schilling, & Ella Ban
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*Teen Leader Hannah serving up a muffin
at the Ceres Café in Santa Rosa.*

Learn more about our café and catering at:

www.CeresProject.org/Cafe

www.CeresProject.org/Catering

*(on the front cover)
Ceres Executive Director Cathryn Couch
with Teen Chefs and adult mentors from
the Sebastopol kitchen.*