

Love in Action

*One client
One youth
One meal at a time*





A healthy, just, caring,
and sustainable world
CERES VISION STATEMENT



Message from CEO and Board Co-Chairs

As we share this 2021 Annual Report, we are also entering the 3rd year of the COVID-19 pandemic – hopeful that life will be returning to some sort of new normal and also profoundly changed by our experience during these past two years.

At Ceres Community Project, we've been stretched in ways that we couldn't have imagined, but emerged stronger and more committed than ever to creating a world where everyone has the food and care they need to thrive.

Ceres' unique multi-layered model for community health weaves together organic meals for community members in need, the involvement of hundreds of adult volunteers, nutrition education through classes and cookbooks, and a powerful program that supports young people in gaining the knowledge, skills and confidence to become healthy, engaged leaders. Our clients are nourished at a critical time in their lives. Everyone involved learns about growing and eating healthy, sustainably raised food. They cook more often and improve their own and their families' eating habits. And just as importantly, they feel more connected to others and to their community, and they feel cared for.

Using this model, we're building a healthy, caring, sustainable and just future – one client, one youth, and one meal at a time.

And we're not just doing this work here at home. Through our Affiliate Program, we're sharing this proven model with other communities—from Eugene, Oregon and Grand Rapids, Michigan to

Nashville, Tennessee and Aarhus, Denmark—so they can create healthy and caring communities where they live. In all of these places we are seeing the very same results that we see here in the North Bay.

Increasingly, we're using our voice and influence to create system level solutions so that everyone has the healthy food they need to thrive. Through national and state coalitions and our work with partners like the Rockefeller Foundation and the Aspen Institute, we are educating policy makers about the link between poor diets and health outcomes, advocating for healthy food to be prescribed and paid for by health plans, and supporting efforts to build a food system that is sustainable and equitable for all.

Food connects the most critical issues we face – from the epidemic of chronic disease to climate change, equity and the crisis of social isolation and loneliness.

At Ceres Community Project, we envision a future where everyone has enough healthy affordable food. Where food is grown in ways that regenerate the soil, sequester carbon and support biodiversity. And where food connects us across our differences and helps to remind us of our shared humanity.

Ceres Community Project is touching more people's lives than ever before. Thank you for partnering with us to navigate the challenges of the past two years. Thank you for believing that food matters, and for investing in a future where healthy, sustainably raised food is at the center of caring communities. We are honored to do this work with you.



Cathryn Couch
Chief Executive Officer



Joe Rogoff
Co-Chairs, Board of Directors



Johanna Lucas

2021

The Year in Review

We continued our COVID response, **delivering 181,215 meals**—almost as many as in 2020.

State Senator Mike McGuire and Cathryn delivered **our millionth meal**.

We moved our Marin kitchen to Nativity of Christ Greek Orthodox Church in Novato.

We masked, we distanced, we rolled up our sleeves for vaccines, and **we stayed safe**. Thanks to these efforts, we had no workplace COVID transmission.

Our Sebastopol garden has **a new, larger home**. We broke ground in February 2022 on a 1.5 acre site adjacent to Sebastopol Charter School.

For the 3rd year, we hosted **6 Kaiser Family Medicine Residency physicians** for an in-depth experience of a community-based organization working to improve health.

Ceres participated in **5 pilots and research studies** to assess the impact of medically tailored meals on health.

We increased our cyber-security and our ability to maintain operations during power outages and disasters by moving all IT systems to the cloud, participating in local disaster planning groups, and drafting a **Continuity of Operations Plan**.

We updated our branding and added a **new website** that's fully responsive and available in **three languages**.

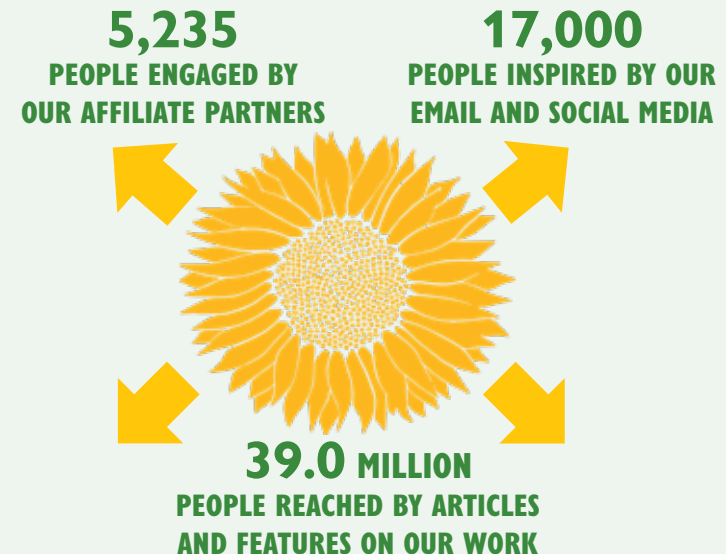


2021 IMPACT

Fostering Health Locally



Expanding our Influence



Reaching Those Who Need Us Most

With the pandemic worsening the health disparities in our communities, we prioritized outreach to those who most needed our support. Referrals from local health clinics rose, and our clients are now more diverse and living on lower incomes. We've added bilingual and bicultural staff, including a registered dietitian nutritionist (RDN) who provides nutrition education tailored to our clients' diagnoses. This is especially important for the increasing share of our clients who are living with chronic conditions and need support in adopting long-term eating and lifestyle habits to manage their health. A grant from *Listen for Good* is helping us develop a new process for collecting feedback from clients and using their insights to improve our programs.

Inclusive Workplace

Our staff Equity, Diversity and Inclusion workgroup meets monthly to provide guidance as well as every-other-month training for staff. Our hiring process includes practices to ensure inclusivity and diversity.



Equitable, Diverse, and Inclusive

We commit to championing policies and practices of social equity that build a diverse, inclusive, and healthy workplace and food system.

CERES OPERATING PRINCIPLE

Empowering Youth

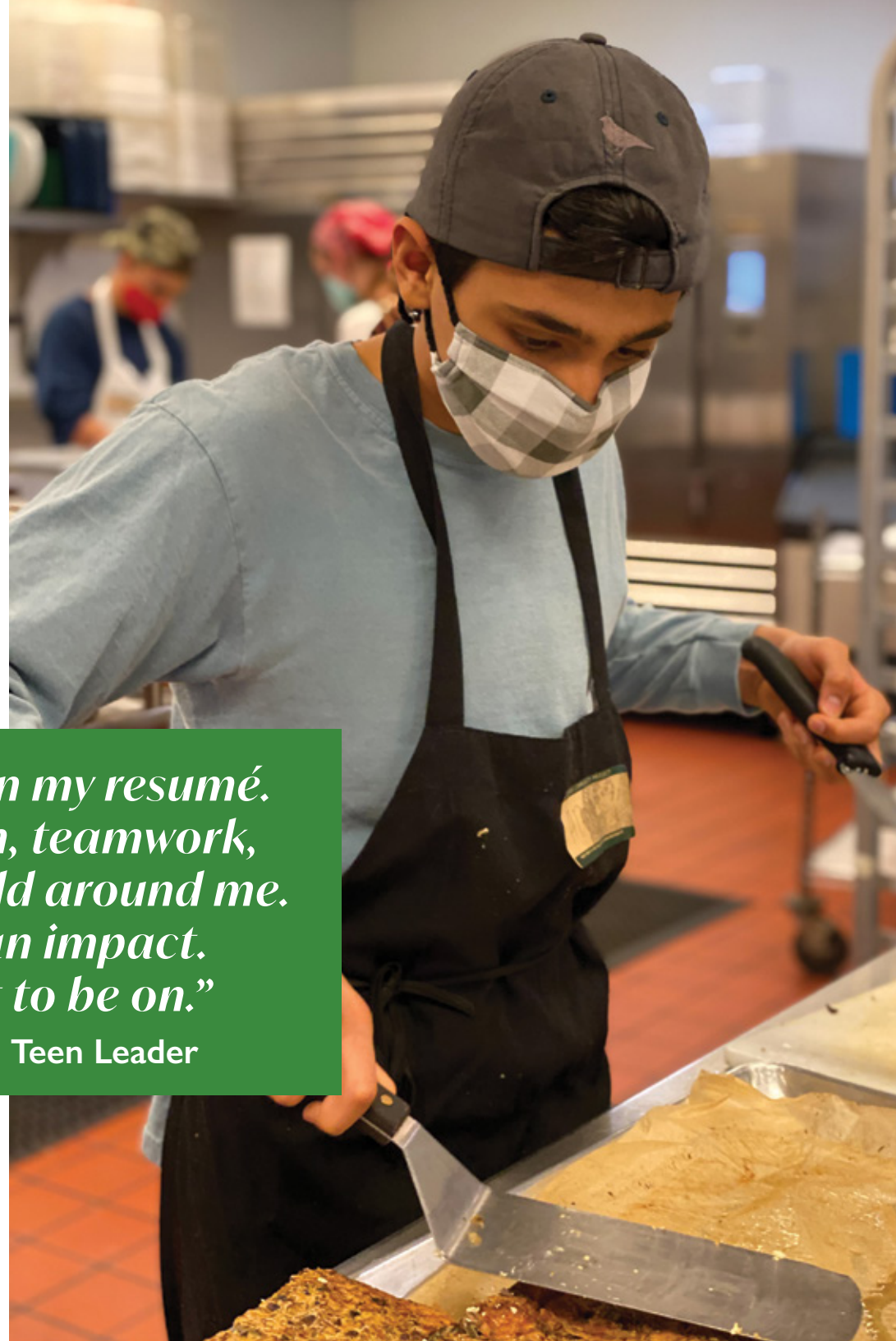
At Ceres, youth are the primary chefs and gardeners. They experience their power to make a difference in the world as they gain skills and knowledge to help them live healthy, productive, and engaged lives. We value the voices and perspectives of our youth volunteers, and regularly include them in decision-making about youth programming. Two teens serve as full voting members of our board of directors and a third participates as an alternate.

We're committed to creating a positive, safe environment in which young people can connect, collaborate, and thrive. More than ever, this safe space is crucial to the health and well-being of young people. The past 5 years—with fires, floods, and a pandemic—have been

“I now have a job skill that I can put on my resumé. I am learning about communication, teamwork, and awareness of the people and world around me. My biggest goal in life is to make an impact. Ceres keeps me on the path I want to be on.”

—Kate, Ceres Teen Leader

especially challenging for youth. Our kitchens and gardens provide a haven for young people to connect with others and experience their ability to make a difference in a world that so needs everyone to be part of solving the pressing problems we face.



2021 IMPACT

Youth Numbers



325
**Teen Chefs
& Gardeners**

13,908

**YOUTH LEARNING &
SERVICE HOURS**



81

New Teen Leaders



94

*Green Aprons earned
for 6-months' service*

40.2%

*Involved for longer
than 1 year*



7
**PAID YOUTH
INTERNSHIPS**

9

**Former Teen Chefs
& Gardeners
now part of our staff**




“Ceres is like a haven for me. It’s filled with people to connect with, and I always leave knowing that I’ve helped the community and I’ve helped myself.”

—Sarah, Ceres Teen Leader



Meet Our Clients

A photograph of a man and a young girl. The man, on the left, has a shaved head and is smiling warmly. He is wearing a blue and white plaid shirt. The girl, on the right, has brown hair and freckles, and is also smiling. She is wearing a white top with a red and blue floral pattern. The background is softly blurred, suggesting an outdoor setting.

“With a scary diagnosis, unprecedented health concerns, and towering medical bills, Ceres totally came to the rescue during the most difficult season of my life.”

—Nils, Ceres client and single dad

A Ceres meal nourishes on many levels. Our meals are medically tailored, providing specialized nutrition to help a client manage their health conditions like diabetes, cancer, or heart disease. They are made with the highest quality ingredients: 100% organic and whole grain, a rainbow of fresh vegetables, sustainably caught fish, pasture-raised eggs, poultry and beef. We strive to make them so beautiful that even for a client whose appetite is compromised, it’s difficult to resist taking that first bite, and so delicious that they may change their mind about not liking “healthy” food.

Our meals are also made, packaged, and delivered with love and care, helping to reduce the isolation many of our clients tell us they experience. Meal bags often include handwritten cards and bouquets of flowers. Feeling cared for is a powerful contributor to wellness.

Ceres fills a unique and important purpose, serving people of all ages who might not qualify for other age-limited programs.



Bilingual Services

COVID spurred an increasing number of referrals from our community health center partners who serve low-income and uninsured patients. We've also had an increase in the number of clients who are Hispanic/Latino and monolingual Spanish speakers. As a result, we added two bilingual staff to our Client Care Team, hired a bilingual/bicultural registered dietitian, translated additional materials into Spanish, and made our website fully available in Spanish. These are small but important steps to ensure that our Hispanic/Latino clients feel safe, welcomed and comfortable receiving services from Ceres.

Nutrition Care

We welcomed Crystal Orozco, a bilingual/bicultural RDN to our staff. Crystal provides nutrition oversight for our menus, assigns new clients to appropriate meal plans, and is working on developing a nutrition care process for our clients. This process will include diagnosis-specific nutrition education and counseling for individuals and groups.

Thank you for partnering with us to deliver 181,215 meals!

2021 IMPACT

Who We Serve

66.8%
FEMALE

57.8%
AGED 60+

46.5%
NON-WHITE

35.9%
HISPANIC/LATINO

↑ +70%*

↑ +82%*

84.9%
INCOME <200% FPL**

31%
SPANISH SPEAKING

↑ +10%*

↑ +16%*

Diagnosis

46.6%
CHRONIC ILLNESS

25.7%
CANCER

5%
COVID

22.7%
OTHER

* Percentage change from 2020

**200% of the Federal Poverty Level equals \$25,760 for a single-person household

“Food is love. I could see and taste the care and love that go into every step in making and delivering the meals from Ceres. From the quality to the creativity and the presentation of the food, to the wonderful person who left the meals at my door and greeting me so warmly—it was a godsend.”

—Ruth, Ceres' client

Research & Policy

Expanding Access to Healthy, Sustainable Food

Our work in policy and advocacy stems from a deep commitment to helping solve our health and climate crises. Food is central to these complex issues.

The way that food is grown and produced is vital. That's why we buy and serve only organic, sustainably produced food including pasture-raised animal products, and why we have two organic gardens. Organic regenerative farming methods sequester carbon, preserve topsoil, keep the air and water we depend on cleaner, and better protect farmer and farmworker health.

What we eat is also vital. A diet of processed food high in sugar and sodium is at the root of an epidemic of chronic disease. And we know that whole, fresh food can be medicine. Ensuring that everyone has equitable access to enough fresh healthy food—including medically tailored meals for those who are ill—is an investment that pays off in long-term health and productivity.

Our policy efforts support our commitment to build a healthy, just, caring, and sustainable food and health care system in the North Bay as well as for communities everywhere. Here are some highlights:

California makes medically supportive foods a covered benefit in Medi-Cal. Thanks to four years of policy efforts and a successful statewide pilot of medically tailored meals, in January 2022, California became one of several states to offer and pay for healthy food for those covered by Medicaid. We'll be working to build adoption of the benefit by Partnership HealthPlan here in the North Bay, and to ensure access to the benefit across the state, even in rural areas without local providers.

Research increases understanding and use of medically tailored meals. During 2021, we partnered with Kaiser Permanente to complete a large-scale randomized control trial of medically tailored meals for patients discharged from the hospital. We also conducted four separate pilots, including one that provides meals and produce to low-income pregnant and new mothers that will continue through 2022. This research helps build the case for why medically tailored meals and other healthy food supports are such a vital strategy for preventing and treating illness.

Aspen Institute Food & Society Program develops Food as Medicine Research Action Plan. Ceres' CEO served as an advisor on this eighteen-month effort to advance and accelerate the adoption of medically tailored meals and other healthy food interventions as a key national strategy to improve health.

Coalitions to support nutrition, health, and food system change efforts, sustainable food systems and health equity. Ceres participates in a dozen local, state, and national coalitions to advance policies that support a healthy, connected, equitable, and sustainable food and health care system. Key results include: California made breakfast and lunch universally available to all school children; Congressman McGovern of Massachusetts introduced HR 5370 to fund a 10-state pilot of medically tailored meals in Medicare; and California invested \$1 billion in climate smart agriculture programs.

“It’s really important to have access to fresh food. It helped me to eat so much better and have healthy food for my baby, and it made my life so much easier!”

—Bonnie, Participant in Ceres’ Perinatal Pilot



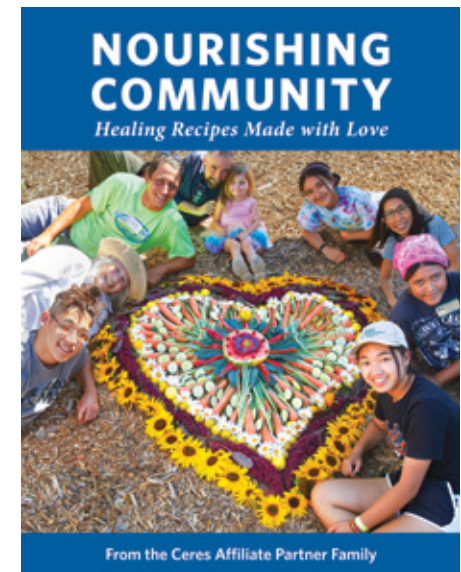
Expanding Our Reach



Ceres Affiliate Partner Program provides training and ongoing support to groups in other communities seeking to replicate our model. We support a community of learning through monthly training calls, 1:1 mentoring for program leaders, and an annual conference. Together with our Affiliate Partners, we continue to refine and adapt the Ceres model to meet each unique community.

*“I love the way my heart feels
when I finish volunteering at Healing Meals.”*

—Ana, teen volunteer at Healing Meals Community Project Bloomfield, CT



We collaborated to produce a new cookbook, *Nourishing Community: Healing Recipes Made with Love*. This vibrant book celebrates our collective impact. Affiliates are using it in a variety of ways, from raising funds to client education.

Affiliate Impact

1,104
CLIENTS SERVED
(2,601 INCLUDING CLIENTS'
FAMILY MEMBERS)

129,408
MEALS DELIVERED

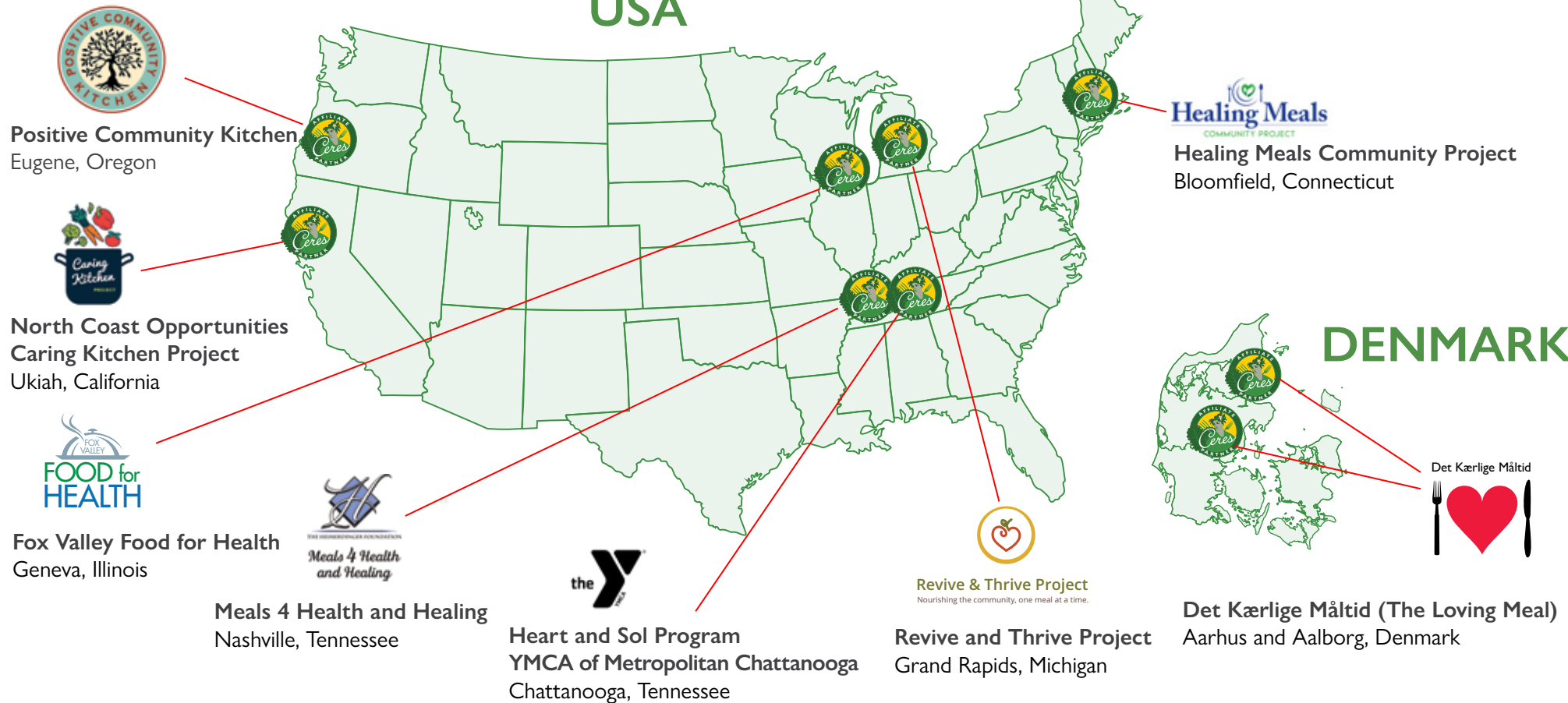
751
YOUTH ENGAGED

9,903
YOUTH LEARNING &
SERVICE HOURS

1,883
ADULT VOLUNTEERS
GAVE
29,801 HOURS

Our Danish affiliate added a new site in 2021. Other affiliates have moved to larger kitchens to accommodate demand. So far in 2022, we've trained a new affiliate from Chattanooga, and welcomed a potential affiliate from Kentucky for a multi-day visit to our headquarters in Sebastopol.

USA



DENMARK

Thank You!

With gratitude to donors contributing \$2500 and above

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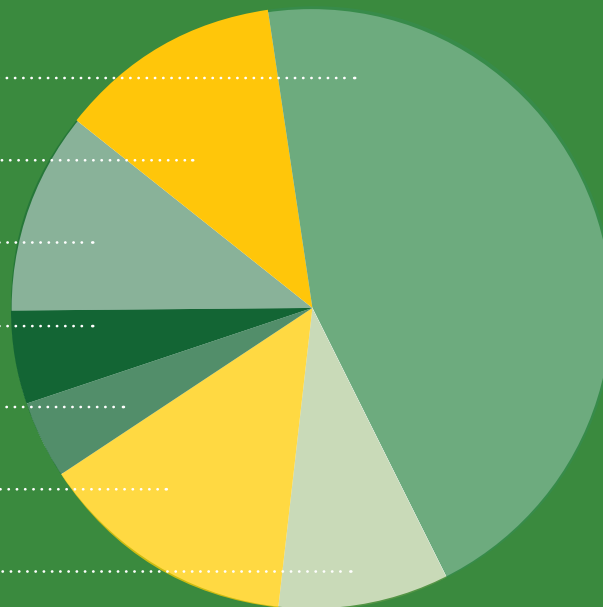
Earthtone
CONSTRUCTION

Special thanks to Earthtone Construction
for rallying a team of contractors and
suppliers to replace the ailing floor in our
Sebastopol kitchen at no cost to Ceres.

Financials

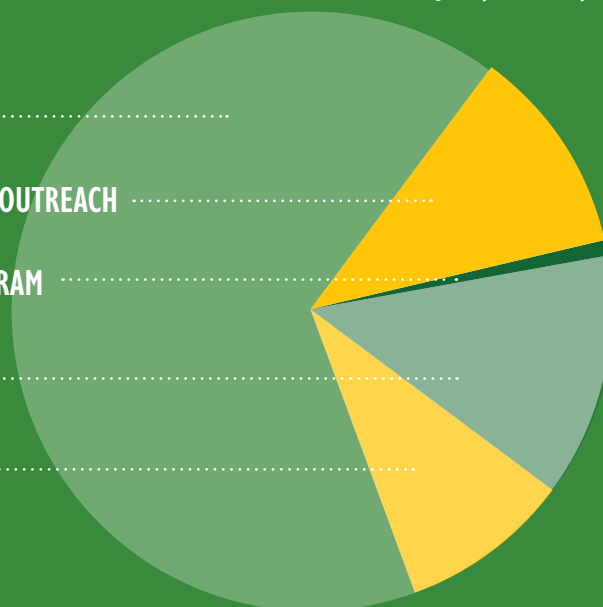
INCOME \$5,089,062

- 45% INDIVIDUALS
- 12% FOUNDATIONS
- 11% GOVERNMENT
- 5% BUSINESSES
- 4% SPECIAL EVENTS
- 14% EARNED INCOME
- 9% IN-KIND



EXPENSES \$3,849,122

- 78% PROGRAM COSTS
 - 66% HEALING MEALS
 - 11% COMMUNITY EDUCATION & OUTREACH
 - 1% NATIONAL AFFILIATE PROGRAM
- 22% SUPPORTING SERVICES
 - 13% GENERAL & ADMIN
 - 9% FUNDRAISING



Gratitude

to our incredible volunteers,
who contributed
41,959 hours
representing a value of
\$811,794

STATEMENTS OF FINANCIAL POSITION

	2021	2020
ASSETS		
Cash and Cash Equivalents	\$2,818,930	\$1,674,476
Accounts Receivable	238,245	115,793
Inventory	106,592	58,660
Prepaid Expenses and Deposits	37,831	44,267
TOTAL CURRENT ASSETS	\$3,201,598	1,893,196
Capitalized Technology Costs,	107,647	122,470
Property and Equipment, net	\$1,008,440	\$1,096,628
TOTAL ASSETS	\$4,317,685	\$3,112,294
LIABILITIES AND NET ASSETS		
Accounts Payable	49,998	40,665
Accrued Salaries and Wages	41,140	46,703
Accrued Paid Time Off	56,904	60,977
Other Current Liabilities	32,617	36,122
Deferred Grant Revenues	-	10,000
Current Portion of Long-term Debt	330,844	21,000
TOTAL CURRENT LIABILITIES	511,503	215,467
Long-term Debt	-	330,585
TOTAL LIABILITIES	\$511,503	546,052
NET ASSETS		
Without Donor Restrictions	3,611,362	2,424,089
With Donor Restrictions	194,820	142,153
TOTAL NET ASSETS	\$3,806,182	\$2,566,242
TOTAL LIABILITIES & NET ASSETS	\$4,317,685	\$3,112,294



*We create health for people, communities and the planet
through love, healing food and
empowering the next generation*

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