More than half of all deaths in the U.S. – 52.5% – from heart disease, stroke, cancer and diabetes, have poor nutrition as a precipitating cause.

A recent study estimated that by 2020, half of all adults will have type II diabetes – a disease that is almost solely caused by the combination of obesity and poor nutrition.

A 2005 Center for Disease Control study found that only 33% of adults are eating at least two servings of fruit a day and only 27% are eating at least three servings of vegetables.

We’re spending $500 billion a year on health care that could be totally avoided by changes in diets.

Without a shift, the generation of young people growing up today may be the first in recorded history to have a shorter life span than their parents.

The Kate Schaffner Healing Foods Kitchen

There is so much that inspires me about Ceres, but I guess what most inspires me is the example Ceres sets in regards to community – the importance of being involved and of supporting one another. The clients inspire me. The depth of gratitude shown to me as a Delivery Angel is often overwhelming. And the teens and other volunteers inspire me with their giving nature.

– Kate Schaffner

Thank you Kate for your generous $225,000 gift in support of our wonderful new home.
Dear Friends and Supporters,

As we approach our fifth birthday on March 29th, we’re settled in our new permanent home in Sebastopol ready to expand our services. Recently we delivered our 100,000th meal in Sonoma County, and our project in Marin delivered their 3,000th meal.

During 2011 we expanded our Education Program by launching a day long program called The Cancer Journey: A Day of Healing, and creating a nutrition education program for patients at West County Health Services, our local community clinic provider. In November we launched the Ceres Community Garden program to engage teens directly in sustainable food production, and in January 2012 with help from the USDA, we began a 2 ½ year tracking study to measure the impact that program participation has on our teens and clients.

These accomplishments are vitally important. Each one means we can nourish, engage, support and educate many more people of all ages about growing, cooking, eating and connecting for health.

The need for our work is urgent. Our country is collapsing under a health crisis that is caused primarily by the choices we make each day.

Since 1980, obesity rates have more than doubled among adults and tripled among adolescents. One in five adults engages in no physical activity and only 35 percent of teens are getting the minimum recommended exercise. Despite increasing evidence of the health benefits of fruit and vegetable consumption, few of us are eating the recommended levels of these important foods while consumption of sugar and unhealthy fats is sky rocketing. And, far too many of us are alone with no one to turn to in times of crisis.

Ceres’ work addresses the heart of these issues. Our programs connect people of all ages in meaningful acts of service, and provide the knowledge, skills and inspiration to make healthy eating a way of life. The following pages celebrate the work we’ve accomplished together during the past year and share our vision of how we can expand and deepen our impact in the years ahead.

None of this would be possible without the support of our donors, volunteers, teen chefs and in-kind community partners. By sharing their skills, talents, passions and resources, they help us create a beacon of hope and inspiration here in the North Bay and for communities across the country.

Thank you for partnering with us to create a healthier and more vibrant world for everyone and for the precious planet that supports us.

With blessings,

Cathryn Couch  Sharon Keating
Executive Director  Board President

Ambassador Council
Donald I. Abrams,  Michael Lerner,
M.D., Chief of the Hematology-  President and Co-Founder,
Oncology Division,  Commonweal
San Francisco General Hospital  Dr. Liz Lipski,
Dr. Keith Block,  PhD, CCN, CHN, Author,
Co-Founder, Block Center for  Digestive Wellness
Integrative Cancer Treatment
Jed Emerson,  Michael Pollan,
Executive Vice-President,  Author and Director of the
ImpactAssets  Knight Program in Science and
James S. Gordon,  Environmental Journalism,
M.D., Founder and Director,  University of California at Berkeley
Center for Mind Body Medicine
Rebecca Katz,  Michael Swimme,
MS, Author, Cancer Fighting Kitchen  PhD, Professor of Cosmology,
Jed Emerson,  California Institute of Integral Studies
Executive Vice-President,
ImpactAssets
Dr. Keith Block,
Co-Founder, Block Center
for Integrative Cancer Treatment
Jed Emerson,  Executive Vice-President,
ImpactAssets
James S. Gordon,
M.D., Founder and Director,
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Rebecca Katz,
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Dr. Liz Lipski,
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Digestive Wellness
Michael Pollan,
Author and Director of the
Knight Program in Science and
Environmental Journalism,
University of California at Berkeley
Brian Swimme,
PhD, Professor of Cosmology,
California Institute of Integral Studies

Board of Directors
Sharon Keating, President
Joe Marshall, Treasurer
Deborah Vogan, Secretary
Jasmine Elliott, Teen Member
Judi Pereira
Kristee Rosendahl
Padi Selwyn

photos & bios on the web at:
www.CeresProject.org/ambassadors.html
www.CeresProject.org/board.html
Little did I know how personally grateful I would be for Ceres! As the chemo progressed, I was taken to my knees. I had lost my right breast; my beautiful hair fell out in clumps until I was bald, my once energetic body was depleted and I felt helpless, something very unfamiliar to me.

Thursday was delivery day and it became like Christmas. The food was exciting, new and nourishing. There were days when I thought I couldn’t eat at all but then there would be some interesting dish that got the better of my curiosity and I would want to taste it to see what it was. Then before you knew it, there I was eating! And it felt so right to eat what I knew was healing and supporting my immune system while moving through this difficult and frightening health challenge. . . The food I received from Ceres was one of the most important steps that helped me to begin a journey to wholeness and health.

~ Claire Victor
Making a Life Saving Difference for Our Clients & Their Families

In 2011, nearly 1.6 million people in the United States learned that they had cancer. The news is almost always shocking, and the journey that begins that day is stressful, frightening, debilitating and often lonely.

Ceres Community Project is here to help. Nutritious and beautifully prepared meals bring a moment of normalcy to a family’s day when a parent or child has been diagnosed with cancer. For a single person living alone they can mean the difference between oatmeal and the nourishment of a varied and whole foods diet. And for a client in the midst of treatment, who can’t bear to even think about food, these meals can be a life-saver.

Beyond the food we deliver, Ceres provides a caring community and a vital source of knowledge about healthy eating. Volunteer Client Liaisons visit each new client, and then stay in contact regularly throughout their months of service. And our loving volunteer Delivery Angels offer a weekly connection for clients, many of whom live alone. Through our home visits, New Client Packet, weekly Nutrition Bites, Nourishing Connections Cookbook, and Education Programs, we help clients to not only stay well nourished during illness, but also understand how to cook and eat for health.

More than 90 percent of our clients have cancer. At a time when nourishment is most needed, it is frequently the last thing on the list. At Ceres, we know that every bite needs to count for our clients. The organic nutrient-rich meals we deliver help provide a foundation for their healing.

During 2011 we delivered 28,550 free meals to 233 clients and their families throughout Sonoma County.
This year our new facility will enable us to increase our weekly service from 45 client families in January to at least 70 by December, and to deliver at least 45,000 meals – a 50 percent increase from 2011.

It is hard to convey the gratitude I feel for the blessing of Ceres. Have you heard of the “trust exercise” where you let yourself fall backwards, trusting that you will be safely caught? The healing meals, the delivery people, and the teen chefs – all of this feels like strong safe arms that catch and care for me.

~ Jean Clifford

When faced with a diagnosis of terminal cancer, life ceases to be normal in any meaningful sense of the word. It becomes a struggle to fight off debilitating disease, keeping going on a treadmill of doctor’s appointments, tests, online research, taking nutritional supplements, and trying to stay sane. The stress is enormous. To have Ceres take away some of this stress, by knowing that each week we will receive wonderfully nutritious meals delivered by warm and caring volunteers, is truly an expression of a higher, selfless kind of love for those of us in the community who are suffering illness.

~ Dee Cope
Ceres teen volunteers were named the 2011 Heroes in Healthcare under 18 for their work supporting health and healing in our community.
Young People are the Future

We believe that young people are intelligent, responsible, capable, creative and caring, and that they must be engaged in creating our collective future. Our goal is to give our teen volunteers opportunities to learn, to grow and to discover their unique capacity to contribute to our world.

Teens come to Ceres from schools throughout Sonoma County and from all walks of life. Whether they are in foster care or live in a traditional family, are struggling in school or at the top of their class, we give our teen chefs a chance to make a real and profound difference in the lives of others. As the primary chefs in the Ceres Project kitchen, they discover what it means to be needed, develop responsibility, get to know teens who are different than they are, learn to work as part of a team, experience the joy of giving to others, and of course learn to cook and eat for health. During 2011, sixty to eighty teens worked in the Ceres’ kitchen each month.

Leaders in the Kitchen & the Community

Through our leadership program teens are invited to take on increased responsibility as their skill level and commitment grows. Teens who have worked for three months receive a Ceres Project apron with their name embroidered, and teens who have worked for about a year, and who demonstrate leadership in the kitchen, are invited to become Teen Leaders. These teens receive a chef coat with their name and the Ceres logo.

As Teen Leaders, they help keep the kitchen running smoothly. Teen Leaders orient new teens to the kitchen, supervise the preparation of recipes, assist at Volunteer Orientations, help with fundraising events, give presentations about Ceres, speak on the radio, coordinate our annual holiday gift project for our clients, and more. One Ceres’ teen serves on our board of directors.

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At Ceres, we learn how to be healthy and cook nutritious food. It’s a place for teens to learn, love, and be together in a warm environment. One day while we were packing and putting food in the refrigerator, I had the urge to give a big pile of packaged food a hug. Chef Rob panicked because he thought I was trying to pick them up. He jumped to stop me. “What are you doing?!” he asked me, as I looked up in surprise. “Hugging the food,” I said with a smile. He was relieved, and we are still laughing about what I did that day, and his reaction. Ceres is a wonderful place to feel a part of the community.

~ Molly Endries

During 2011, 158 teens volunteered in the Ceres Project kitchen. Together, they donated more than 5,870 hours of service valued at $105,660.

Thanks to our new kitchen and the launch of the Ceres Community Garden program, we expect to engage 50 percent more teens during 2012.
A long, tasty and healing day at The Cancer Journey: A Day of Healing. I’m writing to send deep thanks for the event, the support, the hands on practitioners who supported us for free... it was all so lovely.

~ Cancer Journey Participant

I can’t tell you how important and life changing your class has been for me. Your passion, knowledge and commitment created a space that I had not been able to negotiate successfully on my own. From the moment my feet were bathed in lavender I knew I was part of an organization that really cared that I have access to whatever information about growing, eating and preparing food would enhance my health and well being.

~ Healing Foods Cooking Course Participant
Inspiring Lasting Changes in People’s Diets

Ceres’ Educational Programs provide resources, hands-on learning and the ongoing support that most of us need to make and maintain changes in how we eat and live. And in the case of our Nourishing Connections Cookbook, they extend our reach far beyond Northern California.

Healing Foods Cooking Course

Our primary program, the 16 hour Healing Foods Cooking Course, graduated 42 people in 2011. Combining mind-body practices, time in the garden, cooking skills, nutrition information and support, HFCC provides clients who are transitioning out of our Healing Meals program, others dealing with serious illness, and care-givers with the skills they need to cook and eat for health.

Healing Foods Basics

In 2012, we began offering a free monthly course called Healing Foods Basics that is open to anyone who wants to learn about healthy eating.

Tea & Talk

More than 160 people attended the five talks on food, healing and wellness that comprised our 2011 Healing Foods Lecture Series. This program is now offered monthly as Tea & Talk.

Community Classes

Community Classes are open to the general public and provide hands on experience with important aspects of healthy food production. In 2011, 34 people learned about sprouting, fermenting and healing broths through these classes.

The Cancer Journey

The Cancer Journey: A Day of Healing gathered one hundred participants for an extraordinary day of speakers, bodywork sessions, workshops and a nourishing lunch prepared and served by Ceres’ teen chefs. The event deepened cancer survivors’ understanding of how to support their healing, and provided a safe space to share their experiences and learn from each other. This program will be offered again in October 2012.

Community Collaboration

During 2011, we partnered with West County Health Centers to make Ceres’ services available to their low-income patient population. We began a referral system to our Healing Meals program and piloted nutrition education classes at the new Forestville Wellness Center. This year we will offer six nutrition education classes and one hands-on cooking class each quarter, as well as continuing to encourage referrals.

Nourishing Connections Cookbook

In 2011, we published the second edition of Nourishing Connections Cookbook, updating the nutrition information and adding a dozen new recipes. Nourishing Connections Cookbook allows us to reach people both locally and nationally with information about how to cook and eat healthy whole foods. More than 3,000 copies of the book are now in use in at least half a dozen countries.
Connecting people directly to the source of their food is a vital part of our mission. During 2011, we began three important initiatives that bring this commitment to life.

**Garden as Medicine**

Launched in 2011, this series of classes helped 20 participants deepen their connection between food and health with hands-on experience growing specific healing foods and herbs using sustainable organic gardening practices. In 2012 the four classes will be offered at the new Ceres Community Garden, and short versions of the classes will be taught for the staff at Kaiser Permanente.

**Ceres Community Garden**

In November 2011, we broke ground on a large food production garden with the goal of giving teen volunteers direct experience in sustainable growing practices. A partnership with O'Reilly Media, Sebastopol Community Cultural Center and several local donors, the Ceres Community Garden will provide nourishing produce to the Ceres Project kitchen along with fresh flowers for client bouquets. Similar to our Culinary Program, teen volunteers will be responsible for all aspects of creating and maintaining the garden working under the guidance of the Garden Coordinator and volunteer adult mentors. The Garden Program allows us to engage an additional eighteen to twenty-four teens each week.

**The Moira Chatton Healing Gardens at Ceres**

By the summer of 2012 our teen chefs will also have a range of vegetables and culinary herbs right outside the kitchen door. Designed as a nourishing extension of our beautiful building, the Moira Chatton Healing Gardens at Ceres include medicinal food and herbal plants, a meditation area, a lovely water element and places to sit and reflect or gather with others. We are grateful to Greg Young for his generous donation in support of the gardens, and to former board members Donna and Nez Tokugawa, Garden Coordinator Sara McCamant and the many others whose wisdom, expertise, in-kind donations and labor are supporting the creation of a truly healing space for clients, teens, volunteers, staff and donors.

Connecting all of us with the healing power of the natural world is an essential part of our work and we look forward to integrating these new initiatives fully into our programs.

---

The Ceres Community Garden began with a meeting between O'Reilly Media Inc., Ceres Community Project Director Cathryn Couch, gardener Sara McCamant, Sebastopol Community Cultural Center Director Diana Rich and me. With a shared vision, some seed money and exquisite timing, the Ceres Community Garden has taken off. This venture is an incredible opportunity for Joanne and me to be involved in this very exciting and beneficial community project. And we couldn’t be more pleased that so many others are joining us with their support.

~ Terry and Joanne Dale
Spreading the Work: Developing a National Strategy

We know what a powerful impact Ceres is having for our clients, teens and others here in the North Bay. Now we want to make that same experience and learning available for thousands more in communities around the country. During the past year and a half, four communities – from Napa and Marin to Bay Village, Ohio and Summit, New Jersey – successfully replicated our approach to community wellness.

Thanks to a major grant from the U.S. Department of Agriculture, by the end of 2014 we will have a comprehensive understanding of how program participation changes clients’ and teens’ relationship with food as well as their cooking and eating behavior. This data is essential to gathering national level support for our work. In 2012 we will work with our partners around the country to better understand the replication process with the goal of creating resources to support new projects. Finally, we are reaching out to several key national organizations that could provide the resources and expertise needed for a successful national strategy.

Ceres Community Project - Marin

Ceres Project Marin delivered their 3,000th meal during 2011. Launched as a pilot project in September, 2010 at the Marin Youth Center, the program moved in August to the Jackson Café kitchen at Whistlestop in downtown San Rafael and expanded to two days a week.

More than 30 Marin teens from eight schools are actively involved in the program. They represent a diverse ethnic and socioeconomic mix and, working under the direction of adult chef mentors, are preparing up to 110 meals each week for more than a dozen client families. Plans for 2012 include a goal of delivering 7,000 meals to more than two dozen Marin clients.

Around the Country

Launched in January 2011, the Village Food Project in Bay Village, Ohio has delivered more than 2,000 meals to 45 families. More than sixty teens are involved. The program was featured in the December 11 issue of Cleveland Plain Dealer and co-founder Barb Harrell was named one of the paper’s Community Heroes for 2011.

Pathways Cooks, part of The Family Connection in Summit, New Jersey, started cooking in June 2011. During their first six months they provided 1,114 meals to 28 clients and their families. Nearly forty volunteers are involved in the project which is fully funded for 2012 thanks to a grant from a family foundation.

Projects in Marin County, California, Bay Village, Ohio, and Summit, New Jersey delivered more than 6,000 meals in 2011 – their first year of operation.

Dinner felt like a little miracle tonight – a complete meal, so healthy, unbelievably delicious and in our own home. Thank you from the bottom of our hearts. My husband, Steven, was moved to tears when you arrived with the bag of wonders. I think for a moment he felt he was being taken care of rather than doing the care taking. Your gifts are touching people well beyond patients. My stomach is full but most of all my heart is full. What more is there?

~ Client at Pathways Cooks in Summit, New Jersey
One Thousand Sets of Hands

Ceres Community Project is a community – of people, civic and religious groups, and businesses – working together to build a healthier and more life-affirming world. Our deepest gratitude to all of you who have lent your hands and hearts to our work this past year.

Adult Volunteers

Nearly two hundred and fifty adult volunteers kept Ceres running smoothly in 2011. These very special people delivered meals, picked up food donations, mentored our teen chefs, met with our clients, coordinated more than 2,000 deliveries, sterilized containers, made Immune Broth, Vital Bites and sauerkraut, photographed our work, staffed tables and helped with events, wrote press releases, sent out mailings, procured auction items, coordinated and staffed our annual event, assisted at all of our Educational Programs, mailed and delivered cookbooks, presented lectures, taught yoga and qi gong, helped us move, and much, much more.

Building In-kind Donations

We are grateful to these businesses and individuals for providing more than $300,000 of goods and services in support of our new home.

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<tr>
<th>$15,000 - $35,000</th>
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<tr>
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<td>Alcal Roofing &amp; Insulation</td>
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<td>Dai Tile</td>
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<tr>
<td>JMA Architects</td>
<td>Dale Miller &amp; Daniel Shanahan</td>
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<tr>
<td>Nunley Engineering</td>
<td>Damran Electric</td>
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<td>Independent Electrical Supply</td>
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<td>Ken Saunders</td>
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<td>Collier Warehouse</td>
<td>Kenwood Fencing</td>
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<td>Tim Sherman</td>
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<tr>
<td>Woodencraft</td>
<td>William Alatorre</td>
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A special thank you to Community Builders Group and Greg Miranda for their partnership and expert guidance at every step of creating our beautiful new home.

Number of Adult Volunteers: 240
Hours Donated: 10,370
Value of their Time: $228,118

Whole Foods Market shares Ceres Community Project’s core values around healthy eating and the desire to improve our community. When we presented the idea of working with Ceres to our leadership group it was an immediate and resounding YES! We continue to think creatively about how we can support and spread the word about this amazing program. From produce donations and selling the Nourishing Connections Cookbook to the Ceres deli salad program and cash sponsorships, we’re proud to be a Ceres Community Project partner.

~ Colin Davidson, Store Team Leader, Whole Foods Market Sebastopol

I have found that delivering for Ceres is such a gift. Meeting the clients, briefly sharing in their lives, and experiencing their appreciation is far more rewarding than I ever anticipated. I volunteered so that I could do something for others. Little did I know I would receive so much in return.

~ Jean Polley
Thank You to Our 2011 In-kind Donors

$5,000+
DeLoach Vineyard
Dierberg Vineyard
Dominick's
DeLille Cellars
Conejo Valley

$1,000-$4,999
Amethyst for Creatives
Bobby & Tracy Amari
Tanya & Peter Butler
Cherry On Top
Four Roses
Booze

up to $999
6th Street Playhouse
Abby Bard Handwoven
Advanced Science & Technology
Ariole
Ashley Pavan
Barnes & Noble

The more I learned about Ceres, and observed some of its components in action, the more impressed and passionate I became. Everyone involved is nourished by this unique program. Ceres is a vibrant paradox for social action that serves many layers of our community. BRAVO to everyone involved for creating a model to be replicated far beyond Sonoma County. With admiration, respect and anticipation of what’s to come!

~ Ren Nelson
In 2011

• 240 adult volunteers supported the program with 10,370 hours of time valued at $228,100.
• 158 teens donated more than 5,870 hours at a value of $105,660.
• 300 in-kind donors provided nearly $400,000 in goods and services.
What We’ve Accomplished

Clients

<table>
<thead>
<tr>
<th>Year</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
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<tr>
<td>28</td>
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<td>124</td>
<td>186</td>
<td>233</td>
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Meals

<table>
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<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
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<tr>
<td>4,500</td>
<td>17,300</td>
<td>21,900</td>
<td>26,100</td>
<td>28,550</td>
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</table>

98,350 total meals

Teen Hours

<table>
<thead>
<tr>
<th>Year</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
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<tbody>
<tr>
<td>20</td>
<td>70</td>
<td>108</td>
<td>137</td>
<td>158</td>
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</tbody>
</table>

Additional 2011 costs:
- Building Remodel: $384,000
- Ceres Project Marin 2011 Totals
  - 32 Clients
  - 3,200 Meals
  - 45 Teens
  - 1,100 Teen Hours

Where does the money come from?

- Government: 4% ($45,000)
- Foundations: 6% ($140,700)
- Individuals: 17% ($595,500)
- Corporations: 73% ($31,000)

Where does the money go?

- Meals Program: 43% ($195,900)
- Fundraising (includes capital campaign costs): 19% ($85,745)
- Admin: 14% ($61,287)

- Ed Program: 24% ($106,800)
Our Mission

The Ceres Community Project works to restore locally-grown, organic whole food to its place as the foundation of health for people, communities and the planet. We do this through an integrated model that provides those facing cancer and other life-threatening illnesses with nourishing meals, gives teens experiences of growing and preparing healthy food, and educates the larger community about the connection between food, healing and wellness.