The Coalition for Healthy School Food (CHSF) is a 501 (c) (3) nonprofit that introduces plant-based foods and nutrition education in schools to educate the whole school community. Please join us!
About Us

The Coalition for Healthy School Food is a 501(c)(3) non-profit organization with ongoing programs and partnerships in three school districts: New York City, Ithaca, NY, and the Southern Cayuga Central School District in NY. We also help any schools that request it. We distribute our recipes and resources nationwide.

Through our partnerships, we introduce plant-based foods and provide nutrition education in schools to educate the whole school community – students, parents, teachers, administrators, and school food service professionals. Specifically, it’s our goal to replace meat and dairy items with plant-based alternatives, and to educate about the benefits of plant foods. We work closely with administrators, teachers, parents, chefs, cafeteria staff, and the food industry to bring healthy food to school menus.
Our recipes have been distributed to 25,000 schools around the country.

Responsible for the first three public (non-charter) vegetarian schools in the country, more vegetarian schools coming soon!

Our Cool School Food program in Ithaca is the first Farm to School Program to feature local organic plant-based proteins in the country.

Instrumental in convincing NYC schools to purchase GMO-free oils.

Our Food UnEarthed Curriculum is taught to 400 students per week in New York City in Title 1 Schools.

We’ve served thousands of healthy “Super Hero Smoothies” made with kale across New York State.
A Pie That’s Hard to Swallow

Only 6% of our calorie consumption comes from the most health-supporting and disease-preventing foods - plants!

US Food Consumption as a % of Calories:


New York Coalition for Healthy School Food • www.healthyschoolfood.org
Special thanks to Joel Fuhrman, MD, author of Disease Proof Your Child: Feeding Kids Right • Graphics by MichelleBando.com
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...and it’s hurting our kids

- Childhood obesity is at an all-time high: over 1/3 of U.S. children are **overweight or obese**.

- Over 50% of U.S. children already have fatty streaks in their arteries – literally **early stage heart disease**.

- Children as young as 8 years old are being prescribed **blood pressure and cholesterol medications**.

- 33% of U.S. children, and up to 50% of African American and Latino children, will develop **Type 2 diabetes** if something doesn’t change.

- Exposure to carcinogens in childhood largely determines if we get cancer as adults. Animal based foods and beverages are known cancer promoters.
What Does a Typical School Meal Look Like?

Here are some plated school lunches for the purpose of illustrating what is included in a school meal. It shows a meal with all the components on the left, and all except milk on the right.
What Can a School Meal Look Like?

The Whole Enchilada
Kidney beans, butternut squash, veggies, and salsa

Tuscan Tomato Pie
White bean hummus, tomatoes, spinach, and basil

These are some of our recipes used in Ithaca and Southern Cayuga School Districts, and that we’ve distributed to 25,000 schools nationwide.
What Can a School Meal Look Like?

**Fiesta Mexican Lasagna**
Black beans, butternut squash, black beans, veggies, and salsa

**Awesome Bean Burger**
Black beans, sweet potatoes, rolled oats, and spices

You can get all these recipes on our website, at www.healthyschoolfood.org, click on the recipes, they are listed under Ithaca Family Size recipes, so you can make them at home. You can also find quantity recipes for schools on our site.
What Can a School Meal Look Like?

Schools Also Serve Manufactured Vegan Entrees, such as this Falafel
Promotional Flyers and Serving Line Signs

Awesome Bean Burger
Black beans, sweet potatoes, rolled oats, and spices
Training Future Chefs

Our Visiting Vegan Chefs Program educates culinary students in high school about the importance of plant-based cuisine. We provide vegan chefs for hands on learning opportunities.
Nutrition Education – Adults

Educating the whole school community about food and nutrition is an important part of our work. We do presentations for adults...

School Food Service Personnel

Parent education workshops

Teacher Trainings
Nutrition Education - Students

Food UnEarthed: Uncovering the Truth About Food

- Nutrition education curriculum encourages **critical thinking skills**
- **Reaching over 350 students every week** in the current school year with a lesson plan and snack each week, all year long. Taught in high need Title 1 schools
- **Empowering students** by teaching them they have **control over their health destinies!**
- **Optional field trips:**
  - Grocery Store Tours
  - Farm Sanctuary Tours
  - Farmer’s Market Tours
Nutrition Education - Students
Family & Consumer Sciences Cooking Curriculum
& After School Cooking Classes
Nutrition Education – Family Dinner Nights
For Students, Parents, Teachers, Administrators
Welcome Wakeup Call

Nutrition Education “one sound bite at a time”

Nutrition Education Messages in Easy to Digest Sound Bites

Focus: Your child has heard these messages in the past month at school. We encourage you to review a message each day at home to educate healthy discussion. Rephrasing the included message is a great way to connect with your child. Research shows that children are more likely to eat food that they prepare.

Action: Read one message each day during morning announcements. Outline messages if necessary to get all messages read in one week.

Eat your day, the healthy way!

1. It is fun to try foods that are what people eat for breakfast, lunch or supper in another part of the world. You might get the chance to taste some foods from other countries at a restaurant or if you visit the home of a friend whose family comes from another place.
2. Children in different parts of the world have diets that keep them healthy and yet there are foods eaten in some parts of the world that are very different from those in another part of the world.
3. Beans, peas and lentils, also called legumes or pulses, help our bodies to build muscles, bones and blood. They can keep us full for a long time between meals without getting hungry. Beans grow in pods that have a string along one side, like a little zipper. Beans and lentils also grow in pods.
4. People from Mexico, Spain, and South America put beans, rice, and colorful vegetables in soups and stews. Many soups use lettuce in wraps made from wheat or corn. We all these tasty wraps become tacos.
5. Mexican and Spanish people use many types of colorful beans in their meals. Can you think of any peas they used? [Pause]. Black beans, brown and white pinto beans, dark red kidney beans, white lima beans, and green beans are five different types.
6. Spanish and Mexican food can be spicy because chili peppers are often used as seasonings. Not all recipes are hot. If you like mild dishes, just add a little bit of chili pepper or use none at all.
7. Mexican meals often start with a soup. Soups can be made from strong greens, beans, tomatoes, and other vegetables so these soups give us vitamins and protein.
8. Soups are a wonderful way to try new flavors from other lands. A black bean soup is a DHAL (DOLL), a popular Italian soup is RASPECHI (ROSEKISH), a Spanish soup is gazpacho (gaz-pah-cho) and in Japan people enjoy miso (MISO) soup.

For more information visit: www.healthy.schoolfood.org

Black Bean Soup

Makes 6 cups, 4 servings

Black beans are favorites in Mexico, Central and South America, Spain, and Asia. They are used to make soups, sauces, and stews. Black beans can be made from stock cubes or powder or just cooked in water. Water can be used instead of stock, though your soup will be less flavorful. If you use a little less liquid, this recipe makes a fine stew. Lime juice, added just before serving, gives a bright note.

Ingredients:

- 1 cup dried black beans
- 2 cups vegetable stock or water
- 1/2 cup tomato paste
- 1/2 teaspoon ground cumin
- 1 teaspoon dried oregano
- 1 teaspoon dried thyme
- 2 teaspoon lime juice
- Salt and pepper to taste

What to do:

1. In a large pot, saute carrot, celery, onion, and garlic in olive or vegetable oil for 5 minutes. Stir in beans, stock, tomato paste, oregano, thyme, and lime juice. Cover and simmer for 20 minutes or until vegetables are cooked just before serving, stir in lime juice. Add salt and pepper and adjust the seasoning. (Editor’s note: You can also blend the soup using a hand blender so that it is partly or fully pureed.)

Recipe from The New Becoming Vegetarian by Vesanto Melina and Brenda Davis, The Book Publishing Company.

Written by Registered Dietitians and read over the PA system in schools, our Wellness Wakeup Call is heard by over 100,000 school students every school day! Printed copies go home with students, including a healthy recipe. Available for grades K-5 and 6-12.
Who We Are & What We Do: Resources

Feel Good Food Cards

Black Beans

Black beans are also known as turtle beans. They are packed with plant protein.

Try black beans as a very inexpensive! With the help of a blender, you can cook your own bean beans at home.

If you don’t want to cook your own beans, canned black beans are very convenient. Just open the can, and they’re ready to eat or use in a recipe.

Black beans are very popular in Latin American cooking. In Spanish, they’re called frijoles negros (free-ohlays nar-zeen). Try black beans in tacos or burritos.

Want to surprise someone? Make black bean brownies! They are delicious and no one would ever guess they have black beans hiding inside! Brownies made this way are a better choice than regular brownies.

Carrot

If you think carrots are always orange, here’s a surprise: there are purple, red, white, and yellow carrots, too!

When you eat a carrot, you’re eating the root of the plant, which grows underground. The carrot top, which grows above ground, tastes a little like parsley.

The period “baby carrots” you buy at the store can’t really baby carrots. They’re large carrots that are put through a machine, dropped into two-inch pieces, with the ends rounded off. Just like big carrots, they make a great snack!

The phytochemicals that make carrots orange is called carotenoid. Carotenoids are in many fruits and vegetables, and research shows that people who eat the most fruits and vegetables are judged to have the healthiest-looking skin, also called a “healthy glow.” Other excellent sources are sweet potatoes, cantaloupe, mangoes, and apricots. So eat some natural orange/yellow colors every day!

It is rare that a large amount of orange vegetables such as carrots, the carotenoids will show in their skin and their skin may look a little orange. It is not permanent and it is not dangerous.
We’re doing excellent work...

- Recognized by the U.S. Department of Health and Human Services, Office of Minority Health as one of five promising practices in the country in 2011
- Winner of the Ford (Automotive Company) Community Green Grant at the 2013 NYC Green Festival and the Community Grant at the 2014 Festival
- National Farm to Cafeteria Conference Poster Session, 2012, featuring our Farm to School work in Ithaca
- Presented our Plant-Based Cooking Unit to teachers from around New York State at the 2012 NY State Family and Consumer Sciences Conference
- Annual Exhibit at the New York State Parent Teacher Association (PTA) Convention
- Presenter at the New York State Parent Teacher Association (PTA) Summer Leadership Conference
- Keynote speaker at 2013 Science Council of NYC reaching over 400 teachers
- Prominently featured in “Lunch Hour”, an award-winning documentary – see the trailer at [www.youtube.com/watch?v=l1wXr-NxCLg](http://www.youtube.com/watch?v=l1wXr-NxCLg)
...and we’ve been recognized as an excellent organization.

- Independent Charities Seal of Excellence recipient
- Award for charities that certify, document, and demonstrate, on an annual basis, that they meet the highest standards of public accountability, program effectiveness, and cost effectiveness
- Of the 1,000,000 charities operating in the U.S. today less than 5% meet or exceed these standards; fewer than 0.2% have been awarded this Seal
- At [www.independentcharities.org](http://www.independentcharities.org), enter our name in the search box. Our legal name is “New York Coalition for Healthy School Lunches”, but for the purpose of workplace giving campaigns, we DBA “Hungry Kids Need Healthy School Food”.
Your chance to help!
Your donations will help support these programs

♥ Educator to provide training and education in our partner schools to parents, school food service staff, teachers and administrators.
♥ “Food UnEarthed” curriculum for students.
♥ Development of our curriculum to include additional grades.
♥ Program and menu development in our schools.
♥ Family Dinner Nights at our schools for students, families, teachers, and administrators.
♥ After school cooking program.
♥ Field trip to a farm or farmer’s market.
You Can Be a Part of Our Community!

Our target audience includes students, parents, teachers, school administrators, food service directors, health care professionals, and consumers committed to a healthy lifestyle and clean environment!

FREE Online Healthy School Food Summit

[Link to website]

[Link to Facebook group]

Featuring: Brooklyn Borough President Eric Adams; T. Colin Campbell, PhD; Nelson Campbell; Michael Greger, MD; Antonia Demas, PhD.; Kim Campbell; Ellen Jaffe Jones; and more...

HealthySchoolFood

HealthySchoolFood

@CoolSchoolFood
Help us Reach Another 30,000 students and families in the next year!

Social Media Reach
over 10,000 (FB, Twitter, Instagram, Pinterest)

Students & Families Reached
over 20,000

Additional Exposure Prior to and at Gala
5,000 or more
We want what’s best for them

*We know you do too. We hope you’ll join us!*
Coalition for Healthy School Food

Plant a Healthy School Lunch
We Invite You Join Our Circle of Supporters
Sponsorship Benefits
$10,000

- Your Logo and Link on our Website ([www.healthyschoolfood.org](http://www.healthyschoolfood.org))
- Your Logo and Link on our Digital Invite
- Your logo on our Print Invitation (donation received by 8/15)
- 10 Social Media Messages (Mutually Agreed Upon)
- 20 Tickets to our Fall Gala
- 20 Reserved Seats at the Gala (2 Round Tables)
- Two Page Spread Ad in our Program Guide (this is a take home magazine with articles and recipes)
- Tabling opportunity at our Fall Gala to promote your business
- Your Logo on our Gala Slide Show

*Note: All donations are tax-deductible except for any portion that is for goods and services received (for example a portion of fall gala tickets).*
Sponsorship Benefits

$5,000

- Your Logo and Link on our Website ([www.healthyschoolfood.org](http://www.healthyschoolfood.org))
- Your Logo and Link on our Digital Invite
- Your logo on our Print Invitation (donation received by 8/15)
- 5 Social Media Messages (Mutually Agreed Upon)
- 10 Tickets to our Fall Gala
- 10 Reserved Seats at the Gala (1 Round Table)
- One Full Page Ad in our Program Guide (this is a take home magazine with articles and recipes)
- Your Logo on our Gala Slide Show

*Note: All donations are tax-deductible except for any portion that is for goods and services received (for example a portion of fall gala tickets).*
Sponsorship Benefits

$2,500

- Your Logo and Link on our Website (www.healthyschoolfood.org)
- Your Logo and Link on our Digital Invite
- 3 Social Media Messages (Mutually Agreed Upon)
- 8 Tickets to our Fall Gala
- 8 Reserved Seats at the Gala
- One Half Page Ad in our Program Guide (this is a take home magazine with articles and recipes)
- Your Logo on our Gala Slide Show

Note: All donations are tax-deductible except for any portion that is for goods and services received (for example a portion of fall gala tickets).
Sponsorship Benefits

$1,500

- Your Logo and Link on our Website (www.healthyschoolfood.org)
- Your Logo and Link on our Digital Invite
- 2 Social Media Messages (Mutually Agreed Upon)
- 6 Tickets to our Fall Gala
- One Quarter Page Ad in our Program Guide (this is a take home magazine with articles and recipes)
- Your Logo on our Gala Slide Show

Note: All donations are tax-deductible except for any portion that is for goods and services received (for example a portion of fall gala tickets).
Sponsorship Benefits

$1,000

- Your Logo and Link on our Website (www.healthyschoolfood.org)
- Your Logo and Link on our Digital Invite
- 2 Social Media Messages (Mutually Agreed Upon)
- 4 Tickets to our Fall Gala
- Business Card Size Ad in our Program Guide (this is a take home magazine with articles and recipes)
- Your Logo on our Gala Slide Show

Note: All donations are tax-deductible except for any portion that is for goods and services received (for example a portion of fall gala tickets).
Please help our kids now

Fill out our Corporate Sponsorship Form at

www.healthyschoolfood.org/galasponsorform

Please send your logo and ad to amie@healthyschoolfood.org in a .pdf or .eps format:

Two Full Pages: each 7.5” wide by 10” tall ($10,000)
Full Page: 7.5” wide x 10” tall ($5000)
Half Page (Horizontal): 7.5” wide x 4.875” tall ($2500)
Quarter Page: 3.625” wide x 4.875” tall ($1500)
Business Card: 3.625” wide x 2.3125” tall ($1000)
Payment*

Checks preferred (we get 100% of your donation).

Send checks to:
New York Coalition for Healthy School Lunches*
POB 737
Mamaroneck, NY 10543
* This is our legal name. We DBA “Coalition for Healthy School Food” and “Hungry Kids Need Healthy School Food”.

or

Donate online:
www.healthyschoolfood.org/donate.htm

* You can commit now, payment can be accepted through October 1st
Contact information

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