Equipping Your Volunteers Marketing & Mission

Catherine Draeger-Pederson
Executive Director
Friedens Community Ministries

director@FriedensPantry.org

Friedens Community Ministries

Equipping Your Volunteers
Marketing & Mission

- Food
- Friends
- Finances

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Equipping Your Volunteers
Marketing & Mission

- 3 secs
- 30 secs
- 3 mins
- 30 mins

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Clarifying Your Mission Statement

- Share the Mission
- Start With Why: Simon Sinek

http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action#t-1065184

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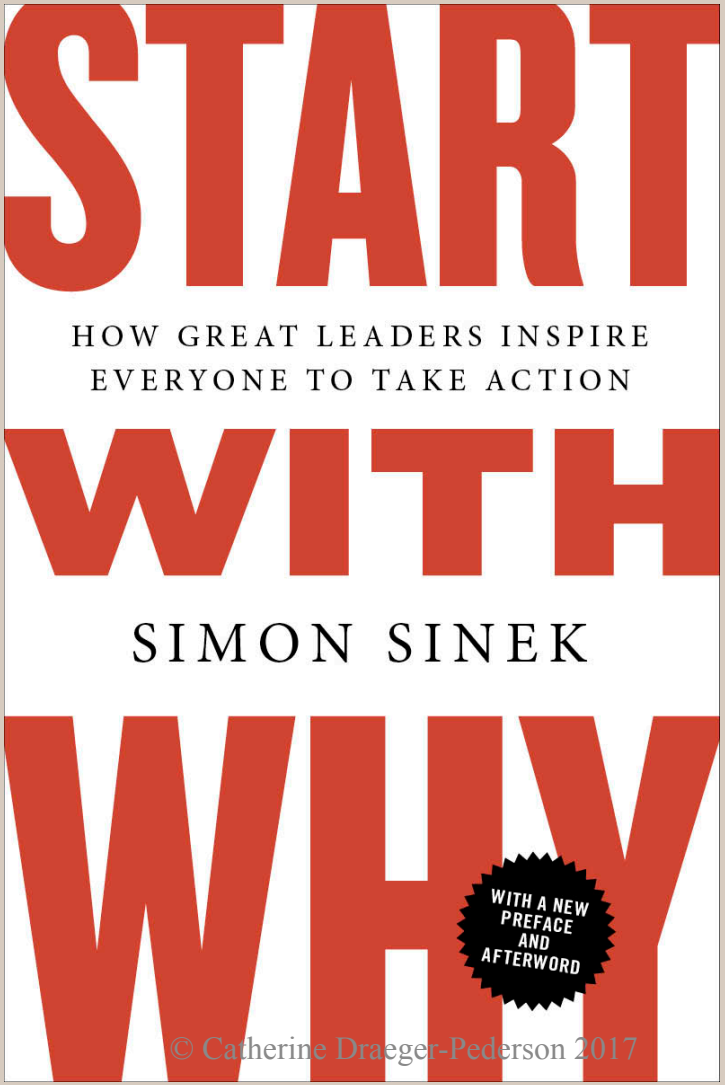
Clarifying Your Mission Statement



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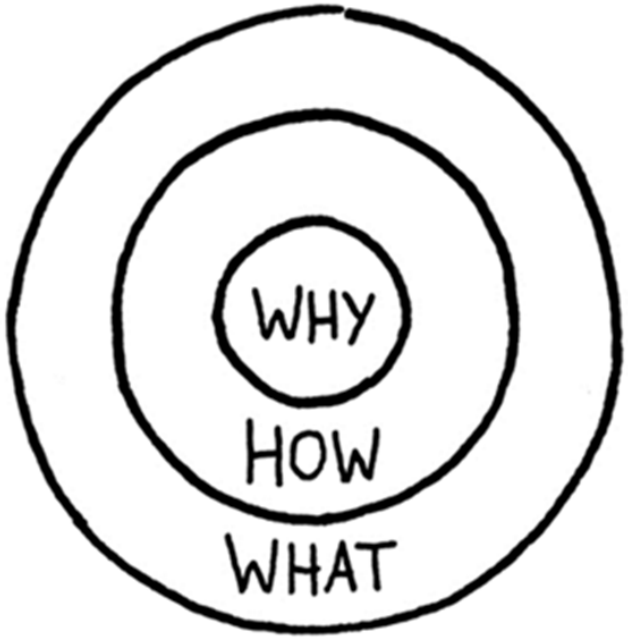
The Golden Circle



What

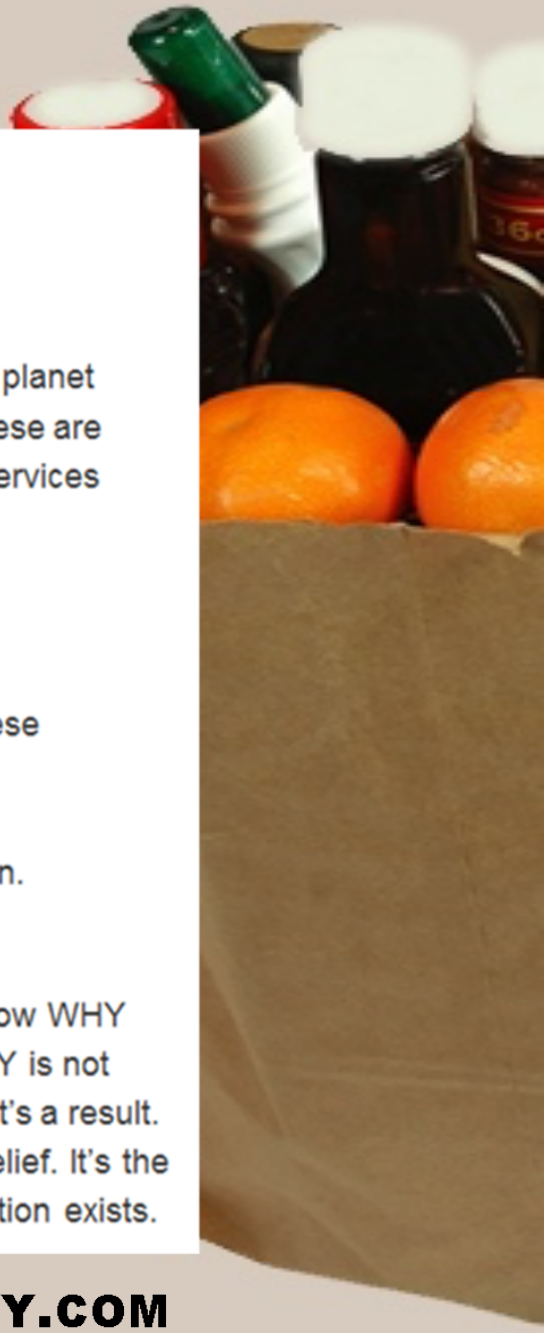
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.



CREDIT: SIMON SINEK, INC. WWW.STARTWITHWHY.COM

Clarifying Your Mission Statement

- **Who?**
- **What?**
- When?
- Where?
- **Why?**
- How?
- **One Word Picture**
- **Hope to Accomplish**

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Clarifying Your Mission Statement

- Who?
- What?
- Why? (Inspirational)
- One Word Picture
- Hope to Accomplish (Action Word)

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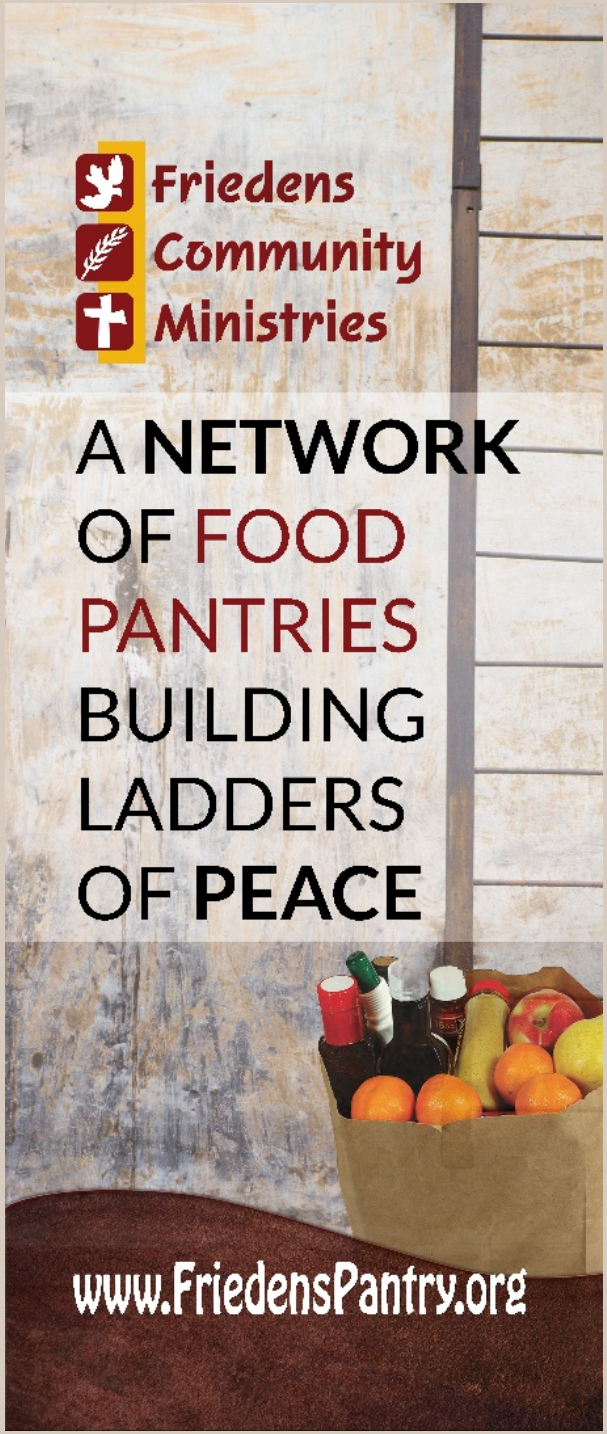
A NETWORK OF FOOD PANTRIES BUILDING LADDERS OF PEACE

www.FriedensPantry.org

Friedens Community Ministries

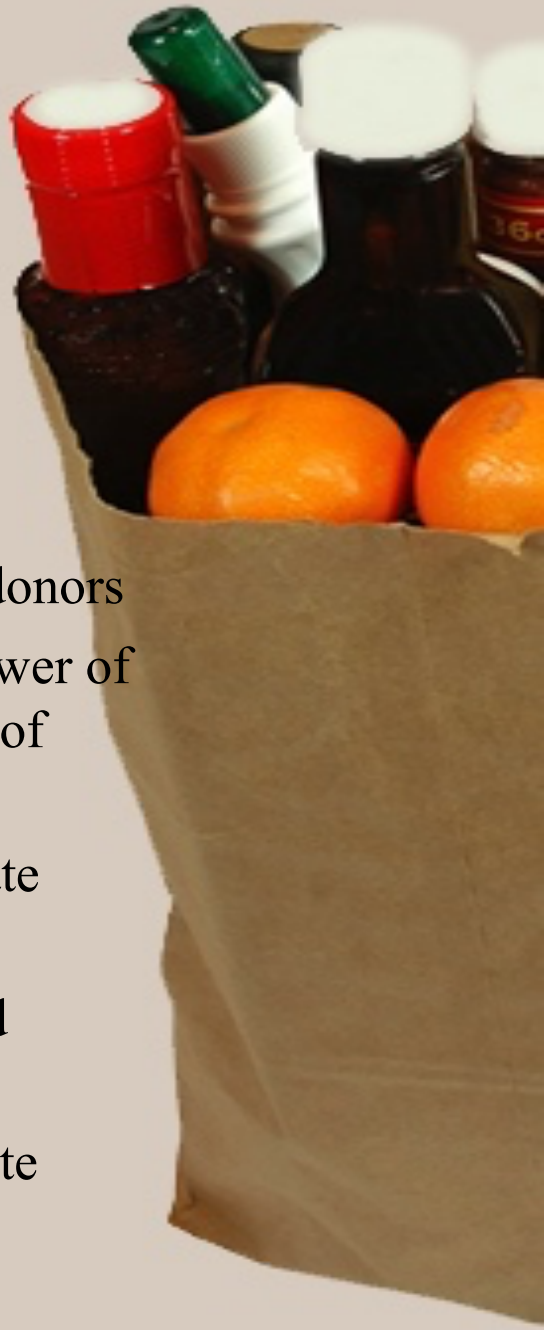


- **Who:** Food Insecure in Milwaukee
- **What:** Food Pantries
- **Why:** Building Ladders of Peace
- **Picture:** Ladders of Peace
- **Hope:** Hope and Dignity to our community

America Red Cross

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

- **Who:** Humans facing emergencies, volunteers, donors
- **What:** Mobilizing the power of volunteers and generosity of donors
- **Why:** Prevent and alleviate human suffering
- **Picture:** Red Cross (brand recognition)
- **Hope:** Prevent and alleviate human suffering



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Equipping Your Volunteers
Marketing & Mission
3 Seconds

- Share the Word Picture
  - With Your Team
  - Individually draw something that represents your work
  - Focus on the why, not that what
  - Come to a consensus
  - Encourage every volunteer and community member to embody the word picture
  - Results in extended team of people sharing your story

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Equipping Your Volunteers

Marketing & Mission

30 Seconds

- Share the Mission

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Equipping Your Volunteers

Marketing & Mission

3 Minutes

- Share the Mission
- Share the Needs
  - Community Based
  - Pressing Problem
- Share the Story
  - Personal Connection
- Share a Next Step
  - Volunteer

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Equipping Your Volunteers

Marketing & Mission

30 Minutes

- Share the Mission
- Share the Needs
- Share the Stats
  - Organization Specific
  - What you do better than anyone else
  - Focused on Strengths not Pity
- Share Bible Examples (faith based)
- Share the Story
  - Individual touched by organization
  - Stories of how you make the world a better place
- Share a Next Step
  - Money, Volunteer, Networking, In-Kind Donations, Etc.

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Converting Data Into Stories

- Data Sources
  - Local
  - Agency
  - State
  - National
- Examples

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Tips to Tailor Your Message to Each Unique Audience

- Know Your Audience
  - Focus on Building a Relationship
  - Individual, Business, Grant, etc…
- Know Their Heart Strings
- Know This Means
  - Research (990's, Annual Reports, etc…)
- Know How Committed They are to Your Cause

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Empowering Your Volunteers to Become Your Greatest Advocates

- Give them a Word Picture
- #ShareYourStory on social media
- Easy way for their friends to volunteer (without lots of barriers)

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Friedens
3 mins Story

Share the Mission

Share the Needs
- Community Based
- Pressing Problem

Share the Story
- Personal Connection

Share a Next Step
- Volunteer

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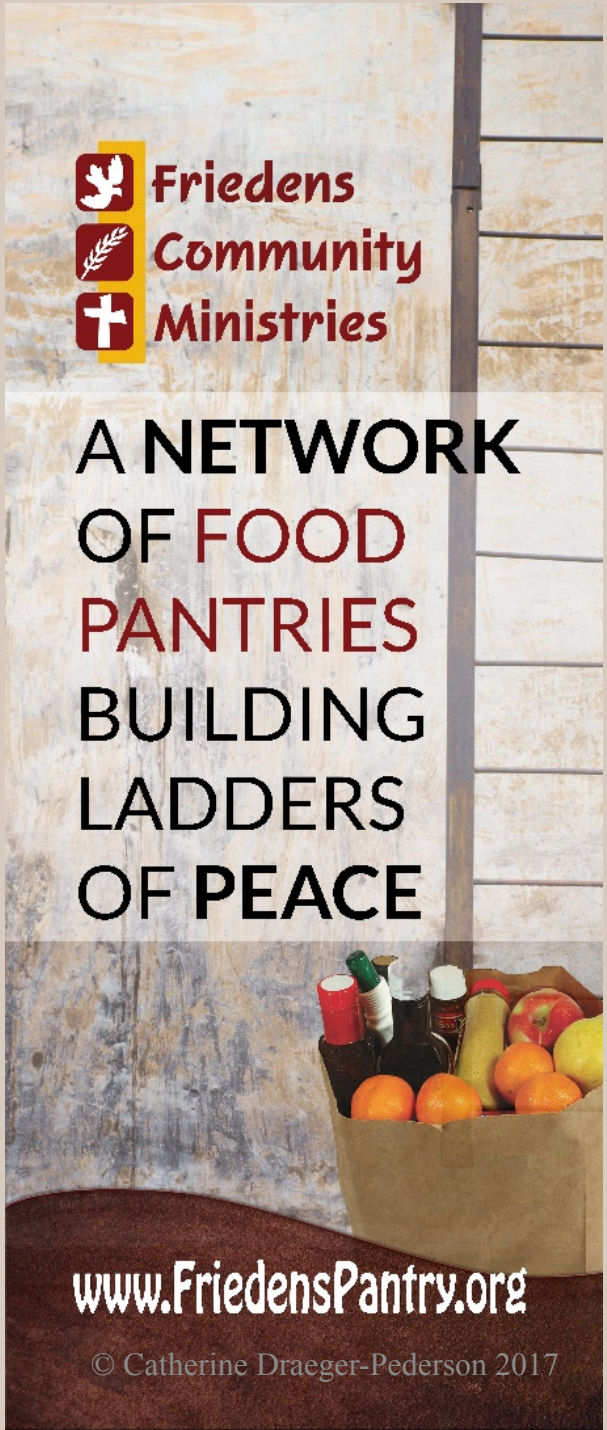
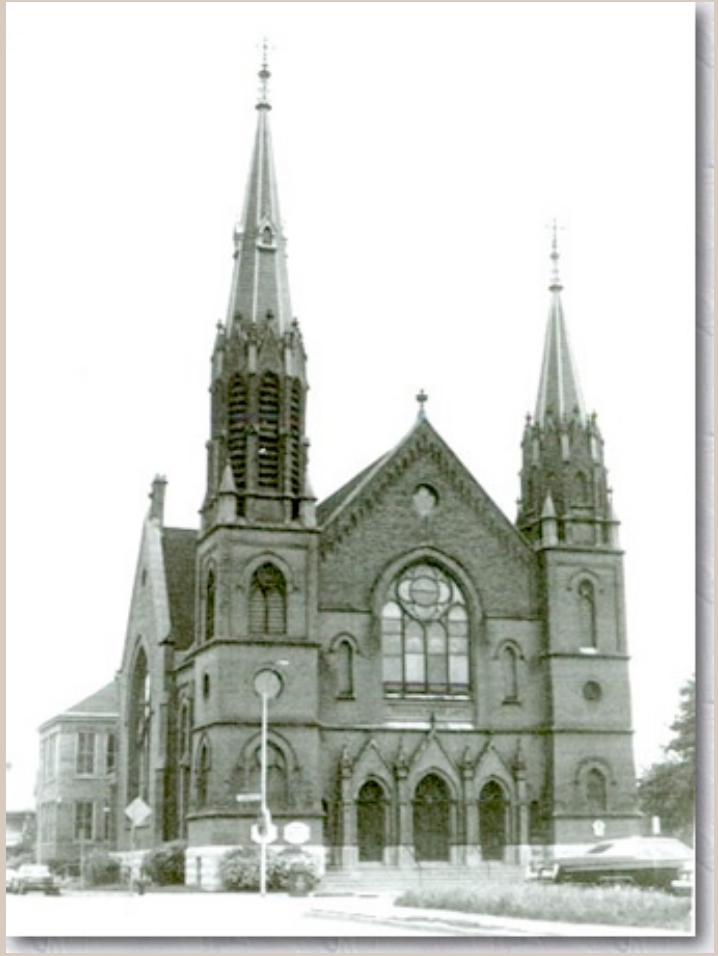


A History of Building Ladders of Peace



Share the Mission

Share the Needs

Community Based

Pressing Problem

Share the Story

Personal Connection

Share a Next Step

Volunteer

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HOURS

IMPACT

- 2,000+ VOLUNTEERS
- SERVED countless HOURS
- 4 DIFFERENT SITES
- TO FEED 50,000 PEOPLE
- WITH 5 DAYS OF FOOD

Share the Mission
Share the Needs
Community Based
Pressing Problem
Share the Story
Personal Connection
Share a Next Step
Volunteer

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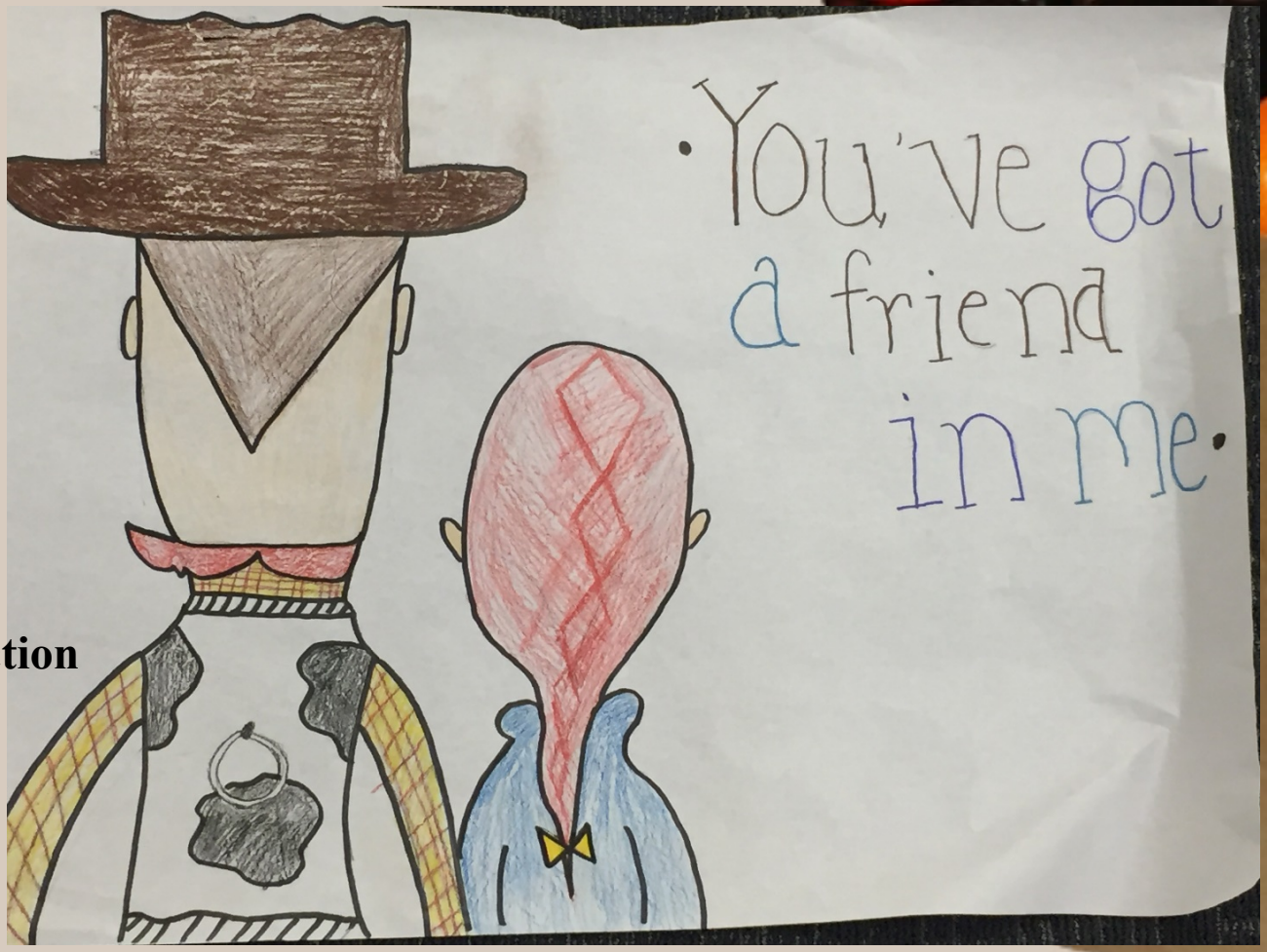
50,000+ served in 2016

Lives Impacted

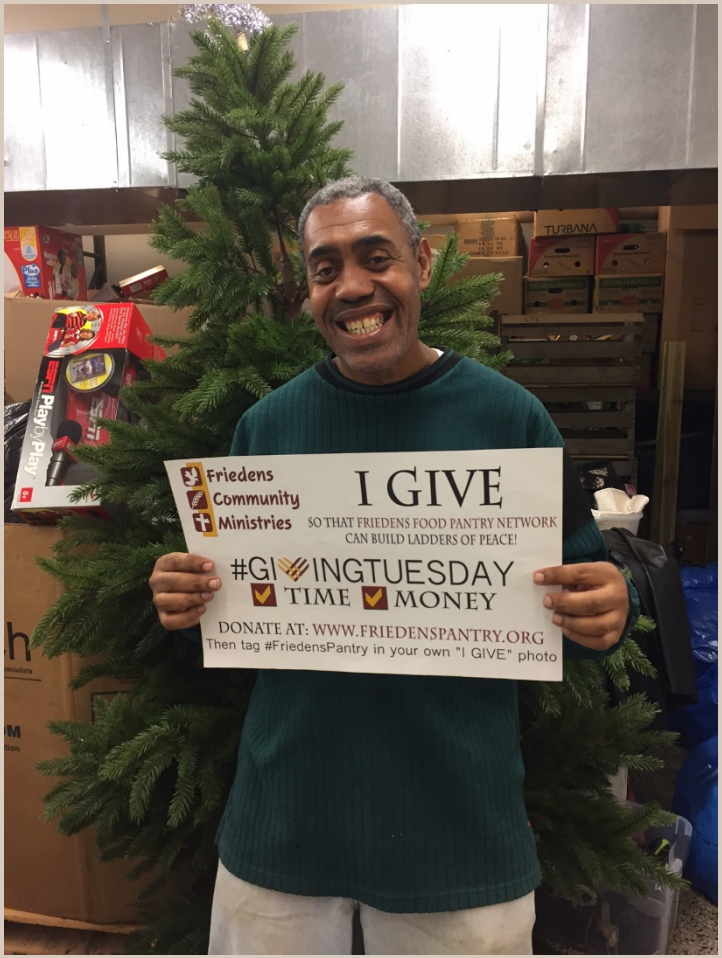


Share the Mission
Share the Needs
- Community Based
- Pressing Problem

Share the Story
- **Personal Connection**

Share a Next Step
- Volunteer

#ShareYourStory



Share the Mission
Share the Needs
- Community Based
- Pressing Problem

Share the Story
- Personal Connection

Share a Next Step
- **Volunteer**

Equipping Your Volunteers Marketing & Mission

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Best Practices for Partnering with Your Local Food Bank

Dan Wilson, Program Director, Second Harvest Duluth MN

Jim McPhetridge, Food Shelf Manager, Brick Ministries, Ashland WI

SECOND HARVEST
NORTHERN LAKES
FOOD BANK

FIGHTING HUNGER | FEEDING HOPE

The BRICK
Ministries Inc.
Believers Reaching Individuals for Christ's Kingdom


EXIT


1056#
1092#


"Visionary"
"Benefactor"
Beverly Foundation
Miner's Inc./Super One Foods
Ordean Foundation
"Community
Lloyd K. Johnson Foundation
Maurices Incorporated
Minnesota Power
Open Your Heart to the Hungry &
Bob Ulland & Myrna Wells-Ull
Ulland Brothers Inc.
1302
1062
Allocation
DULUTH


Cheerios
seedless, sweet & juicy
california navel
oranges


SCAN ME


34500
39912
34500
39912

Best Practices for Partnering with Your Local Food Bank

Thank you!

Dan Wilson, Program Director
Dan@northernlakesfoodbank.org

Jim McPhetridge, Food Shelf Manager

The BRICK Ministries Inc.
Believers Reaching Individuals for Christ's Kingdom

Nutrition Education and Tools Project

PROJECT HISTORY

- Board vision
- Identified need
- Lack of food prep skills/knowledge
- Decreased mini-demos offered by UW Extension Nutrition Educators
  Why? Change of staff and an assumption of reduced funding
- Local RFP opportunity
- Proposal created and partners sought

OBJECTIVES

- Increased nutrition knowledge to obtain healthy and affordable food choices.
- **Increased incorporation of fresh produce into daily meals.**
- **Increased nutrition knowledge to utilize the large variety of fresh produce offered at food pantries.**
- Increased ability to maximize limited resources.
- Food preparation skill development for individuals and families.
- Food preservation skill development for individuals and families.

NON-MEASURABLE GOALS (AT LEAST INITIALLY)

- Increased self-esteem for participants.
- Successful home implementation.
- Skill development to encourage greater self-sufficiency.
- Decreased food insecurity.

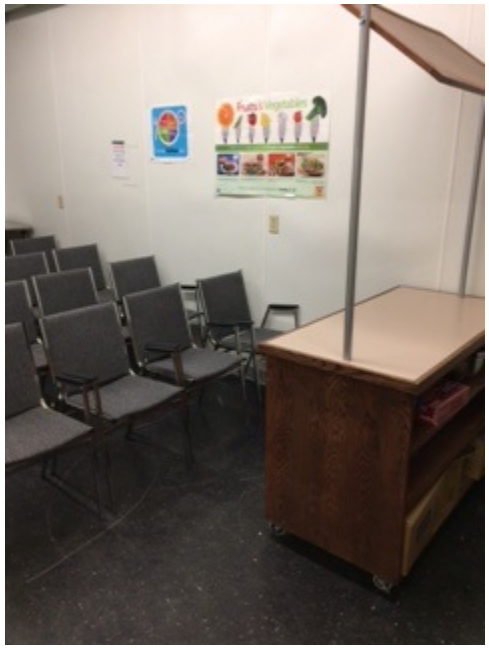
WHAT WE NEEDED TO GET STARTED

- Funding to purchase “tools/incentives”
- Remodel multipurpose space to make it functional for classes too
- Demo cart with mirror
- Kitchen tools/equipment for educators
- Educators

PICTURES OF CLASSROOM

Before

After



FUNDING

- Local funding opportunity denied
- Board commits reserve funds to begin
- Board President proposes and carries out community-wide fundraising effort – local foundation offered matching funds
- United Way venture grant funding
- United Way program funding
- Current year budget

Category	Session Expense	Expected Annual Expenses
Participant incentives	$300 (15 participants per session x $20 per participant)	$3600 (12 sessions per year)
Supplies – Demo food not available in the pantry	$20	$240
Total	**$320**	**$3840**
Administrative costs; absorbed into general organizational payroll	$125	$1500
Educator	~$100-200	In-kind value $1200-$2400

TO ACHIEVE PROJECT GOALS WE NEEDED EDUCATION PARTNERS

- Various sources and sites were solicited.
- There was excited interest.
- Only a few have fully committed and can be counted on for consistent involvement at the food pantry location:
  - UW Extension Nutrition Educators
  - Viterbo Dietetic Professors and Students
  - Gundersen Health System Dieticians
  - Mayo Clinic Healthy System Dieticians
  - University of Wisconsin- La Crosse Food Service Chartwell Chefs

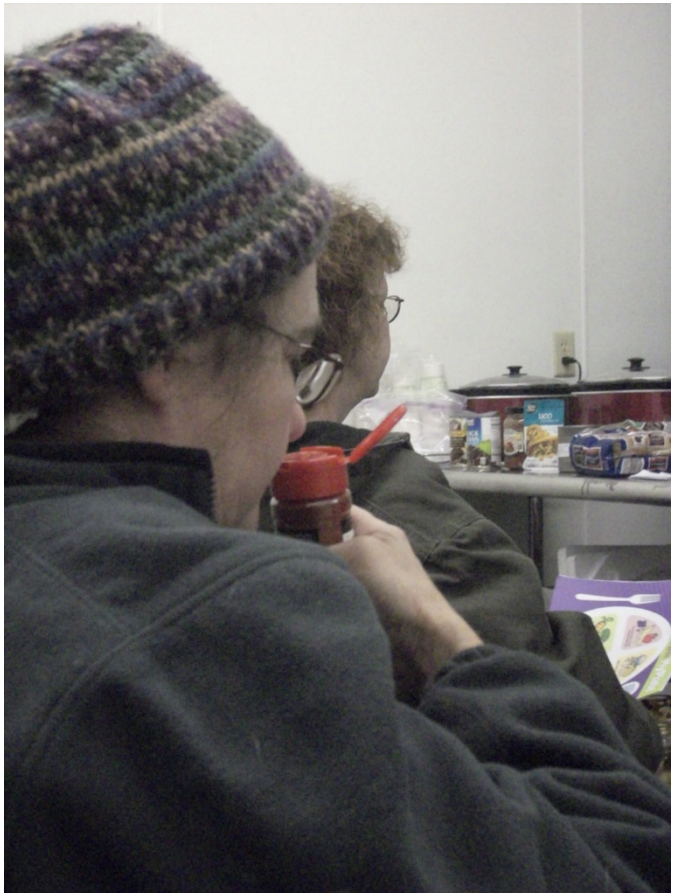
WHO MIGHT BE POTENTIAL EDUCATION PARTNERS FOR YOU?

- UW Extension
- Healthcare facilities that offer dietetic services
- County Health Educators
- Higher Education – Dietetic program students and staff
  - UW-SP, UW-Green Bay, Madison, UW-Stout, Viterbo University and Mount Mary's University (Milwaukee)
- Chef's

EDUCATORS PROVIDE

- Session education (at no charge)
  - Lesson plans (despite different education partners each session contains the same elements)
    - Focus area
    - Nutrition facts and tips, benefit to body
    - Recipes
    - Food demonstration
    - Sample of demo foods
    - Some plan games
  - Recipes
  - Handouts
- Educator Session Summary

SESSION PICTURES



SESSION PICTURES

SESSION PICTURES

WAFER STAFF PROVIDES

- Funding - Fundraising/Grant Writing
- Coordination of presenters, dates, topics, "incentive tools" (to include past participant feedback regarding topics or tools they need)
- Marketing and participant recruitment
- Classroom setup
- Food preparation equipment
- Food or supplies needed for the demo
- Purchasing "incentives"
- Evaluation tool
- Final Program Summary

PROGRAM SUMMARIES

"RecipeRehab" – making over comfort foods. Thursday, April 20 from 9:30-10:30, Viterbo Dietetic Students

Participants – 13 had signed up, 2 cancelled, 3 attended

Participant survey results:

Question 2 .1 (very little) to 5 (a lot), how useful was the presentation?
100% - 5

Question 3 1 (very little) to 5 (a lot), how likely do you think you will be to use what you learned at home?
100% - 5

Question 4 1 (very little) to 5 (a lot), how likely are you to incorporate more fresh produce daily?
87% - 5
13% - 3

Educator reported – "Overall, we believe the demo went great, we had the audience engaged while welcoming questions while creating an environment of informal discussion and they were freely ask questions about what we were doing. Length of time was good, we may have gone over or was very close to an hour. We liked the incentives at the end, and how they were a part of a recipe we included on a handout. The audience seemed to really enjoy talking with us, and seemed to be willing and left with the skills we aimed at providing.

The audience was very open to asking us questions and add comments for things we were doing. There may have been one chatty individual that was mildly disruptive but we didn't let that take away from the interactions we were having with the other individuals for the class. They were engaged and seemed like they were really learning some skills and tips for their everyday lives. It makes the demos flow so much easier when people are actually interested in what you are presenting. They had great questions that challenged us in different ways. Loved the crowd, and majority of them were very polite!

What went well? We think the overall flow of the demo was good, especially with answering the audience's questions and comments. Every topic and movement we had, definitely had a flow to it. I love the demo cart with the mirror, I think it makes it so easy for the audience to follow along with without having us needing to tip bowls or dishes to people's eye levels.

What could be improved? We believe we could have been more familiar with the kitchen layout, with the sink across the way, and think more about what that would mean for us with so many canned items we had to drain. We learned that we should always take the opportunity to see the layout of the kitchen when presented to do so."

Participant reaction - Participants indicated on their survey that they learned about how to use ramen soups differently, how to make a ramen omelet, using ramen noodles as a base, ramen goes with anything, microwave ramen noodles, what leeks are and cooking with ramen (never thought to add as a base), and the time limit on veggies before they are no good and ramen noodles are not only soup. Participants gave examples of the ways that they can increase fruits and veggies into meals such as with eggs or ramen soup, ramen pizza shell, smoothie, use leeks and in eggs, leeks cut them up, make omelet in microwave and taco salad. What the participants liked best about the presentation were the different dishes that were made, "the girls enthusiasm", leeks being used instead of onions, the menus, flavorful variety, learning new things, how to use ramen and using ramen because it is economical. Participants offered suggestions for things to change noting "to try to keep that one woman quieter', substitute beef, wear gloves, add more vegetables and use more spices, onions and cheese. Suggestions, comments and topic/tools for future presentations offered by participants were low carb for diabetics, kitchen tools (want to try ice cream machine and pressure cooker/canner), ideas for summer salads with fruits and veggies, more fast and easy menus, how to use plain yogurt, low sodium, how long canned goods are good after "expiration" date and tips on produce expiration and "anything would be great, I learn a lot from these classes to keep food costs low and good tasting."

Tuesday, January 12 2016 11am-12pm – Knife Safety (and vegetable demonstration)

Educator – Mayo RD, Romi

Participants – 3 (10 had signed up, windchill was below zero)

Incentive – cutting board, non-slip pad, knife, roasting pan.

Demo – 1. Different cutting techniques with a variety of knives. 2. 3 recipes/samples featuring the use of produce.

1. Roasted vegetables – how to cut the vegetables, how to season, and how long to cook.
2. Vegetable bean soup – the demo included to prepare the soup, how to cook with beans and other important tips, what seasonings to use, and how to include greens in the soup.
3. Citrus salad – how to segment citrus, how to make a dressing, and served over greens.

Education – knife safety in the kitchen, recipes for demo foods were provided as well as a couple more, participants asked good questions, nutrient contents of vegetables and beans were discussed, helpful hints and history of food items were provided, and a variety of cutting/slicing techniques shown (julienne, bias, mincing, dicing, matchsticks, ribbon, and more).

Participant reaction – Participants filled out a survey. All participants found the session to be very informative. Participants indicated they learned how to "blend" different foods, different cutting techniques, the crab hold, and how to section citrus. They enjoyed the versatility of the presentation and the language used to explain. Other comments were: like the way to cut spinach, thank you, and enjoyment from attending. Participants would like to see crockpot classes/recipe, pressure cooking, canning, and would like a steamer.

Question 2. 1 (very little) to 5 (a lot), how useful was the presentation?
100% - 5

Question 3. 1 (very little) to 5 (a lot), how likely do you think you will be to use what you learned at home?
100% - 5

Question 4. 1 (very little) to 5 (a lot), how likely are you to incorporate more fresh produce daily?
100% - 5

Educator reported – "The group was small, but I think that made everybody feel comfortable speaking up. We had good discussion and good questions from each of the participants. They seemed interested and engaged throughout the session. At the end of the session they all said they learned something and planned to use what they learned at home."

MARKETING

- Target population is low-income, food insecure
- Develop a "poster" for each session Displayed in lobby and announced/discussed by client coordinator with food pantry clients
- Available on fb page, website, eblast
- Poster emailed to agencies with similar missions or target population
- Begin advertising at least 6 weeks prior

Where's the beef?

Join Viterbo Dietetic Students as they show you how to make meatless meals that taste great! Samples, preparation tips, and recipes will be provid… One participant from each household will r… stockpot and ingredients to make a r…

When: Tues., February 21st at 12 noon.
Location: WAFER Classroom (403 Causeway Blvd)
****Reservations Required. Sign up: at WAFER (403 Causeway Blvd), by phone 608-782-6003, or by email at info@waferlacrosse.org**

KNIVES
DANGEROUS, BUT NECESSARY!

Don't miss this awesome opportunity to learn about knife safety from Mayo Health System's Chef Romi!

When: Tuesday, January 12, 2016 from 11:00am—12:00pm

Where: WAFER classroom (403 Causeway Blvd)

****Reservations Required: Sign up at WAFER, by phone at 608-782-6003, or by email at info@waferlacrosse.org**

Take home……

Knife and food safety information, food preparation skills, recipes, cutting board, knife, and more.

"Carb Counting"

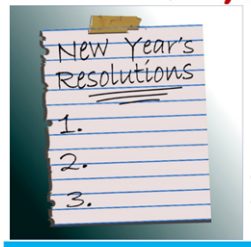
What is it and how do I do it? Diabetes emphasis.

Viterbo Dietetic Students will discuss carb counting; what …w to do it. Participants will receive helpful …amples and one member per household will …ife, cutting board, and a grocery gift card.

…March 30 at 12

… Classroom …Blvd)
…quired. Sign up: at …eway Blvd), by …03, or by email at …e.org

NEW YEAR, NEW YOU!



What are your New Year's Resolutions?

Viterbo Dietetic Interns are ready to help you! You won't want to miss this Healthy Food Tips and Food Demonstration session.

Date: Ja
Time: 6:
Where:
(403 Cause
*Reservati
at WAFER,
or email in

Join Viterbo Dietetic Students as they show how to make delicious and waistline healthy meals. Participants will receive helpful tips, recipes, samples and more. One member from each household will receive a frying pan for attending.

No Tim "Weight", Home Co Meals

When: Thursday, March 9th at 12 noon.
Location: WAFER Classroom (403 Causeway Blvd)
****Reservations Required. Sign up: at WAFER (403 Causeway Blvd), by phone 608-782-6003, or by email info@waferlacrosse.org**

Great days start with breakfast!

Join Chef Carson and Chef Tori from Chartwells as they show you some new techniques and new options for breakfast. All participants will receive helpful tips, samples, and a gift to take home.

When: Friday, November 18th 2016 from 9:30-10:30 am
Location: WAFER Classroom (403 Causeway Blvd)
****Reservations Required: Sign up at WAFER, by phone 608-782-6003, or by email info@waferlacrosse.org**

chartwells
where hungry minds gather

LOVE FOOD AND LOVE YOUR

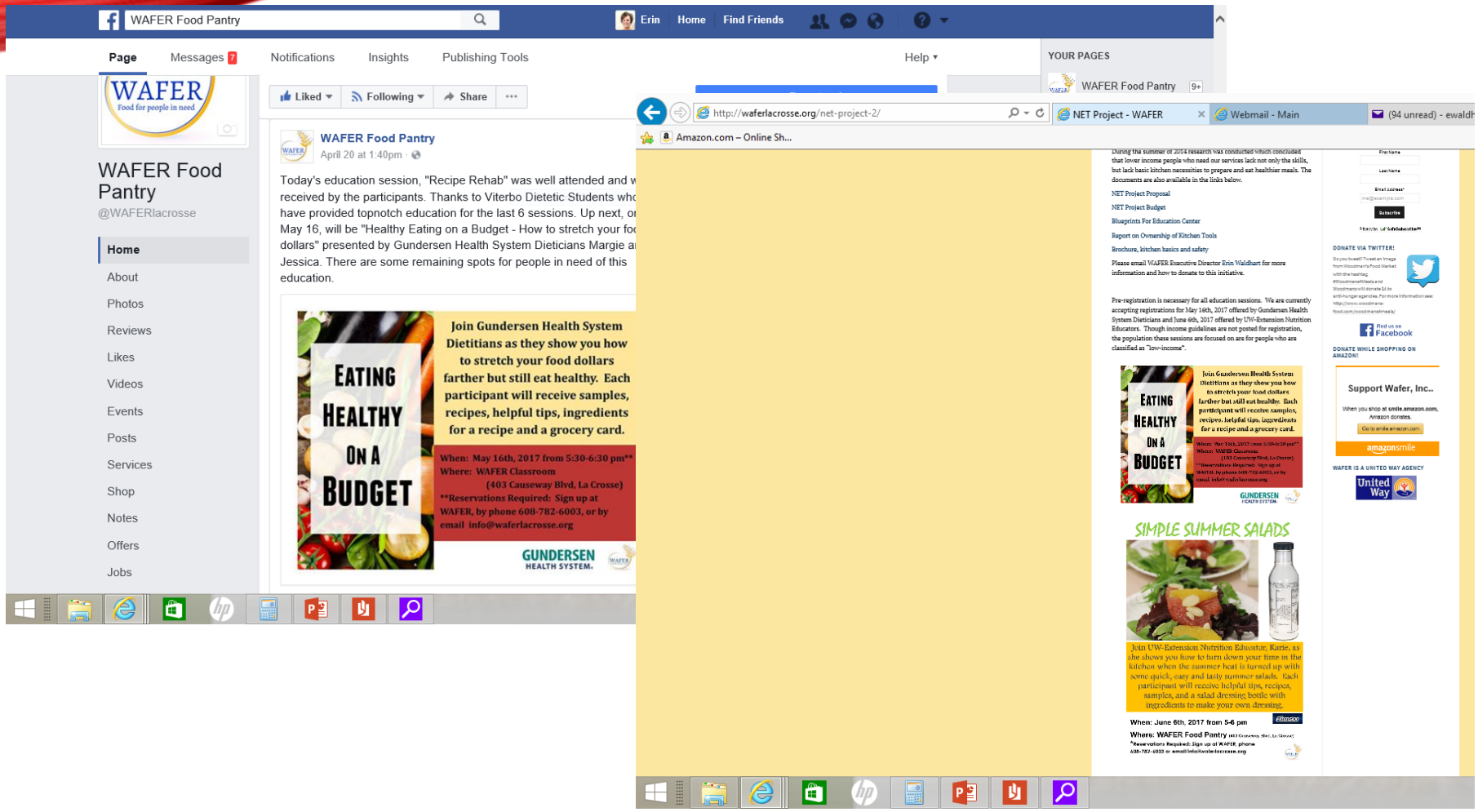
Eating healthy doesn't mean that your food has to taste bad. Good food CAN taste good. Join Viterbo Dietetic Interns for a nutrition session that celebrates Valentine's Day and a love for good tasting and healthy food!

Date: Feb. 16, 2016
Time: 10:00-11:00 am
Where: WAFER,
(403 Causeway Blvd, La Crosse)

*Reservations Required: Sign up at WAFER, phone 608-782-6003, or email info@waferlacrosse.org

All participants will receive ingredients to make one of the recipes, a vegetable chopper, food prep skills, and more!

VITERBO UNIVERSITY


WAFER Food Pantry
Erin
Home
Find Friends
Page
Messages 7
Notifications
Insights
Publishing Tools
Help
YOUR PAGES
WAFER Food Pantry 9+
WAFER
Food for people in need
Liked
Following
Share
WAFER Food Pantry
@WAFERlacrosse
Home
About
Photos
Reviews
Likes
Videos
Events
Posts
Services
Shop
Notes
Offers
Jobs
WAFER Food Pantry
April 20 at 1:40pm
Today's education session, "Recipe Rehab" was well attended and w
received by the participants. Thanks to Viterbo Dietetic Students who
have provided topnotch education for the last 6 sessions. Up next, o
May 16, will be "Healthy Eating on a Budget - How to stretch your fo
dollars" presented by Gundersen Health System Dieticians Margie a
Jessica. There are some remaining spots for people in need of this
education.
EATING HEALTHY ON A BUDGET
Join Gundersen Health System Dietitians as they show you how to stretch your food dollars farther but still eat healthy. Each participant will receive samples, recipes, helpful tips, ingredients for a recipe and a grocery card.
When: May 16th, 2017 from 5:30-6:30 pm**
Where: WAFER Classroom
(403 Causeway Blvd, La Crosse)
**Reservations Required: Sign up at WAFER, by phone 608-782-6003, or by email info@waferlacrosse.org
GUNDERSEN HEALTH SYSTEM.
http://waferlacrosse.org/net-project-2/
NET Project - WAFER
Webmail - Main
(94 unread) - ewaldh
Amazon.com – Online Sh...
During the summer of 2014 research was conducted which concluded that lower income people who need our services lack not only the skills, but lack basic kitchen necessities to prepare and eat healthier meals. The documents are also available in the links below.
NET Project Proposal
NET Project Budget
Blueprints For Education Center
Report on Ownership of Kitchen Tools
Brochure, kitchen basics and safety
Please email WAFER Executive Director Erin Waldhart for more information and how to donate to this initiative.
Pre-registration is necessary for all education sessions. We are currently accepting registrations for May 16th, 2017 offered by Gundersen Health System Dieticians and June 6th, 2017 offered by UW-Extension Nutrition Educators. Though income guidelines are not posted for registration, the population these sessions are focused on are for people who are classified as "low-income".
EATING HEALTHY ON A BUDGET
Join Gundersen Health System Dietitians as they show you how to stretch your food dollars farther but still eat healthy. Each participant will receive samples, recipes, helpful tips, ingredients for a recipe and a grocery card.
GUNDERSEN HEALTH SYSTEM
SIMPLE SUMMER SALADS
Join UW-Extension Nutrition Educator, Katie, as she shows you how to turn down your time in the kitchen when the summer heat is turned up with some quick, easy and tasty summer salads. Each participant will receive helpful tips, recipes, samples, and a salad dressing bottle with ingredients to make your own dressing.
When: June 6th, 2017 from 5-6 pm
Where: WAFER Food Pantry
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DONATE VIA TWITTER!
Find us on Facebook
DONATE WHILE SHOPPING ON AMAZON!
Support Wafer, Inc..
When you shop at smile.amazon.com, Amazon donates.
Go to smile.amazon.com
amazonsmile
WAFER IS A UNITED WAY AGENCY
United Way

WHY WE OFFER "INCENTIVES" FOR PARTICIPANTS?

- To encourage attendance
- What good is the education and information if participants lack the "tools" needed to implement their new skills and knowledge at home?
- Target cost per participant per session is $20

SESSION TOPICS AND INCENTIVES

TOPICS	"INCENTIVES"
Microwave cooking	Microwave safe dish and $10 grocery card
"Where's the beef?" Meatless cooking	Stockpot and ingredients to make demo recipe
"No time to *weight*" Quick home cooked meals	Frying pan with lid
"Carb Counting; what it is and how to do it" diabetic emphasis	Knife, cutting board, non-slip pad, $10 grocery card
"Spring fling; seasonal fruits and vegetables" and "Greens & Smoothies"	Blender
"Recipe rehab" Comfort food makeover	$10 grocery card and ingredients to make a related recipe
"Healthy eating on a budget" How to stretch your food $	$15 grocery card and ingredients to make a demo recipe
"Cooking for 1 or 2"	Ingredients for a demo recipe and a sauce pan
Stir frying	Frying pan

Topic	Incentive
Herbs and Spices	A large assortment of herbs & spices and ingredients
Crockpot cooking	Crockpot
Fall produce	Roasting pan, peeler, mezzaluna
"How to read the new nutrition labels"	Measuring cup, can opener, spatula, grater, spices, bag of produce
Breakfast makeover and "Skillet Meals"	Skillet
"Eat well on $4/day" (based on the cookbook)	Cookbook and ingredients to make one of the recipes
Preserving your fall produce – freezing	Stockpot, colander, freezer bags
"Easy, Hearty Meals"	Mixing bowl, measuring spoons/cups, peeler, spatula
"Good tasting heart healthy food"	Vegetable chopper and ingredients for a recipe
Upcoming session topics:	
Summer Salads	
Grocery Shopping – Price comparisons	
Spiralizing	


A NEW YORK TIMES BESTSELLER
EAT WELL ON $4/DAY
GOOD
FREE COPY DISTRIBUTED BY
access WIRELESS
Nestlé
Carnation
REGGANO
PARMESAN
SimplyNature
Linguine
Pasta made from 100% organic durum wheat semolina
Tone's
CRUSHED RED PEPPER


Top Ramen
PEPPERONI


olive oil

PARTICIPANT EVALUATION RESULTS FROM 2016

- How useful was today's presentation? 1 (very little) – 5 (a lot)

  Averaging results from all session evaluations – 90% indicated 5
- How likely do you think you will use what you learned today at home? 1 (very little) – 5 (very likely)

  Averaging results from all session evaluations – 88% indicated 5
- How likely are you to incorporate more fresh produce daily? 1 (very little) – 5 (very likely)

  Averaging results from all session evaluations - 84% indicated 5

WHY I THINK THIS PROGRAM HAS EXPERIENCED SUCCESS

- Listening to expressed needs. It wasn't what *we* thought *they* needed.
- We got the right people engaged and interested.
- We started small.
- We re-evaluated frequently early on.
- Evaluations tell us if this is valuable.
- All parties remain flexible.
- Stakeholders (donors, fb, eblast) are kept engaged and excited about what we have going on and the success we experience.
- The programming meets people where they are at.
- **Excellent educators!!!!!**

LESSONS LEARNED

- Session focus/learning material should emphasize program goals.
- What are the barriers for attendance? How will you work through them?
- Offer classes at different times and on different days.
- Session sign up should include name and contact phone number. Have a waiting list for cancellations.
- Provide a reminder call the day before.
- Track no-call no-show participants.
- Market with intention. Who needs this service and how do you reach them?

LESSONS LEARNED

- Specify who is eligible to receive the incentive (i.e. one per household) and that an evaluation must be completed in order to receive the incentive.
- Participants must attend the entire session to receive the incentive.
- We are now repeating sessions/incentives. Participants can receive the incentive once, but are welcome to attend repeat sessions for the education.
- Cross off UPC for purchased items.
- Chatty people are difficult. We developed a general "housekeeping statement" that is read at the start of the session.
- Hold people accountable for appropriate behavior.

LESSONS LEARNED

- Start small and start somewhere where people are comfortable coming to initially
- Having many different education partners does not put the whole burden on one group.
- Participants enjoy the recipes and samples the most.
- Value participant feedback/suggestions.
- Stress the importance of taking the time to thoroughly and thoughtfully fill out the evaluation.
- Educators should find ways to engage the group.
- **Recipes and demos are great, but using foods that clients have the most consistent/affordable access to makes the information and resources applicable and success attainable.**

THANK YOU!


Nutrition Facts
Serving Size 2/3 cup (55g)
Servings Per Container About 8
Amount Per Serving
Calories 230 Calories from Fat 72
% Daily Value*
Total Fat 8g 12%
Saturated Fat 1g 5%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 160mg 7%
Total Carbohydrate 37g 12%
Dietary Fiber 4g 16%
Sugars 1g
Protein 3g
Vitamin A 10%
Vitamin C 8%
Calcium 20%
Iron 45%
Nutrition Facts
8 servings per container
Serving size 2/3 cup (55g)
Amount per serving
Calories 230
% Daily Value*
Total Fat 8g 10%
Saturated Fat 1g 5%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 160mg 7%
Total Carbohydrate 37g 12%
Dietary Fiber 4g 14%
Total Sugars 12g
Includes 10g Added Sugars 20%
Protein 3g
Vitamin D 2mcg 10%
Calcium 260mg 20%
Iron 8mg 45%
Potassium 235mg 6%