Our Vision
A healthy, caring, just and sustainable future.

Our Mission
We create health for people, communities and the planet through love, healing food and empowering the next generation.
Message from CEO and Board Co-Chairs

2022 was a breakthrough year for our work. Along with providing almost 203,000 meals – more than ever before – we moved and expanded our youth-run Sebastopol Garden and piloted an innovative internship program where teens learn to become healthy eating educators. Thanks to our policy leadership, medically tailored meals became an allowable covered benefit in California’s MediCal program. We launched our first health care contract with Partnership HealthPlan of California and expect it to fund meals for hundreds of clients this year.

We also made a critical decision to build a new, central location to house our programs and people. Since 2019, we’ve increased annual meal delivery from 79,000 to more than 200,000. In the process, we’ve reached the capacity of our current three small kitchens. A new 18,000 square-foot home in the Roseland neighborhood of Sonoma County will give us room to grow into the future and to expand our services.

Ceres’ unique multi-layered model builds health, well-being, and connection. Neighbors living with serious and chronic illnesses receive organic meals and caring support at a critical time. Young people gain knowledge, skills, and confidence to become healthy, engaged leaders by growing food and preparing meals for our clients. Adult volunteers, community partners, and donors like you feel connected and know they are making a difference for others. Everyone learns about growing and eating healthy, sustainably raised food and the vital role that food and our food system play in our health.

And we’re not just doing this work here at home. Through our Affiliate Partner Program, we’re sharing this proven model with other communities – from Eugene, Oregon and Geneva, Illinois to Hartford, Connecticut and Aarhus, Denmark – so they can create healthy and caring communities where they live. We’re also using our voice and influence to create system-level solutions so that everyone has the healthy food they need to thrive.

Food connects many of 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.

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.
Our unique approach places youth at the center of our work. In our kitchens and gardens, teens learn to grow and cook healthy meals. They also gain skills that are essential to get and keep their first job: learning that it’s important to show up on time, focus, collaborate, take initiative, and share their ideas and opinions for improving our work together. Each shift includes a “circle” curriculum on topics related to food, nutrition, or health, and occasional visits from our clients. These visits help teens understand the difference they make for our clients, their families, and our community. At Ceres, we focus on growing the empowered, compassionate leaders our world needs.

Below: Healthy Eating Peer Educator Interns

Teens serving on Ceres’ Board in 2022

*Teens serving on Ceres’ Board in 2022
Highlights

Launched Healthy Eating Peer Educator Internship, a pilot program for 12 Sonoma County high school students. These youth completed an intensive summer training and then taught 84 classes reaching nearly 900 children over the course of the school year.

Six former Teen Chefs now serve on staff, including one we promoted to Associate Chef in 2022.

Twenty-seven youth advanced to Teen Leader and 35 received their green aprons, recognizing 6 months’ service.

“Starting a shift feels like a relief, being able to do such enjoyable work and knowing that all of it is meaningful. It’s rare to find such a large community where everyone is both so warm and truly devoted to the bigger picture. Volunteer work shouldn’t feel empty, which is why I spend so much time at Ceres. The culture here holds such a special place in my heart.”

—GENEVIEVE, CERES TEEN LEADER

Ceres Youth

30% People of color
65% Female
33% Male
2% Non-binary/prefer not to state
44% involved for longer than 1 year
48 schools represented
20% from low-income households

Below: Former Teen Chef Isabella Garcia, now an Associate Chef, teaching new teens to carve chicken breasts.
Growing Health

Our clients are living with one or more serious health conditions. At a time when they most need to be eating well, they often lack the energy or resources to prepare healthy meals. Ceres provides delicious, organic, medically tailored meals, made with love and delivered to a client’s doorstep by one of our Delivery Angels. A growing body of evidence shows that medically tailored meals can improve health outcomes and quality of life while lowering healthcare costs. Ceres makes these high quality meals accessible to the most vulnerable residents in our community, and delivers them with love to improve our clients’ health and help them feel connected and cared for.

“I didn’t realize I was starving till you fed me this first meal. Due to limited mobility I haven’t been able to cook, so your good food to me is literally medicine. Many people don’t realize that many obese people are also malnourished! So I could eat and eat and never feel satisfied or have enough energy or a body that can just ‘workout’. Trust me when I say this is also a generational disease that disproportionately affects brown people. I do believe that this support will help me to become nourished enough to fight the diseases in my body and bring me back to the health I should be in for my age.”

—CERES CLIENT, “CASEY”

Ceres Clients

- 66% Female
- 58% Aged 60+
- 43% People of color
- 83% Live on less than $25,000/year
- 52% Live alone

Diagnosis

- 28% Cancer
- 32% Diabetes
- 15% Cardiovascular disease
- 47% screened positive for food insecurity

For these clients, we offer additional prepared meals or a bag of medically tailored groceries including fresh fruits and vegetables.

21 weeks average service length
Delivered more meals in 2022 than ever before, even as COVID waned.

Collaborated with Santa Rosa Community Health to serve patients with diabetes and hypertension. Sixty-six percent of participants improved their A1C level by an average of 1.9 points (normal is below 5.7).

Welcomed Kim Madsen, RDN to our staff. Kim has more than 30 years of experience in the medically tailored meal field. She oversees our medically tailored menu development and services including nutrition risk assessment and 1:1 nutrition consults for clients.

Clients love our services. When asked how likely they’d be to recommend Ceres, they rated us 9.95/10

“Receiving the Ceres meals was wonderful. Part of the time after the surgery, I couldn’t focus to follow a recipe or trust myself to cook, so the Ceres meals were really helpful, and being healthy and geared to my needs was more than I could ask for. I can’t thank Ceres enough for all that they do. It’s an amazing program.”
—CERES CLIENT, GAIL

Right: Ceres client, Gail, and her family received meals after she had triple bypass surgery. At the time, her husband was recovering from back surgery and her daughter had just received a liver transplant. Here she is enjoying our broccoli frittata with roasted yams, and the beet and arugula salad.
Growing a New Home
The Center for Food, Youth

Capital Campaign Cabinet
Greg Young, Honorary Campaign Chair
John Fitzpatrick
Sharon Keating
Carol Spindler O’Hara
Joe Rogoff
Gary Smith
Jamie Studley
Cathryn Couch
Deborah Ramelli

Above: Views of the new all-electric, green campus and kitchen

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<tr>
<th>IMPACT</th>
<th>CURRENT</th>
<th>FUTURE</th>
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<td>Clients</td>
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<td>Counties Served</td>
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Ceres’ new home will consolidate our existing sites into a single, centralized, more efficient and permanently owned campus to directly improve the lives of thousands of people.

From 2019 to 2022, we increased the number of meals we delivered to clients by more than 200%. Even as COVID wanes, requests for support from potential clients and referrals from physicians continue to rise. Our new campus will mean we can keep saying “yes” to people who can’t get the meal support they need to manage their health conditions elsewhere. Equally important, we’ll be able to engage 50% more youth in our life-changing program.

The Center for Food, Youth & Community will be located in the Roseland area of Santa Rosa, one of the most vibrant and diverse neighborhoods in Sonoma County. The site is roughly equidistant from our Santa Rosa and Sebastopol kitchens and is within 15 minutes of six major high schools.

Learn more at Center.CeresProject.org
Growing a New Garden ....

Our gardens in Santa Rosa and Sebastopol allow us to welcome a wide range of youth, including those who aren’t comfortable in a fast-paced, noisy commercial kitchen. They learn how soil health is foundational to human health as they grow organic produce and flowers to nourish our clients’ bodies and hearts. In 2022, we moved our Sebastopol Garden to a new, larger home on the campus of Sebastopol Independent Charter School. Over the course of a year, our community transformed a pasture into a vibrant learning laboratory.

Below: From an empty space to a thriving garden where teens grow and harvest organic vegetables.

Thank You to these donors who funded the garden move

Sharon Keating & Ron Bartholomew  
Joanne & Terry Dale  
JoEllen & Henry DeNicola  
Carlo Proto & Sheila Abdallah  
Anonymous (4)

1.5 ACRES
6 Corporate volunteer work parties
3 public work days at our 2 GARDENS
166 YOUTH VOLUNTEERED
3,142 HOURS
Growing a New Garden …

Our new Novato kitchen, the first dedicated space for our Marin County program, will allow us to reach 30% more youth and produce 50,000 additional meals per year. All of our kitchens have been operating at capacity, with particular limitations on refrigeration space. This 2,000 square foot space has ample walk-in refrigeration, a small outdoor garden space, and lots of storage. After 12 years of working from shared commercial kitchens, our staff and volunteers are excited because now they’ll know where everything is!

... and Kitchen

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Thank You

to these funders who supported the kitchen's remodel

The Bothin Foundation
Buck Family Fund of Marin Community Foundation
Good Earth Natural Foods
Ann and Wally Wathen

The purchase of kitchen equipment was supported in whole or part by the Centers for Medicare and Medicaid Services (CMS) and the California Department of Aging (CDA), and no official endorsement by the CMS or the CDA shall be inferred.
Our impact extends beyond the North Bay thanks to investments in our Affiliate Partner Program and our policy and advocacy work, helping more people access the nourishing meals and learning opportunities they need to thrive.

Through our Affiliate Partner Program, groups receive training and ongoing support to replicate our model in their own community. Across the US and in Denmark, these groups enliven their communities around the same values we hold dear at Ceres, providing high-quality organic meals for people living with illnesses, and engaging youth with opportunities to learn, gain job skills, and make a difference.

**Highlights**

Trained a new Affiliate Partner: YMCA of Metropolitan Chattanooga Heart and Sol Program. Launching in 2023, the project will deliver plant-based Latina/Soul Food meals for Hispanic and Black residents who’ve been discharged from the hospital with congestive heart failure.

Held an in-person convening with our Affiliate Partners in Nashville. Eighteen staff from eight agencies attended, plus more virtually. We covered topics including a trauma-informed youth development workshop. Events like these support all of us in evolving our model and sharing our knowledge with each other.

Our Danish Affiliate Partner, Det Kærlige Måltid opened a second location in the city of Aalborg.

Above: Teen Chefs in our Danish Affiliate Partner’s kitchen.
Policy and Advocacy

Thanks to our policy and advocacy leadership and participation in regional, state, and national coalitions and conversations, medically tailored meals and groceries are now recognized as an effective healthcare intervention. Highlights include:

Our advocacy helped convince the State of California to offer medically tailored meals to MediCal members with certain healthcare conditions as part of CalAIM, a five-year statewide healthcare reform plan that includes provisions for Community Supports, which are alternative services that providers can “prescribe” to patients.

Ceres holds a contract with Partnership HealthPlan of California to provide medically tailored meals to their MediCal patients in Marin and Sonoma counties, with the ability to expand to additional service areas in the future.

We leveraged our small pilot for at-risk pregnant moms to get USDA funding allowing us to expand to 240 clients over 3 years. Our goal is to demonstrate the benefits of the intervention so it becomes a covered benefit.

We worked with the Food is Medicine Coalition to provide guidance to the Biden Administration in advance of the White House Conference on Hunger, Nutrition and Health; medically tailored meals became one of the strategies for addressing our nation’s crisis of diet-related disease.

Our CEO, Cathryn Couch, serves on the board of Partnership HealthPlan of California. She also participated in the California Healthcare Foundation’s CBO Stakeholder Advisory Panel, advocating for community-based nonprofits like Ceres to be the preferred providers of medically tailored meals for MediCal patients.

Below left: Greek Salad Bowl and Assemblymember Jim Wood and Supervisor Susan Gorin delivering Ceres meals.
**Financials**

**INCOME $4,307,257**
- 34.6% INDIVIDUALS
- 24.5% EARNED INCOME
- 16.1% FOUNDATIONS
- 6.8% GOVERNMENT
- 6.5% IN-KIND
- 6.3% SPECIAL EVENTS
- 5.3% BUSINESSES

**EXPENSES $4,508,843**
- 68.7% CLIENT MEAL & YOUTH PROGRAM
- 8.8% COMMUNITY OUTREACH & EDUCATION
- 0.3% NATIONAL AFFILIATE PROGRAM
- 11.7% GENERAL & ADMIN
- 10.5% FUNDRAISING

**STATEMENTS OF FINANCIAL POSITION**

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<th>2022</th>
<th>2021</th>
<th>LIABILITIES AND NET ASSETS</th>
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**TOTAL ASSETS** $4,451,719 $4,317,685 **TOTAL LIABILITIES** 847,123 511,503
Thank you to our Community

Community is in our name for a reason. Ceres is a celebration of what we can accomplish when we come together around a shared purpose and vision.

With gratitude to the following donors who gave $2,500 or more in 2022

1,220 individual donors helped fuel our work
256 people committed to a monthly gift through our Kale Club
582 adult volunteers and 291 youth dedicated 42,235 hours to their community valued at $894,474
225 businesses and individuals contributed gifts in-kind
227 people attended our Harvest of the Heart event raising $304,740

#HalfMyDAF
Alderryn Fund
Alissa Trinei & Todd Anderson
American AgCredit
Amy’s Kitchen, Inc
Anna Ngai
Annikka & Erik Berridge
Anonymous (9)
Anusha Chandrasekhar & Satish Dhanasekaran
Arvida Darnell & Cheryl Plake
Barbara & Jacques Schumberger
Barbara Sattler & Chris O’Neill
Battaglia Family Charitable Fund
Beth Thorp
Bethlehem Foundation
Bill Graham Supporting Foundation of the Jewish Community Foundation and Endowment Fund
Bodega Harbour Men’s Golf Club
Bolney & Ewing Philbin
BPM, LLP
Bruce Johnson
Bryan Blossom Foundation
California Department of HealthCare Services
California Fire Foundation
Carel and Clark Mitchel
Cathryn Couch & Jeff Black
Christine & William Boehlke
Christine Kasulka
Christine Ricketts
City Of Sebastopol
Clark-Janis Family Foundation
Cif Family Foundation
Clover Sonoma
Community Foundation Sonoma County
Constance Cohen
Cornell Charitable Fund
Costco Wholesale Corporation
County of Marin
County of Sonoma
Cowgirl Creamery
Craig and Pat Boblitt
Dana Simpson-Stokes & Kenneth Stokes
Daniela Mount
DeepNet
Denise Laws
Denise Pegg
Diane Stuppin
Donna Ardener
Doug Dossey & Kathrin Dellago
Douglas Louden & Barbara Friedman
Earthstone Construction
Exchange Bank
Gambourni Family Ranch
Gary Smith & Jamienne Studley
Gaye Russell-Bruce
George Bull
Ginnie & Peter Haas Jr Fund
Good Earth Natural Foods
Google, Inc
Gourmet Mushrooms, Inc.
Gracie AI Foundation
Greg Young & Jean Davis
Harbor Point Charitable Foundation
 impacts100 Sonoma
Jack Rainenaut & Ruth Ahlers
Jamie Emerson-Heery & Michelle Edwards-Heery
Jeff Sterley
Jennifer Kun
Jennifer Lorne & Michele Fleischacker
Jim & Sandra Shelton
Jim Schreiber
Johanna Lucas
John & Diane Fitzpatrick
Jonas Family Foundation
Julia Grant
Julie & Will Parish
Justine M. Miner
Kaiser Permanente, Community Benefits Programs
Marin Sonoma Area
Karen & Blair Gibb
Kate Schaffner
Kathleen Gallagher & Steve Maass
Keith Marshall
Kevin & Nancy Cooper
Keybright Technologies
Kim Schmohl & Sam Jones
Leeward Real Estate Investments LLC
Live Oak Farm
Luther Burbank Corporation Foundation
Madeleine & Scott Sklar
Marilyn & Jack Jones
Marin Community Foundation
MarinHealth Medical Center
Mark & Christina Stilwell
Mark & Rozanne Silverwood
Marovich Trust
Martin & Laine Cobb
Martin & Marlene Stein
Mary Sue Ittner & Robert Rutemoeller
Mazza Catering
Michael & Cathy Castelu
Myra Rubin & Drew Goodman
Nadine Suto & Robert Ford
Nancy & Peter Copen
Netfix
Neva & Marvin Moskowitz
Norm Lyons
North Bay Equity
North Coast Organic
Olives’ Market
O’Malley Wilson Westphal-A/E Alliance
O’Reilly Media
Padi Selwyn & Reuben Weinzev
Pamela Lindsay & David Holcombe
Partnership HealthPlan of California
Peter Koletzke
Premier Organics / Artisana Organic Foods
 Providence
Providence - Community Health Investment
Ralph & Lois Stone
Reology
Redwood Credit Union
Redwood Hill Farm & Creamery, Inc.
Ren Nelson
Rippleworks
Robert Morgan Gilhuly & Monique Parrish
Robin Weintraub
Ronald Cohn
Salesforce.org
Sandy & John Reilly
Scott Evans Foundation
Scott Gross
Seed Releaf
Sebastopol Independent Charter School
Sharon & David Beckman
Sharon Keating & Ron Bartholomew
Sharon Schendel
Sheltor’s Natural Foods Market
Silicon Valley Bank
Soland Co, Inc
SolFit
Sonoma County Wintners Foundation
Sonoma Fig Foundation Fund of CFSC
Southpoint Self Storage
Stephen & Lynda fox
Sutter Medical Group of the Redwoods
Sutter Pacific Medical Foundation
Svetlana & George Artemoff
Terri Tachovsky & Karen Knudson
Terry & Joanne Dale
The Ahlsten Foundation
The Bancroft Foundation
The Bear Gulch Foundation
The Bothim Foundation
The Buck Family Fund of Marin Community Foundation
The Dean and Ann Witter Fund for Charitable Giving
The Kimball Foundation
The Maple Tree Fund
Theresa Gannon
To Celebrate Life Breast Cancer Foundation
Traditional Medicinals Foundation
United Way of the Wine Country
Ursula Marti
USDA (United States Department of Agriculture)
Vickie Soulier
Vicky and Mark Lacey
Vital Projects Fund, Inc
Wally & Ann Wather
Ward Levy Appraisal Group, Inc.
Welfare League of Santa Rosa
Wells Fargo Foundation
Whole Foods Market
Wildbrine
Willow Creek Wealth Management
Zachary and Michelle Rasmussen
We make every effort to keep accurate records. Please let us know if we have missed your name in error.
Our staff in the new Sebastopol Garden

Our Values

Heart Centered & Love Guided
We foster belonging by modeling love, trust, respect, and kindness; we connect people of all ages and from all walks of life because social connections are a foundation for health and well-being.

Food is Medicine
We celebrate, provide, and advocate for food that contributes to health for the people who eat it, the people who produce it, and for the planet. Access to healthy, affordable food is a human right and essential to preventing, managing, and treating chronic disease.

Young People are the Future
We see all young people as intelligent, responsible, capable, creative, and caring, and believe they are central to shaping our collective future. We give young people opportunities to learn, grow, engage, and contribute.

Everything Matters
We strive to have every action and choice lead to the greatest positive impact for our stakeholders, community, and the planet.

Equitable, Diverse & Inclusive
We commit to championing policies and practices of social equity that build a diverse and inclusive workplace and a healthy food and health care system. We focus our resources to address health disparities and promote health equity.

Board of Directors

Joe Rogoff, Co-Chair
Jamie Emerson-Heery, Co-Chair
John Fitzpatrick, Treasurer
Sarah Jane Truong, Secretary
Leanna Baltonado, Teen Member
Paige Barta, Teen Member

Lucy Fosnight, Teen Member
Esther Luvishis Teen Alternate
Zoë O’Halloran Teen Member
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Rawson Gulick

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Lisa Ward, MD, MsPH, MS, FAAFP
Robin Weintraub

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