

A young girl with a joyful expression, holding a carrot. She is wearing a white tank top with a colorful beaded necklace. In the background, another child is also holding a carrot. The image is framed with a white border and a dark green overlay.

Emeril's  
CULINARY GARDEN &  
TEACHING KITCHEN

OUTREACH AND ENGAGEMENT

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# COMMUNICATIONS GUIDELINES

## MARKETING GUIDELINES

As an Emeril's Culinary Garden & Teaching Kitchen school partner, it is important to always refer to this guide when developing communications or marketing materials to ensure consistency with the program's voice and mission.

### HOW TO COMMUNICATE YOUR ROLE AS A SCHOOL PARTNER

As a school partner, you must use the official program name when referring to your role and partnership.

The required usage in all references is Emeril's Culinary Garden & Teaching Kitchen. It is important that you not deviate from this usage. For example, you should not insert the name of your school into the official program name, i.e. [Your School's] Culinary Garden & Teaching Kitchen would not be an acceptable usage.

### Examples of how to describe your role as a school partner:

- Our school applied for and was awarded a grant to become an Emeril's Culinary Garden & Teaching Kitchen school partner.
- We are part of Emeril's Culinary Garden & Teaching Kitchen, a growing network of like-minded schools ***enriching the lives of kids through a fun, fresh perspective on food.***
- We are an Emeril's Culinary Garden & Teaching Kitchen school partner, a signature program of the Emeril Lagasse Foundation.
- We are a proud school partner in this program and support the impact it seeks to make on children and the environment around them.

### HOW TO TALK ABOUT THE PROGRAM

The talking points below are intended to guide messaging when referencing the signature program in internal communications and to external media, community partners, and the general public.

- Founded in 2016 by the Emeril Lagasse Foundation, Emeril's Culinary Garden & Teaching Kitchen is a national education program that integrates culinary gardens and teaching kitchens in schools to create interactive learning environments centered on food.
- The program's vision is ***"to enrich the lives of children through a fun, fresh perspective on food."***
- The program has four key pillars:
  - Appreciation for the source of food
  - Understanding of nutrition and healthy eating
  - Development of life skills through food
  - Development of culinary skills

### HOW TO TALK ABOUT THE PROGRAM (continued)

- Through these key pillars, children:
  - Gain knowledge of how food grows and where it comes from, leading to a deeper understanding and reverence for the ground-to-plate process.
  - Acquire and understand the importance of life skills such as discipline and diligence, leading to increased engagement during school and improved academic performance.
  - Gain knowledge of healthy and nutritious eating habits, leading to increased engagement at home as they share their knowledge and experiences with family.
  - Acquire the skills necessary to prepare meals for themselves, their families, and surrounding communities, nurturing their self-reliance and confidence.
- The program strengthens our school environment through a project-based learning approach that empowers children through food.
- Emeril's Culinary Garden & Teaching Kitchen uses a one of a kind K-8 gardening and cooking curriculum that is integrated across all core subjects and aligned with national academic standards.

- By immersing children in a hands-on learning environment that nurtures critical thinking and life skills that prepare them for life beyond the classroom, Emeril's Culinary Garden & Teaching Kitchen paves the way for children from all walks of life to be healthier, to appreciate food and its role in culture, and to serve as confident role models for healthy eating within their families and communities.
- The program gives children guidance and opportunities to develop social and emotional skills critical to their success in life. With the personal and community skills gleaned from this program, children gain knowledge and skills that poise them for success in life.
- The Emeril Lagasse Foundation is a 501c(3) public charity founded in 2002 by Chef Emeril Lagasse and his wife Alden. The Foundation is headquartered in New Orleans, LA, and seeks to inspire, mentor, and enable youth to reach their fullest potential.



*ECGTK\_logo.pdf*

### LOGO USAGE GUIDELINES

Emeril's Culinary Garden & Teaching Kitchen logo should only be used to communicate a direct affiliation with or the promotion of Emeril's Culinary Garden & Teaching Kitchen program work.

Do not use the logo to endorse work that Emeril Lagasse Foundation does not directly support.

**All uses of the Emeril's Culinary Garden & Teaching Kitchen logo should meet the terms outlined in the school partner Grant Agreement.**



### PUBLIC RELATIONS GUIDELINES

#### NEWSWORTHINESS

Does your school have something new and noteworthy regarding your Emeril's Culinary Garden & Teaching Kitchen partnership that you think is worth sharing with media?

When considering press announcements, story pitches or other media outreach, refer to the five points of newsworthiness to evaluate the news potential of your content:

1. **Timeliness** – Is the story new/current?
2. **Proximity** – Does your local audience care about this news? Locality is key.
3. **Prominence** – Who's involved? Interesting people, community leaders, and local influencers can add a hook to stories.
4. **Human Interest** – Everyone loves a heartwarming story. Does yours include an emotional and impactful element?
5. **Significance** – Does the story impact your community? Is it a first or does it include some type of milestone?

A good story does not need to include every point above to be newsworthy, but it should include at least one.

#### MEDIA RELATIONS

Fostering relationships with news media within your community is an important part of earning coverage for Emeril's Culinary Garden & Teaching Kitchen at your school. There is value in developing an open line of communication with key media contacts in your area. Securing coverage of program accomplishments, human-interest pieces, or events can sometimes be as simple as letting your local newspapers, radio stations, and TV stations know what's going on at your school.

Here are some general media relations tips and industry practices that will help you grow relationships in your community and secure valuable media coverage.

- Create a media list with the names and contact information of media contacts who specifically cover education in your community: Get to know the staff on this list and what information will be useful to them.
- When you have something newsworthy to share regarding the program, contact the people on your press list and let them know. It is always helpful to provide interview opportunities when reaching out with possible story ideas or press announcements.
- Do not ignore media requests, deadlines, or let lengthy spans of time pass after you have been contacted.
- Maintain a list of national awareness days/months that relate to Emeril's Culinary Garden & Teaching Kitchen. For example, National Nutrition Month, National Gardening Month or National Giving Tuesday are great times to pitch updates from your program to local media.
- Invite contacts from your press list to tour your facilities. This helps familiarize reporters with the physical environment and program offerings and provides an opportunity to connect them with administrators and teachers.

- Avoid asking to see a story before it runs. This is typically a taboo practice with traditional news media and underscores the importance of providing good, clear information during an interview.
- Do not take correction requests lightly. If you are quoted or featured in a story and perceive mistakes in how it is reported, exercise good judgment when deciding whether to point them out, especially if they are relatively minor such as typos or misspellings. When writing a correction, the reporter may want to contact you directly to avoid additional errors. If so, another tip on industry parlance: Corrections, clarifications, and retractions are completely different actions. Reporters can be sensitive to an interchanging of the terms.

### PRESS RELEASES

When considering topics for press releases, be mindful of the five points of newsworthiness outlined in the media relations section. Evaluate those points to determine whether the information you want to share is best communicated through a formal announcement to news media via a press release. Not all topics warrant a press release. A good general rule of thumb: PR does not equal press release. If the topic only meets one or two points of newsworthiness, consider sharing the information in a more informal manner instead, such as a brief email to one of the key contacts on your media list that positions the topic as a potential story idea consideration. However, if the topic has broader appeal based on your assessment of its newsworthiness, developing and distributing a press release can be a great way to earn local media coverage across multiple news outlets, whether print, online, or broadcast media.

### Guidelines for the development and distribution of press releases:

- Press releases should be drafted in AP (Associated Press) style, which is the writing style used by news media. This style includes some departures from standard grammar rules, such as using a single space between sentences and not using the oxford comma.
- Do not blast press releases out to a group of media all in one email. Take the time to personalize each email and send individually.
- It is best to send press releases in the early part of the day and week. The most optimal time to distribute press releases to media is between 8 a.m. – 10 a.m. Monday-Wednesday, with Tuesday at 9 a.m. being the ideal day of the week and time of day. Refrain from sending releases to media on a Friday, the days surrounding popular local or national holidays, or on days in close proximity to major political events and local/national/international occurrences that dominate headlines and media attention. Exercise good judgment and common sense by avoiding sending releases during times of local, national, or international importance, particularly during times of crisis.
- Photographs and video are excellent assets to accompany a press release or story pitch. Add multimedia to your outreach, but avoid using low-res or poor-quality images/video. It is best to send images that are at least 300 dpi resolution. This is a high-resolution image and a standard specification among media when using photos provided for a story.

- Avoid sending attachments, especially those with large file sizes, to media. When sharing photos or video, include a link to a platform like Dropbox or Google Drive for media to access and download the photos. Similarly, it is best to copy and paste a press release into an email instead.

### PRESS RELEASE STYLE GUIDE

Refer to the following guidelines for drafting press releases in the proper format and writing style. These instructions are intended to provide general guidance on style, tone, and key elements to include.

#### Guide to style and tone of press releases:

- Use AP (Associated Press) Style for all press releases. Resource link with AP style rules: [www.apstylebook.com](http://www.apstylebook.com)
- Overall tone should use positive messaging.
- Include substantiated facts that can be easily referenced.
- Keep releases objective, straightforward, and concise. Hyperbole, rhetoric, and opinion commentary are not acceptable when writing for the media. Use quotes in releases for opinion statements.

*Hyperbole:* Used to make an exaggerated statement or comparison that lacks substantiated facts, i.e., “this is the best culinary education program.” These types of opinion statements should be kept to quotes attributed to school spokespersons, if used at all.

*Rhetoric:* This type of language is used to persuade or appeal to readers’ emotions but is often viewed as lacking sincerity and substance/meaning. Refrain from using “colorful” rhetoric language. Write in plain terms with clear impact versus aspirational statements, i.e., “we’re so excited to help students from our area achieve a better future” vs. “we have 200 students currently progressing through our Emeril’s Culinary Garden & Teaching Kitchen program, which is allowing us not only to make an impact on youth in our community through food but also to extend the values and knowledge this program offers to students’ family and friends.”

*Opinion statements:* Similar to hyperbole, these are subjective comments that should be used in quotes only, i.e. “we’re changing how culinary and nutrition education is integrated into schools.” This is a great comment, but it is an opinion and should be captured in a quote attributed to a school spokesperson/representative.

PRESS RELEASE EXAMPLE

The following example displays the format and key elements that should be used when drafting press releases.

LOGOS:



Date  
FOR IMMEDIATE RELEASE

HEADLINE:  
What the release is about. Set the reader's expectations for the content.

Contact:  
Persons Name, Company Name, 555-555-5555, [email@emailaddress.com](mailto:email@emailaddress.com)

EMERIL LAGASSE FOUNDATION'S NEWEST CULINARY GARDEN & TEACHING KITCHEN TAKES ROOT

*Signature Program has impacted 5,393 Youth*

DATELINE:  
Includes the city of origin, and state. Refer to AP style datelines when inserting.

NEW ORLEANS — Emeril Lagasse Foundation announces its newest school partner for Emeril's Culinary Garden & Teaching Kitchen. Baltimore Montessori Public Charter School will become the seventh school to implement the Foundation's signature program. Emeril's Culinary Garden & Teaching Kitchen is a national education program that integrates culinary gardens and teaching kitchens in schools to create interactive learning environments centered on food.

"As we continue to bring our signature program to schools across the country, we are encouraged by the growing numbers of youth we are reaching," said Chef Emeril Lagasse. "Preparing a meal, understanding where it comes from, and sharing it with others are important skills that we're impacting more than 5,000 youth annually."

Baltimore Montessori Public Charter School is a high-density and a large number of students. The school currently aims to provide students with environmental stewardship, and provide them with the necessary skills for environmental stewardship. The school is significantly renovating kitchen facilities to meet its goals, and classroom teachers will integrate the program into their wide academic curriculum.

School partners awarded an Emeril Lagasse Foundation capital and program grant, the grant will be used to modify the classroom, garden, and materials including small-ware and equipment for nutrition-focused cooking lessons.

Last year, Emeril's Culinary Garden & Teaching Kitchen and nutrition to elementary and middle school students and family events occurred nationally. The program reached teachers, and family members. The program is currently at Chasse Academy in Belle Chasse, Louisiana.

LEAD PARAGRAPH:  
Grab the attention of the reader. Summarize what you're announcing, use key messaging and frame up the release.

Public Charter School in Washington, D.C.; Starlight Elementary School in Watsonville, California; Dr. John Ochsner Discovery Health Sciences Academy in New Orleans; and Academy for Global Citizenship in Chicago.

Teachers report measurable impacts on the children enrolled in the program. Ninety-seven percent of teachers confirm an improvement in students' knowledge of nutrition and healthy eating choices, 88% of teachers report an overall improvement in student academic performance, and 97% of teachers mark improved confidence, cooperation, creativity, and respect by students. Additionally, 94% of teachers agree the program has provided opportunities for students to connect with family and the community over food.

Emeril's Culinary Garden & Teaching Kitchen helps fulfill the Emeril Lagasse Foundation's mission to create opportunities to inspire, mentor, and enable youth to reach their full potential. The Foundation aims to continue expanding the program over the next few years so that more children have access to cooking and gardening education in schools. To learn more about the program visit [emeril.org](http://emeril.org).

**About Emeril Lagasse Foundation:** Founded in 2002 by Chef Emeril Lagasse and his wife Alden, Emeril Lagasse Foundation is a 501(c)(3) public charity headquartered in New Orleans. The Foundation's mission is to create opportunities to inspire, mentor, and enable youth to reach their full potential. Since its inception, Emeril Lagasse Foundation has granted more than \$20 million to children's charities to support culinary, nutrition, and arts programs. The Foundation accomplishes this through three programs. The Community Grants program provides programmatic and capital support to nonprofit organizations across the nation. The signature program, Emeril's Culinary Garden & Teaching Kitchen, is a national education initiative created to enrich the lives of elementary and middle school children through a fun, fresh perspective on food. The Aarón Sánchez Impact Fund provides culinary arts education and human services programming for Latino youth. To learn more about the foundation and its beneficiaries, visit [Emeril.org](http://Emeril.org) or follow us on Facebook, LinkedIn, or Instagram.

###

QUOTES:  
Attribute to a school spokesperson or other individual involved with the program. Use casual, conversational language. This is where you can include opinion statements.

BOILERPLATE:  
A closing "about us" paragraph describing your school. This should be short and can include a link to your website and social media channels.



[LOGO]

**July 18, 2017**

**FOR IMMEDIATE RELEASE**

**Contact:** [NAME], [SCHOOL], [PHONE], [EMAIL]

**[SCHOOL/DISTRICT] Awarded Grant to Implement  
Emeril’s Culinary Garden & Teaching Kitchen**

*Emeril Lagasse Foundation’s signature program will create interactive  
learning environment centered on food*

**[CITY, STATE ABBREVIATION]** – [SCHOOL/DISTRICT] has been awarded a grant to implement Emeril’s Culinary Garden & Teaching Kitchen, a national education program established by the Emeril Lagasse Foundation that seeks to enrich the lives of children through a fun, fresh perspective on food.

By integrating the Emeril’s Culinary Garden & Teaching Kitchen program, [SCHOOL/DISTRICT] will be designated as one of ten forthcoming school partner sites in the United States. In addition to [PROJECT AREAS DIRECTLY BENEFITING STUDENTS], [SCHOOL/DISTRICT] will provide training for academic professionals in order to help increase these opportunities for all students.

“We could not be more excited to become an Emeril’s Culinary Garden & Teaching Kitchen official school partner,” said PRINCIPAL. “The program strengthens our school environment through a project-based learning approach that empowers children through food, nurturing critical thinking and life skills that pave the way for our students to be healthier, to appreciate food and its role in culture, and to serve as confident role models for healthy eating within their families and our community.”]

Emeril’s Culinary Garden & Teaching Kitchen will integrate an outdoor culinary garden and robust teaching kitchen space within the [SCHOOL] campus. The program uses a one of a kind K-8 gardening and cooking curriculum that is integrated across all core subjects and aligned with national academic standards. Construction will begin in [MONTH] [YEAR] and is anticipated to be complete by [MONTH] [YEAR].

“Schools across the nation are ready and willing to incorporate cooking and garden-based education into their academic subjects, but schools often lack the capital and other resources necessary to launch, establish and sustain these programs,” said Katie Mularz, program manager for the Emeril Lagasse Foundation. “With school partners like [SCHOOL/DISTRICT], Emeril’s Culinary Garden & Teaching Kitchen is providing critical resources and technical assistance for schools to successfully implement the program for the benefit of its students, families and the community.”

For more information about Emeril’s Culinary Garden & Teaching Kitchen, visit [LINK TO EMERIL LAGASSE FOUNDATION WEBSITE OR SCHOOL WEBSITE].

**About [SCHOOL/DISTRICT]:**

[BOILERPLATE FOR SCHOOL/DISTRICT]

**About Emeril Lagasse Foundation:**

Founded in 2002 by Chef Emeril Lagasse and his wife Alden, Emeril Lagasse Foundation is a 501c(3) public charity headquartered in New Orleans. The Foundation’s mission is to create opportunities to inspire, mentor and enable youth to reach their full potential through culinary, nutrition and arts education. Since its inception, Emeril Lagasse Foundation has granted more than \$7 million to children’s charities to support culinary, nutrition and arts programs. To learn more about the Foundation and its beneficiaries, visit [Emeril.org](http://Emeril.org).

###



### SOCIAL MEDIA GUIDELINES

Use social media to engage and inspire! We encourage all school partners to share the good work they are doing in a quality manner.

Approach social media with the same strategic mindset you would bring to traditional marketing communications. Content and interactions on social media should be message-driven, suitable for your audience, and aligned with your overall communications tactics.

Social media content should convey a positive tone and allude to growth—both educational and personal—that children experience through the program. Messaging and visuals should focus on the social and emotional skills the program develops in students and aim to represent how the program *enriches the lives of kids through a fun, fresh perspective on food.*

### POSTING TIPS

- Keep copy short.
- Include engaging imagery pertinent to the program and its curriculum (garden and kitchen classes, students, facilities and outdoor teaching areas, food, etc.).
- Include a call to action for your school or the Emeril Lagasse Foundation where possible:  
**Example:** Follow @EmerilOrg to learn more about this engaging program!
- Build in links to online or other social media channels where appropriate.
- Utilize program-specific hashtags. Incorporate at least one hashtag and no more than three to four hashtags per post. Below is a sampling of recommended hashtags for social media posts, including the official hashtag for Emeril’s Culinary Garden & Teaching Kitchen:

#### Official program hashtag:

#EmerilsCulinaryGarden

#### Additional hashtags:

#EmerilOrg / #EmerilLagasse / #NutritionEducation / #CulinaryEducation / #LifeSkills / #GardenToPlate / #CulinaryGarden / #TeachingKitchen / #GrowingConfidentKids / #InspireMentorEnable

- Tag Emeril Lagasse Foundation in photos related to the signature program:

**Instagram, LinkedIn, Facebook:** @EmerilOrg

CONTENT EXAMPLES

Facebook post examples:

**Emeril Lagasse Foundation**  
Jul 9 · 🌐

Dive into our latest Graden Fresh newsletter to see how our instructors are not just teaching, but making a meaningful impact with every lesson. From cultivating curiosity to fostering creativity, discover the passion and dedication behind each plate. 🌱👩🍳🍴 Check out the full stories and more in our latest edition.

Click the link below to read now!  
[#EmerilsCulinaryGarden #CulinaryEducation](https://emeril.org/news/fresh-from-the-garden-celebrating-teachers-nationwide/)

<https://emeril.org/news/fresh-from-the-garden-celebrating-teachers-nationwide/>



**Dr. John Ochsner Discovery Health Sci...**  
Nov 9, 2022 · 🌐

It is truly an honor to be partners with the **Emeril Lagasse Foundation!** Check out the **WDSU News** segment featuring Emeril's Culinary Garden & Teaching Kitchen program. Dr. John Ochsner Discovery is 1 of 6 schools in the nation with this signature program.

The program teaches kids food source appreciation, develops life skills and culinary skills, and an understanding of nutrition and healthy eating.



NATALIE RAMOS  
STUDENT

NEW ON  
WDSU 6:52

KENTWOOD - COUNCIL MEMBERS  
143 4% 100%

Bonnie B. Landry and 50 others · 5 comments · 40 shares

Like Comment Send Share

LinkedIn post examples:

**Emeril Lagasse Foundation**  
470 followers  
10mo · 🌐

Emeril's Culinary Garden & Teaching Kitchen is made up of four pillars. By integrating these four pillars, we pave the way for healthier and appreciative relationships with food for all children, families and communities.

To learn more about the program and ways you can support, visit this link: <https://lnkd.in/gEV9222P>

Appreciation for the source of food

Understanding of nutrition and healthy eating

**THE FOUR PILLARS**

Development of life skills through food

Development of culinary skills



6 · 1 comment


Like Comment Repost Send

**Emeril Lagasse Foundation**  
Jan 29 · 🌐

🎉 Unveiling a New Era in Education! We're thrilled to share the transformative journey of the **Academy for Global Citizenship** new campus in Southwest Chicago, featuring our own Emeril's Culinary Garden & Teaching Kitchen.

This vibrant educational space, dedicated to holistic learning and community engagement, is a testament to our commitment to inspiring young minds. Join us in this celebration as we reflect on the positive impact of our signature program, highlighted in a special conversation with AGC founder Sarah Elizabeth Ippel. Here's to nurturing the next generation of change-makers!

Read the full article below.




emeril.org  
School Partner Spotlight: Sarah Elizabeth Ippel of AGC - Emeril.org

18 · 4 comments

**Emeril Lagasse Foundation**  
470 followers  
4mo · 🌐

🌱 Nurturing Growth, Inspiring Futures! Emeril's Culinary Garden & Teaching Kitchen gives kids the tools and knowledge to blossom into their best selves. Dive deeper into how we're making a direct, lasting impact on young lives and discover more about our transformative journey. Visit the link below to learn more.

<https://lnkd.in/ezSKE4sn>



## Social graphic examples:

 **Emeril Lagasse Foundation**  
470 followers  
7mo · 🌐

Top chefs are on the rise at Emeril's Culinary Garden and Teaching Kitchen at Cunningham Elementary! One proud mom shared how her son is jotting down recipes after... see more



 Like    Comment    Repost    Send

 **emerilorg**   

**FRESH PERSPECTIVES**



**@EmerilOrg**

 Liked by emeril and 15 others

emerilorg "Fresh Perspective" from Juna, a 2nd grade student at our signature program school partner [@dcbilingual](#).  
[#inspire](#) [#mentor](#) [#enable](#)

January 9

### SUMMARY

Please remember these general tips and recommendations for marketing, public relations, and social media efforts related to your Emeril's Culinary Garden & Teaching Kitchen program.

#### **DO:**

- Use social media to share inspiring, engaging content that shows Emeril's Culinary Garden & Teaching Kitchen program in a positive way.
- As allowable by your school, share testimonials/quotes from students in social media content and using personal stories in media outreach efforts. Always secure parental/guardian consent. (Please refer to the school partner Grant Agreement for publicity terms and conditions).
- Engage your community.  
Example: Host "open-house" days that invite community members to tour the facilities during non-school hours and learn about the program.
- Use branded elements and key messaging.
- Host events that allow local media contacts, elected officials, and influencers to tour your facilities and gather information for potential stories or social media content.
- Provide program updates and general information via monthly newsletters or emails for parents of children involved with the program.
- Participate in your community's "Giving Day" if applicable (for example [givenoladay.org](http://givenoladay.org)).

#### **DO NOT:**

- Use unapproved brand standards (logo, different fonts, etc.) in marketing or communications materials.
- Edit or revise the official logo in any way in marketing materials.

# COMMUNITY EVENT & FUNDRAISING BEST PRACTICES

## COMMUNITY EVENTS

Community engagement is a key component of Emeril's Culinary Garden & Teaching Kitchen program. Engaging students' families, nearby residents, and community members in the school's activities enhances the program's impact. Below are some best practices and ideas for organizing community events:

- **Highlight Student Achievements:** Host fairs, festivals, or performances that showcase individual and group accomplishments. Feature the garden or kitchen as central elements of these events, or even create new events to inform and educate the community about the program.
- **Keep it Accessible:** Ensure community events are free or have a very low admission price. Incorporate on-site fundraising opportunities such as games or raffles.
- **Student Involvement:** Families to demonstrate their achievements. Have students develop and lead tours of the garden and kitchen, allowing them to showcase their work and knowledge.

## SUGGESTED EVENTS

- **Schoolwide Garden Work Party:** Kicks off the school year with a focus on the garden.
- **Feast Around the World:** Celebrates the lessons learned throughout the year with a global culinary theme.
- **Additional Events:** Host events that reflect school culture and incorporate the program's progress and bounty.

**Build Relationships:** Use events to establish and strengthen relationships with community members, which can lead to increased in-kind support. For example, request donations from local businesses for event supplies.

**Engage Volunteers:** Properly engaged volunteers feel empowered and are more likely to return, contributing to the program's success.



### EXAMPLES FROM EMERIL LAGASSE FOUNDATION BENEFICIARIES:



#### Sweet Potato Festival at Edible Schoolyard

Outdoor festivals, large and small, are popular gatherings in Louisiana. Edible Schoolyard New Orleans plays upon the bounty of a native crop, the sweet potato, and each fall hosts a Sweet Potato Fest. The community is invited to a parade, harvest, and wellness fair. The festival is free.

<https://esynola.org/about/family-events/>



#### Family Cook Night Series at Starlight Elementary

Starlight Elementary uses their culinary garden and teaching kitchen to host Family Cook Night, a California Department of Food and Agriculture cooking lesson video series that is shared district wide. In conjunction with Life Lab and PVUSD's Food Services Department, these instructional videos teach the viewer how to make a nutritious and delicious meal using Starlight's harvest of the month and other California specialty crops.

<https://starlight.pvUSD.net/>

## FUNDRAISING EVENTS

The kitchen and garden spaces are perfect for hosting revenue-generating events. Below are ideas and best practices for organizing fundraising events:

### TARGET AUDIENCE

Invite parents, nearby residents, community leaders, and other nonprofits to use the space for fundraising activities.

### ANNUAL FUNDRAISING EVENT

Host an annual event to introduce the community to the program. Set admission prices and sponsorship levels based on the school site and fundraising goals.

### REVENUE-GENERATING ACTIVITIES

- **Auctions and Raffles:** Increase revenue through creative onsite appeals.
- **Food Stations:** Local chefs and student teams can provide food at a tasting reception or a seated dinner.
- **Honor a Champion:** Recognize a program champion and invite local officials as complimentary guests.

### PRESENTATION

Create a short presentation highlighting student accomplishments, and display photos and examples of student work.

### INSTRUCTIONAL CLASSES

Offer cooking and gardening classes as popular fundraising tools. These can be individual workshops or class series for adults or families.

### SPACE RENTAL

Consider renting out the kitchen and garden space for local community events, luncheons, social gatherings, or fundraising events for other nonprofits.

### EXAMPLES FROM EMERIL LAGASSE FOUNDATION BENEFICIARIES:



#### **Chef Night at Edible Education Experience**

Edible Education Experience makes use of the new Emeril Lagasse Foundation Kitchen House & Culinary Garden at Orlando Junior Academy. After hours, chefs present one-time cooking classes on a particular theme, such as pasta making or making your own green kitchen cleaning products. Fees are charged for participation.

<http://www.edibleed.org/chefnight/>



#### **Guest Chef Night at Liberty's Kitchen**

In New Orleans at the hospitality training café Liberty's Kitchen, chefs are invited to prepare a dinner for patrons. Students assist in creating, preparing and serving the meal, which results in a true mentorship experience. Fees are charged for the evening, and sponsorships are solicited for ingredients, beverages, and supplies.

<https://www.libertyskitchen.org/>