



20  
22

# Annual Report

Good Food on Every Table



# A Message from our CEO

Dear Friends and Supporters,

It is with great excitement that I present to you the 2022 Annual Report for Good Food Catalyst. This year has been one of growth and achievement as we work to create a healthier, more equitable and sustainable food system.

At Good Food Catalyst, we believe in the power of diversity and inclusion. That's why we have made a concerted effort to hire new employees with diverse perspectives and experiences. We know that having a diverse team is crucial to our success in creating a food system that serves everyone.

In addition, we are proud to have trained 48 food businesses through our Good Food Accelerator program, served over 500 nutritious meals through our Good Food is Good Medicine program, and sold over 200 manuals and held 8 workshops through our Good Food Farmer Training program. These initiatives have enabled us to provide the necessary knowledge and resources to our community members as they are creating a healthier and sustainable food system. We are committed to continuing our efforts in creating a positive impact on our community.

None of this would be possible without the tireless efforts of our team and supporters. We are incredibly grateful for your ongoing support and commitment to our mission.

Thank you for being a part of our journey towards a better, more equitable food system.

Sincerely,

Shelby Parchman  
CEO, Good Food Catalyst



Shelby  
Parchman

"Expanding  
our Mission of  
Good Food on  
Every Table"



# ABOUT US

Good Food Catalyst is a non-profit organization dedicated to building a more equitable and sustainable food system. Founded in 1998, our mission is to empower individuals and communities to make healthier and more sustainable food choices through education, advocacy, and collaboration. We work with a diverse range of partners, including farmers, chefs, policymakers, and community organizations, to create a more just and resilient food system that benefits everyone.



The Good Food Catalyst organization's program initiatives include training and supporting food entrepreneurs and urban farmers, providing nutrition information, and promoting healthy food access in communities. We are proud to have made a positive impact in our community over the past year and look forward to continuing our work to build a better food future for all.

Our vision at Good Food Catalyst is a world where everyone has access to healthy, sustainable food, and a food system that is resilient, equitable, and just. We believe that achieving this vision will require collaboration, innovation, and a deep commitment to social and environmental justice. We aim to build a better food future for all, one that nourishes our bodies and our communities.

# VISION

# MISSION

**Good Food on Every Table.**

**It's just that simple.**





# THE TEAM



**Shelby Parchman**  
Chief Executive Officer



**Jacqueline McMiller**  
Operations Director



**Douglas Taylor**  
Development Manager



**Zachary Winder**  
Marketing Coordinator



**Jeannine Wise**  
Program Director: GFGM



**Jenny Wu**  
Program Coordinator:  
GFGM



**Carly Herron**  
Senior Program  
Coordinator: GFA



**Micheal Newman  
Brooks**  
Program Director:  
GFFT

# BOARD OF DIRECTORS



Anthony Kingsley  
Chair



Anu Goel  
Treasurer



Javier Haro  
Secretary



Joel Farran  
Director



Dr. Ed McDonald IV  
Director



Shelby Parchman  
Director



Luke Saunders  
Director



Jenny Yang  
Director



Jennifer Amdur Spitz  
Member



Jason Johnson  
Director



# 2022 GFGM REVIEW

2022 was a landmark year for the Good Food Is Good Medicine program. Program Manager, Jeannine Wise worked closely with Dr. Ed McDonald of the University of Chicago and dedicated 2021 to creating a full-scale culinary medicine program curriculum. We were able to secure a crucial partnership with Blue Cross Blue Shield of Illinois that allowed the program to fully launch in early 2022.



With eight full cohort programs across Chicago, 60 cohort participants, and over 500 meal experiences served at community events across the city, 2022 was the beginning of an ambitious effort to reduce diet-related disease through hands-on, experiential culinary medicine.

# 2022 GFGM BY THE NUMBERS

**8**

**Cohorts  
Total**

**60**

**Total Cooking  
Class  
Participants**

**500**

**Meal  
Experiences  
Served**

**10**

**Total Events**

**3**

**Targeted  
Neighborhoods  
Served**



# 2022 GFFT REVIEW

The Good Food Farmer Training accomplished some impressive milestones in the past year. The program engaged with 140 participants from the South and West sides of Chicago, sold over 200 manuals, and offered 8 workshops. These numbers highlight the organization's commitment to sharing knowledge and expertise in the field of sustainable urban agriculture. The organization is also making efforts to update its manuals and provide Spanish translations of its content to promote inclusivity and reach a broader audience.



In addition, the organization also engaged with 25 Chicago Public school students, demonstrating their dedication to making a positive impact in agricultural education. Overall, Good Food Farmer Training accomplishments over the past year demonstrate their significant impact on a large number of individuals and communities, as well as their commitment to sustainable agriculture and education.

## 2022 GFFT BY THE NUMBERS

**140**

Farmers  
Engaged

**200+**

Manuals Sold

**8**

Workshops  
Held

**25**

CPS Students  
Engaged



# 2022 GFA REVIEW

The Good Food Accelerator provides training and coaching to local food businesses. Over the past year, the organization has successfully trained 48 local food businesses from the South and West sides of Chicago, helping them to improve their skills and increase their chances of success. In addition, Good Food Accelerator provided 248 one-to-one coaching sessions to these businesses, helping them to develop personalized strategies for growth and success.



The organization is committed to promoting diversity and inclusivity in the food industry, and over the past year it provided training to 19 BIPOC founders and 24 women founders. Through its programs, Good Food Accelerator is helping to create a more equitable and inclusive food industry, where all entrepreneurs have the opportunity to succeed. Overall, the organization's efforts are making a significant impact in the local food community, and it is poised to continue making a positive difference in the years to come.

## 2022 GFA BY THE NUMBERS

**48**

Local Food  
Businesses  
Trained

**248**

1 to 1  
Coaching  
Sessions Held

**19**

BIPOC  
Founders  
Trained

**24**

Women  
Founders  
Trained



# 2022 FINANCIAL STATEMENT

## REVENUE

**\$460,209**

**CORPORATE**

**\$496,099**

**FOUNDATION**

**\$94,149**

**GOVERNMENT  
GRANTS**

**\$2,032**

**INDIVIDUAL DONORS**

**\$11,210**

**NONPROFIT INCOME**

**\$9,086**

**EARNED INCOME**

**\$9,393**

**BOARD CONTRIBUTIONS**

**TOTAL REVENUE:  
\$1,082,178**

## EXPENSES

**\$698,960**

**PROGRAM STAFF**

**\$112,839**

**CONTRACTED SERVICES**

**\$155,309**

**OVERHEAD**

**TOTAL EXPENSES:  
\$967,108**

*\*These numbers are  
unaudited and subject to  
change.*



# SUMMARY

The 2022 Annual Report for Good Food Catalyst highlights the organization's achievements in training local food businesses and BIPOC founders, selling manuals, and serving healthy meals in Garfield Park, North Lawndale, and Englewood. In the past year, Good Food Catalyst trained 48 local food businesses and 19 BIPOC founders, sold over 200 manuals, and served 500 healthy meals. Our engaging and interactive programs helped participants understand the importance of good nutrition and how it can improve their overall health and well-being with hands-on learning activities. The organization also partnered with healthcare providers, schools, and community organizations to promote healthy eating habits and prevent chronic diseases. In 2023, the organization will continue to focus on providing resources and support to businesses and communities that often lack access to healthy food options. Overall, Good Food Catalyst's efforts have contributed to a more equitable and sustainable food system in Chicago.





# FOLLOW US ON SOCIAL MEDIA



Stay updated and join a community of passionate individuals working towards a sustainable food system by following Good Food Catalyst on social media. Access exclusive content and expert insights with us.

---



@goodfoodcatalyst



@goodfoodcatlyst



Good Food Catalyst

---



@gfgmchicago

---



@goodfoodfarmertraining

---



@goodfoodacclerator.chi



Good Food Accelerator



A person wearing a plaid shirt is holding a white donation box. The box has a slot on top and the word "DONATE" printed in blue on the front.

# DONATE HERE



---

Click [here](#) to Donate  
or Scan the QR Code Above

---

By donating to this organization, donors can contribute towards a healthier and more just food system that benefits our communities. Additionally, Good Food Catalyst is committed to transparency and accountability, ensuring that donations are used effectively and efficiently to create tangible and lasting impact. Overall, supporting Good Food Catalyst through donations is a meaningful way to make a difference in the good food industry and promote positive change in our communities.