



2023 ANNUAL REPORT

A YEAR OF IMPACT WITH GOOD FOOD INITIATIVES.

A Message from our CEO

Dear Good Food Catalyst Community,

I am thrilled to share with you the remarkable achievements and milestones we've reached in 2023. It has been a year of growth, collaboration, and impactful initiatives that have furthered our mission of promoting health, empowering local farmers, and supporting food entrepreneurs.

In 2023, our dedication to diversity and inclusion remained steadfast. We continued to prioritize building a team with diverse perspectives and experiences, recognizing its importance in driving positive change within our community.

Our programs have seen remarkable success. Through the Good Food Accelerator, we provided tailored training and support to 41 food enterprises, fostering innovation and growth within Chicago's food ecosystem. The Good Food is Good Medicine program reached new heights, engaging 268 participants in enriching cooking classes and serving over 4,150 nutritious meal experiences. Additionally, the Good Food Farmer Training program expanded its reach, organizing 16 events and empowering over 500 local farmers and growers with essential skills and knowledge.

These achievements are a testament to the dedication of our team and the unwavering support of our community. Together, we are making strides towards a more inclusive and sustainable food future.

Thank you for your continued support and commitment to our mission.

Sincerely,

Shelby Parchman
CEO, Good Food Catalyst





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.

MISSION

It's simple. Good Food on Every Table.

VISION

Our vision at Good Food Catalyst is a world where every table is enriched with nutritious, sustainable food. We envision vibrant communities with equitable access to fresh, wholesome meals, fostering health, happiness, and resilience. Through collaboration, innovation, and unwavering commitment, we catalyze positive change in food systems, shaping a future where good food nourishes every corner of society.

MEET THE TEAM



Shelby Parchman
Chief Executive Officer



Jacqueline McMiller
Operations Director



Jeannine Wise
Program Manager: GFGM



Zachary Winder
Marketing Manager



Jenny Wu
Program Coordinator:
GFGM



Carly Herron
Program Manager: GFA

BOARD OF DIRECTORS



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Director



Jenny Yang
Director



GFGM REVIEW



In 2023, GFGM made significant strides in our mission to promote health through food empowerment. We held 12 cohorts, engaging 268 participants in enriching cooking classes aimed at imparting essential kitchen skills and fostering a deeper appreciation for nutritious meals. Alongside these classes, we served an impressive 4,150 meal experiences, emphasizing the power of good food in enhancing well-being. Moreover, our commitment to community engagement was evident through the organization of 47 events, providing platforms for meaningful discussions around nutrition and health.



GFGM also received a grant from GrubHub's "Full Plate Program." This partnership not only validated our mission but also provided crucial resources to expand our reach and impact. With GrubHub's support we will amplify our efforts in 2023, reaching more individuals, hosting additional events, and providing even more nourishing meal experiences. This collaboration underscores the potency of working together towards a common goal of building healthier communities.

2023 PROGRAM HIGHLIGHTS

- 47 Events
- 12 Total Cohorts
- 4 Targeted Neighborhoods
- 4,150 Meal Experiences Served
- 268 Total Cooking Class Participants





2023 FARMER TRAINING REVIEW



In 2023, the Good Food Farmer Training program played a pivotal role in empowering local farmers and growers with essential skills and knowledge. Collaborating closely with Good Food is Good Medicine, our programming extended its reach to include farmers and growers, fostering a holistic approach to food empowerment. Together, GFGM and GFFT organized 16 urban agriculture and farm-related events, engaging a total of 507 participants. These events served as platforms for learning and collaboration, bringing together graduates from Windy City Harvest Urban Apprenticeship, Advocates for Urban Agriculture, and other enthusiasts.



Moreover, our presence was felt at notable events like the Chicago Urban Ag Crawl and Annual Backyard BBQ, where we not only showcased our culinary expertise by cooking for community members but also provided valuable insights on urban agriculture, local food sourcing, and its numerous benefits. Through comprehensive training cohorts and collaborative efforts, we continue to promote sustainable farming practices and advocate for local food systems, shaping a healthier future for all.

2023 PROGRAM HIGHLIGHTS

	Windy City Harvest and GFGM		August to September 2023		150
	Windy City Harvest and GFGM Spanish language cohort		August to September 2023		6
	GFGM x Zafra Farm		August to October 2023		6
	Grow Greater Englewood Chef BBQ x GFGM		September 10, 2023		200
	September Wellness Series		September 12, 2023		10
	CCGA and GFGM		September 23, 2023		50
	SlowFood and GFGM		September 30, 2023		150
	October Wellness Series		October 25, 2023		2
	November Wellness Series		November 7, 2023		13



2023 GFA REVIEW



In 2023, GFA demonstrated its commitment to empowering local food businesses through targeted training and support. We trained 41 enterprises, providing personalized coaching through 272 one-to-one sessions. Our focus on diversity and inclusion was evident, with dedicated training for 32 BIPOC and 32 women founders, ensuring equitable access to resources within the industry. With five cohorts hosted, GFA served as a catalyst for innovation and collaboration, nurturing the growth of Chicago's food ecosystem.



Furthermore, GFA facilitated specialized workshops, including a two-week program focusing on restaurant and storefront operations, as well as strategic financial planning. Additionally, our wholesale business development initiative equipped Chicago's food enterprises with the necessary skills to enter and excel in the wholesale market. Through these efforts, GFA remains dedicated to fostering entrepreneurship and driving sustainable growth within the local food industry, paving the way for a more vibrant and resilient food ecosystem.

2023 PROGRAM HIGHLIGHTS

- 5 Total Cohorts
- 32 BIPOC Founders Trained
- 32 Women Founders Trained
- 41 Local Food Businesses Trained
- 20 Jobs Created
- 45 Jobs Retained
- 272 1-to-1 Coaching Sessions Held



SUMMARY

In 2023, Good Food Catalyst continued its mission to create a healthier, more equitable, and sustainable food system. Through our programs, we made significant strides in empowering individuals and businesses within the community. The Good Food Accelerator provided tailored training and support to 41 food enterprises, fostering innovation and growth. Our Good Food is Good Medicine program reached new heights, engaging 268 participants in enriching cooking classes and serving over 4,150 nutritious meals. Additionally, the Good Food Farmer Training program expanded its reach, organizing 16 events and empowering over 500 local farmers and growers with essential skills and knowledge. As we look ahead to 2024, we are excited to build upon our successes, deepen our impact, and continue our journey towards a more inclusive and sustainable food future. We are committed to exploring new opportunities, forging partnerships, and leveraging our collective strengths to drive positive change in our community and beyond. Together, we will make 2024 a year of even greater achievement and progress.



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 Good Food Accelerator

DONATE HERE



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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.

A photograph of a person wearing a plaid shirt and blue jeans, holding a white donation box. The word "DONATE" is printed in blue, bold, capital letters on the front of the box. The box has a slot on top for inserting money.

DONATE