



VEGGIE U CHEF CREW PROGRAM

Overview

The goal of the Veggie U Chef Crew is to support Veggie U by engaging local and national chefs in its mission: Veggie U is dedicated to increasing children's awareness of healthy food options, and teaching them how real food reaches their plate. We believe children who are exposed to growing their own food are more likely to include vegetables in their diet. Our national non-profit organization supplies Classroom Gardens and a standards based, five-week science program to elementary and special needs students.

Program Objectives

1. Engage local, regional and national chefs as Veggie U ambassadors.
2. Build awareness for Veggie U.
3. Raise funds for Veggie U.

Detailed Description of Program

Veggie U will launch and implement its chef crew program to provide new and renewed ambassadors for the organization, build awareness, and increase funding opportunities for the nonprofit. After the first 12 months, an expanded or updated program will be considered depending on organizational needs.

The chef crew is comprised of 10-15 members and *may* meet or hold a conference call once per quarter, but most likely will meet individually with Veggie U staff or volunteers, as chef schedules permit.

Veggie U Chef Crew Program Opportunities

- **House Parties!**
 - Volunteer to be a celebrity chef for one of six Veggie U house parties (10 to 15 couples each).
 - Include one of your recipes in the Veggie U 2015 kid & family friendly cookbook.
- **Feast Day!**
 - Participate with a local school on Veggie U feast day, to celebrate the classroom garden harvest and help educate the children, teacher and parents about using produce in their own kitchens.
- **Portion of Proceeds or Include a Carrot!**
 - Pick a day, a week, (even a month) or a particular menu item where a portion of proceeds for that time/item comes back to Veggie U.
 - Or, "include a carrot" in your advertisements, that you are "a proud supporter of Veggie U"
- **Celebrity Chef at the Veggie U Fundraiser!**
 - Be one of our celebrity chefs at our November 7, 2015 major fundraiser event.
- **And Please!**
 - Be available for phone-based consultation with staff when asked for support, help or advice.

Benefits

1. Network and collaborate with other chef professionals, as well as other industry leaders also engaged with Veggie U, all for a good cause - our kids.
2. Promote the well-being of our children and support teachers and schools.
3. Gain access to new customers and reinforce relationships with current customers.
4. Give back to the community that does so much for you.

Qualifications

1. Participate in one or more of the Veggie U chef crew program opportunities.
2. Be passionate and empowered with the mission and ideals put forward by Veggie U.
3. Understand the fundamentals of the Veggie U program, and be able to speak to the mission and the program. Marketing collateral will be provided for you!

Contact for more

Please share with your ideas or interest to serve our children through the Veggie U Chef Crew Program!

Contact Business Development Manager, Megan Granson, at 216-789-8111 or megang@veggieu.org.

