



## STUDENT DESIGNED PROJECT PROPOSAL TEMPLATE

### **PROCESS:**

Submit this proposal to Nancy Bell and Bruce Richard ([nancyj.bell@comcast.net](mailto:nancyj.bell@comcast.net) [bruce.richard@ymail.com](mailto:bruce.richard@ymail.com) for review and approval by the review committee. NOTE: allow at least TWO weeks between the time you submit your proposal and the time you can present it to the class.

Proposal Submissions accepted: October 12 thru November 1  
Proposal Presentation dates: November 1 thru November 15

### **STUDENT DESIGNED PROJECT PROPOSAL TEMPLATE:**

Date November 21, 2011

Project Title: Kids Cooking Movement  
Submitted by: Kathy Taylor

**Purpose:** We know that the consumption of beef is directly related to greenhouse gases and that the treatment of feedlot cattle is a moral issue. The challenge is we have a couple of generations of children and adults who do not know how to cook using fresh, green ingredients. We are going to teach cooking classes using fruits and vegetables to prepare nutritious meals that are also tasty and easy to make. We are also looking to involve bicycle coalitions in the 9 different Bay Area counties to help us organize Kids/Family bike rides.

### **Immediate Goal: (include March 20<sup>th</sup> deliverable)**

We have partnered with Kathy Gunst, TV Chef of Public TV Boston and also actively involved in Michelle Obama's "Let's Move it," exercise campaign. She will be advising us along with our two local chefs, Chef Gigi (Kids Culinary Adventures) and Michelle Stern (What's Cooking with Kids?) to meet up at different grocery stores in the each of the nine counties of the Bay Area to do cooking classes for kids and families. We will also ask that the Bicycle Coalitions from each county (when we are in their county) to attend that day to encourage riding of bike trails in the area with the kids and family.

### **Long Term Goal: (if applicable)**

The plan is to template this idea and take it to different markets to raise awareness for eating more vegetables and fruits to save the planet, animals and ourselves. Additionally to raise awareness of using bicycles for transportation to/from school/work.

### **Background:**

**?? (Not sure what to answer here)**

### **Opportunities/Challenges/Benefits:**

We do need a couple of sponsors as this will be expensive to put on. We would prefer to work with local farms and independent stores as opposed to a big grocery chains, but we also know that's where the majority of the consumers shop and so it's a market that can benefit from the education and experience.

**Scope/Milestones: (include March 20<sup>th</sup> deliverable(s))**

We should have a couple of sponsors by March 20. Kaiser (Fitness sponsor) has already expressed interest in being a part of this because it meets all of their criteria, "local and green," We should have identified and approached a grocery chain (Whole Foods, Mollie Stones, or more than likely Safeway) for sponsorship opportunity.

A media schedule (TV, internet and print) should be in place by then. An additional smaller sponsors (Waste free lunch kits for kids, food sponsors such as Annie's Pasta and Amy's, along with organic, glass bottled juices.)

**Size of team/Skills needed:**

**I could possibly use one additional volunteer for the Saturday events. There will be 9 Saturdays (one in each of the nine Bay Area Counties).**

**External Partners/Sponsors: (if any)**

Grocery Chain

Health/Fitness Partner ( Kaiser has already expressed interest)

Athletic equipment: Bike shops/sporting good stores

Waste Free Lunch Kits: KidsKonserve (already expressed interest)

Food Sponsors: Annie's Pasta, Stonyfield Yogurt, Amy's Foods

Beverage: Purity Organics