*Fiscal Year 2018*

# James Beard Foundation

# Annual Report

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*Top* Clare Reichenbach,
Chief Executive Officer, 2018–present

*Bottom* Fred Seegal,
Chairman of the Board, 2017–present

# Letter from the CEO and Board Chair

Fiscal 2018 was a year of growth, expansion, and impact; and indeed new leadership.

At the conclusion of 2017, the Foundation bid farewell to Susan Ungaro, who served as president for more than a decade. We are so grateful for her dedication, passion, and leadership over her impressive tenure. In early 2018, near the close of the fiscal year addressed in this report, the board of trustees concluded an extensive search and appointed the chief executive officer [Clare Reichenbach] of the James Beard Foundation.

The 2018 fiscal year saw increasing prominence of the Foundation's Impact initiatives. A notable example includes a grant from the Rockefeller Foundation to develop a food waste reduction curriculum *Creating a Full-Use Kitchen*, for culinary school instructors. We also launched Smart Catch, a program dedicated to promoting sustainable seafood across the country. Recognizing the potential of the culinary community to be powerful advocates, we further invested in our Chefs Boot Camp for Policy and Change, with nearly 200 chefs having received the training at the close of fiscal year 2018.

Against the backdrop of the #metoo movement, the Foundation took a leadership position in convening stakeholders across the culinary landscape to reflect on the issues at hand, and help shape the path forward for our industry. Building on the strength of our Women's Leadership Programs, last fall saw the launch of our Women's Entrepreneurial Leadership program at Babson College, which is designed to support more women at the business helm of the industry, and to help build a culture where all can thrive.

Increasingly, we are ensuring that all our events—both at the Beard House and across the country—embrace our values of sustainability and inclusion; with new protocols around composting, sourcing, and waste minimization, as well as initiatives to support increased diversity of all those participating.

In celebration of our 30th anniversary, we aired a James Beard Foundation documentary on ABC network, which garnered combined audiences of over 30 million people, broadening our reach and profile.

The Foundation's activities towards a better food world for all are underpinned by your generous support. Over 80 percent of revenues went into programming last year, and as we embark on the new fiscal year we thank you for helping us further deliver our mission to make America's food culture more delicious, diverse, and sustainable for everyone.

**CLARE REICHENBACH**
*Chief Executive Officer*

**FRED SEEGAL**
*Chairman of the Board*

# JBF by the Numbers

**320**

JBF programs and events that took place in 32 states and territories

**100**

Women, including students, recent graduates, and emerging business owners, from...

**33**

...states and territories received scholarships, stipends, and fellowships to support our goal of parity for women in the culinary industry

**33M**

People that experienced the history and programs through the JBF 30th Anniversary television special on the ABC network and related digital content

625

Chefs and restaurateurs who participated in national JBF Impact programs and partnerships, from advocating for greater equity in our food system, to educating customers on sustainable seafood options, to reducing food waste in their kitchens

1200

Chefs and culinary professionals who participated in JBF events and programs

30K

Food lovers across America who participated in JBF programs and events

3.95M

Pounds of seafood evaluated by JBF Smart Catch program, across 270 U.S. restaurants

*Top* Taste America All-Star, Ludo Lefebvre

*Bottom* The James Beard Foundation's Taste America: Austin chefs

**"Once when dining at Restaurant Nora, James Beard said to me 'Keep on doing what you're doing. You will see it will pay off. People will come around to appreciate what you are doing.' He was right about so many things, and he was right about that, too. And for that, I want to offer a truly, deeply-felt, if posthumous thank you to James Beard, himself."**

**Nora Pouillon, Restaurant Nora**
Upon accepting the 2017 JBF Lifetime Achievement Award

# Showcasing Culinary Excellence from Coast to Coast

For over three decades, JBF has adhered to the guiding principle of "chefs first." The past year has seen that devotion ascend to new heights, with chefs of every stripe and from every corner of the country participating in a wide spectrum of events. With a star-studded return to Chicago, the 2017 James Beard Awards highlighted the unique ways technology and media are now threaded throughout our culinary world. The James Beard House, the gastronomic "Mecca" of our community, hosted nearly 200 events featuring more than 400 chefs—painting a picture of the diverse American culinary landscape. The JBF Gala once again returned to the iconic Rainbow Room for a poignant tribute honoring the legacy of longtime James Beard Foundation president Susan Ungaro. Signature national events included Taste America®, the Celebrity Chef Tour, and Chefs & Champagne®, and all showcased both national and local culinary talents—bringing the breadth of James Beard's legacy to thousands across the country.

**"This is a game changer for women chefs and owners! I no longer feel like I am alone in my entrepreneurship, but have a network of skilled professionals to communicate with and learn from."**

**Amy Brandwein, Centrolina, Washington, D.C.**
JBF Award nominee and inaugural Women's Entrepreneurial Leadership fellow

# New Opportunities at Every Stage

The path to success in the culinary world is never a straight line. It requires flexibility, tenacity, and perseverance. The Foundation is dedicated to aiding the next generation of chefs along their respected paths. Whether through annual scholarship and financial aid awards for culinary school and professional training; mentoring and internship opportunities for chefs to gain hands-on experience working alongside established experts; or addressing equality issues among chefs and restaurants—the James Beard Foundation is leading the charge on behalf of our future culinary leaders.

Every year, we provide financial support to dozens of culinary students to help them kick-start or

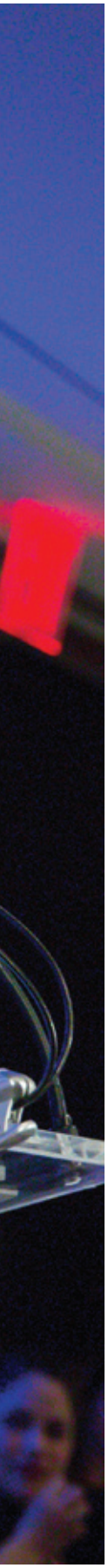
*Below* Nicole Gajadhar of Saxon + Parole and JBF culinary volunteers cooking at the James Beard House

*Right* Volunteer at the James Beard House

progress their education. In the 2018 fiscal year, we brought those efforts to new levels with the continuation of our National Scholars program. Ten scholars who aspire to leadership roles in food science, food studies, and business, as well as the culinary arts and hospitality were selected from across the U.S.—each receiving substantial awards of up to $20,000. As of 2018, the Foundation will have awarded nearly $8 million in financial aid to 2,000 recipients over the program's lifetime.

The needs of our community extend well beyond the culinary school doorstep. The Foundation has been working to address the inequity that persists among chefs and restaurants—notably for women. Our Women in Culinary Leadership (WCL) program continues to thrive in its sixth year and pairs emerging female chefs with top industry leaders for on-the-job intensive training. However, recognizing that only 19% of leadership roles in the industry are held by women, we pushed the needle even further with the launch of our Women's Entrepreneurial Leadership (WEL) program. In partnership with Babson College, 21 women chefs were selected as part of a week-long immersive fellowship, aimed at developing their skillsets to support strengthening their businesses and success in the industry.

Dan Barber recieved a 2017 Leadership Award for his work to reduce waste and create a sustainable dining experience.



**"By speaking up for those whose voices are seldom heard, JBF showed me that real and lasting change comes from joining hands with others doing important work around the globe, and trying to ensure that this most basic of human needs is filled for the least among us."**

**Asha Gomez**
James Beard Award nominee and Boot Camp alum

# Raising Our Voices Above the Rest

Throughout his life, James Beard never shied away from making his passion for a delicious and sustainable food world known to everyone he met. In fact, James Beard really stated it best when he said, "if we really believe in food, we must do something about it, for our voices should be raised above the rest." As an organization, we have embraced the passion of our namesake more fully than ever before. We are increasingly confident that the culinary community has an opportunity-and perhaps even a responsibility-to speak up on issues affecting our food system.

That responsibility lies at the heart of the Foundation's Impact Programs, a collection of chef-centered initiatives focused on establishing a more sustainable food system through education, advocacy, and thought leadership. The hugely popular Chefs Boot Camp for Policy and Change offered immersive policy advocacy training to 45 chefs over three different retreats—providing them the tools and confidence to make their voices heard on issues close to their hearts. The Leadership Awards recognized six game-changers who have made an impact in fighting for immigrant rights and promoting justice and equality in our food system. Meanwhile, we launched new programs targeted toward reducing food waste and promoting more sustainable seafood, through a new food waste training curriculum for culinary instructors and a restaurant menu assessment program called Smart Catch, respectively. As a result, chefs are taking a stand, raising their voices, and changing their practices on key issues that resonate from their restaurants to the steps of Capitol Hill.

**"Greens events really offer the best of all worlds: insider access to chefs and restaurants that everyone is buzzing about, the chance to mingle with other young food enthusiasts, and opportunities to experience tastes of the city's culture through interesting partnerships. I'm always quick to buy tickets as everyone wants in!"**

**Kristen Frank**
JBF Greens member

# Let's All Raise a Glass

The work we do to trumpet the achievements, artistry, and vision of America's food leaders is only possible with a diverse and dedicated audience that supports our mission. The Foundation's membership of 4,800 people spans every state and includes everyone from energetic and savvy food connoisseurs, to professionals steeped in the trade to members of the general public eager to be at the forefront of cutting-edge culinary experiences.

The JBF Greens—our program for food lovers under 40—achieved a landmark moment this past year with its expansion to Chicago. Over 2,000 people attended 30 Greens events during fiscal year 2018, learning about the James Beard Foundation at some of the hottest and most diverse venues in New York City and Chicago.

Meanwhile, our home-base at the James Beard House continues to receive the love and attention it so richly deserves, with regular decorative and maintenance updates to make sure our chefs and guests can enjoy every moment of their experience in the warmth of James Beard's former home

JBF Greens NYC Chinese New Year celebration at Rice & Gold

**The James Beard Foundation's mission is to celebrate, nurture, and honor chefs and other leaders making America's food culture more delicious, diverse, and sustainable for everyone.**

# Leadership

## LEADERSHIP

**Clare Reichenbach**
*Chief Executive Officer*

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**Kris Moon**
*Chief Operating Officer*

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**Katherine Miller**
*Vice President, Impact*

**Alison Tozzi Liu**
*Vice President, Marketing, Communications, and Editorial*

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Dermot Walsh
Linda Wohlman
Patrick Zemba

# Letter from the Chief Financial Officer/ Chief of Staff and Treasurer

Our Fiscal Year 2018 once again delivered a series of programmatic and fiscal successes for the James Beard Foundation, thanks to the contributions of our dedicated staff, enthusiastic Board of Trustees, and committed partners and supporters. The Foundation's Restaurant and Chef Awards ceremony was hosted for the third time in Chicago, where we look forward to celebrating through (at least) 2021. Our other signature programs contributed significantly to the Foundation's bottom line results, including: Beard House events showcasing the extraordinary talents of chefs from across the country, and our national Taste America and Celebrity Chef Tour events which feature the James Beard Foundation's programs in cities around the country.

The financial success of these programs, along with funding from targeted programmatic partnerships and grants, allowed our Impact programs to expand their scope, reaching a broader segment of the culinary community, and focusing greater attention on the important role of chefs and other food industry leaders in sustainability initiatives. Growing JBF revenue streams also helped support our increased investment in Women's Leadership programs and ongoing support of our Scholarship programs.

And, as always we continue to appreciate and rely on the generosity of supporters like you.

**MARILYN PLATZER**
*Chief Financial Officer and Chief of Staff*

**NANCY LUKITSH**
*Vice Chair and Treasurer*

*Left* Nancy Lukitsh, Vice Chair and Treasurer

*Right* Marilyn Platzer, Chief Financial Officer and Chief of Staff

# Statement of Financial Position

For the year ended March 31, 2018

| | 2018 |
|---|---|
| **Assets** | |
| Cash and cash equivalents | |
| Cash | $ 2,440,127 |
| Board restricted cash and cash equivalents | 500,000 |
| Grants and other receivables | 632,042 |
| Prepaid expenses and other assets | 816,350 |
| Property and equipment, net | 1,353,163 |
| **Total Assets** | **$ 5,741,682** |
| **Liabilities and Net Assets** | |
| Liabilities | |
| Accounts payable and accrued expenses | $ 680,275 |
| Mortgage note payable, net | 1,541,372 |
| Deferred revenue | 2,210,414 |
| Total Liabilities | 4,432,061 |
| Net Assets | |
| Unrestricted | 31,805 |
| Temporarily restricted | 1,277,816 |
| Total Net Assets | 1,309,621 |
| **Total Liabilities and Net Assets** | **$ 5,741,682** |

# Allocation of Expenses

- PROGRAMMING 81%
- MANAGEMENT / GENERAL 14%
- FUNDRAISING 5%

Audited financial statements available online at jamesbeard.org/financials.

# Statement of Activities

For the year ended March 31, 2018

| | Unrestricted | Temporarily Restricted | Total |
|---|---|---|---|
| Support and Revenue | | | |
| Out-of-house events and auctions | $ 3,500,354 | — | $ 3,500,354 |
| Awards event sponsorships and ticket sales | 3,192,992 | — | 3,192,992 |
| Contributions | 1,885,410 | 892,306 | 2,777,716 |
| In-house events | 1,769,735 | — | 1,769,735 |
| Educational program fees and grants | 1,649,730 | — | 1,649,730 |
| Membership fees | 586,212 | — | 586,212 |
| Program advertising and publications income | 95,119 | — | 95,119 |
| Dividend and interest income | 20,394 | — | 20,394 |
| Miscellaneous | 2,000 | — | 2,000 |
| Net assets released from restrictions— satisfaction of program and time restrictions | 1,088,140 | (1,088,140) | — |
| **Total Support and Revenue** | **$ 13,790,086** | **$ (195,834)** | **$ 13,594,252** |
| Expenses | | | |
| Program Services | | | |
| Scholarships | $ 711,242 | — | $ 711,242 |
| Education and Impact | 2,297,645 | — | 2,297,645 |
| Membership services | 212,739 | — | 212,739 |
| In-house events | 2,060,814 | — | 2,060,814 |
| Awards | 2,661,963 | — | 2,661,963 |
| Out-of-house events | 2,507,710 | — | 2,507,710 |
| Publications and communications | 701,759 | — | 701,759 |
| Total Program Services | 11,153,872 | — | 11,153,872 |
| Supporting Services | | | |
| Management and general | 1,921,481 | — | 1,921,481 |
| Fundraising | 779,255 | — | 779,255 |
| Total Supporting Services | 2,700,736 | — | 2,700,736 |
| **Total Expenses** | **$ 13,854,608** | — | **$ 13,854,608** |
| **Change in net assets** | **$ (64,522)** | **$ (195,834)** | **$ (260,356)** |
| Net Assets—Beginning | 96,327 | 1,473,650 | 1,569,977 |
| **Net Assets—Ending** | **$ 31,805** | **$ 1,277,816** | **$ 1,309,621** |

To request more information about this report, please contact

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**James Beard Foundation**
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JAMES BEARD FOUNDATION

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