



ROOTED
SANTA BARBARA

Take Root Campaign Fundraising Deck

Invest in a healthier community by helping
Santa Barbara County eat to thrive

A NUTRITION-RELATED HEALTH CRISIS

Optimal health is rooted in prevention. Science has established a direct link between food and chronic disease, yet diet-associated conditions persist as leading contributors to poor health and premature death, locally and beyond.

The Facts

- 60% of US adults have one chronic disease
- 40% of US adults have two or more
- 33% of all children and 50% of Hispanic children born in 2000 or after are estimated to experience type 2 diabetes in their lifetimes
- 80% of heart disease, 80% of type 2 diabetes, and 40% of cancers are estimated to be preventable with improvements in diet and lifestyle
- 95% of Americans do not meet the minimum RDA for fiber each day. Insufficient fiber is associated with leading causes of death.
- Chronic disease is the leading contributor to poor health in Santa Barbara County with cancer, heart disease, stroke, type 2 diabetes and Alzheimer's persisting as leading causes of death
- Ethnicity, income and education are the strongest indicators of health disparity for good health and well-being in our county
- Approximately 40% of local children are overweight or obese

** Sources: Centers for Disease Control, American College of Lifestyle Medicine, National Health and Nutrition Examination Survey, Cottage Population Health, Kids Data, Reynolds, et al.*



FOOD IS THE PROBLEM AND THE SOLUTION

A complex and overly burdensome environment shapes our access to food and our choices, making it difficult for families trying to navigate their best options - with the greatest burdens impacting our county's most vulnerable.

Healthcare prioritizes prescription over prevention, with health expenditures accounting for 18% of US GDP spending. (\$3.3 trillion)

86% of health expenditures are spent on treatment of chronic disease - 80% of which are largely preventable.

Less than 1% of medical school education hours are spent on nutrition training.

The US spends \$38 billion every year subsidizing meat and dairy while high consumption of calories from subsidized foods is associated with a greater probability of several cardiometabolic risk factors.

Treating obesity-related cardiometabolic diseases is estimated to cost from \$150 billion to \$300 billion per year, exceeding government spending on farm support or nutrition assistance programs.

80% of the \$14 billion/year spent by the food and beverage industry on advertising is used to promote fast food, sugary drinks, candy, and unhealthy snacks.

By comparison, the US Centers for Disease Control has only a \$1 billion budget for all chronic disease prevention and health promotion.

Food company marketing targets their least healthy products to children, teens and communities of color - these foods become the most desirable and most accessible.

Enough is enough. At Rooted, we know there's more we can do.

*Sources: American College of Lifestyle Medicine, UCONN Rudd Center for Food Policy & Health, American Institute of Economic Research, Siegal KR, et al.



"...Instead of preventing, we manage. Never cure, just mitigate. Why? Because of finance, culture, habit, and tradition. We have excellent tools for prevention, but we settle for risk-factor control with medications and other partial measures. While most individual financial interests are not well-served by prevention, many of us envision a world where trillions of dollars are not spent on medical care that should never have been necessary, but rather on infrastructure, environment, education, and advancing science."

Kim Allan Williams, MD, Sr., MACC, FAHA, MASNC, FESC
Past President, American College of Cardiology
Editor in Chief, International Journal of Disease Reversal and Prevention
Keynote Speaker, 2020 Healing the Heart: Second Annual Cardiology Symposium of the
Central Coast presented by The Heart & Vascular Center at Cottage Health



EATING OUR WAY TO BETTER HEALTH

The number one cause of death in America is the American diet - that's the bad news. The good news is there's more we can do as a community to improve health outcomes throughout our county through the power of food.



LOWER RISK

Plant-based diets lower heart disease risk factors, for a variety of populations, by lowering triglycerides, improving weight, and controlling hypertension, insulin, inflammation and oxidative stress.



GREATER BALANCE

A whole food plant-based diet offers a safe and effective way to improve blood sugar control and insulin sensitivity to reduce risk and improve treatment for type 2 diabetes.



FEWER SYMPTOMS

Diets high in plant-based foods have beneficial effects on symptoms of autoimmune diseases.



FUTURE PROTECTION

Evidence demonstrates that eating a variety of whole plant foods protects cells from damage and helps lower risk for many common cancers including breast and many digestive cancers.



With 80% of chronic disease estimated to be preventable through plant-predominant eating patterns and other healthy lifestyle factors, every time we eat it is an opportunity to prevent or promote disease. Dietary patterns that emphasize fiber and nutrient-rich whole plant foods like fruits, vegetables, whole grains, legumes, nuts and seeds have the power to significantly lower rates of chronic disease and promote overall health.

LONGEVITY HAPPENS IN ENVIRONMENTS THAT FOSTER LONGEVITY

Eat more plants, prevent more disease - it sounds simple, right? Yet our society, environments, institutions, and food systems are built to support the standard American diet (SAD). We need to systematically and thoughtfully alter these systems from within to catalyze change on a meaningful scale.

We're mobilizing a culture of health in Santa Barbara County where the **healthy choice** becomes the **easy and common choice** through a coordinated network of accessible, science-backed programs and system-changing partnerships focused on supporting those with the greatest barriers to good health and the healthcare, food and direct services that support them. We do this through **nutrition and food-skills education and training programs** and resources for:

- Healthcare professionals and community health workers
- Direct service and food organizations
- Businesses and their employee communities
- Individuals and families

It's not enough to educate individuals and families if our environment fails to support putting that knowledge into action. When our whole community is equipped with the knowledge, know-how, encouragement, and community support to confidently make meaningful habit changes, generations of families can be empowered to take a leading role in their long-term health.



A COLLABORATIVE HUB FOR FOOD AND HEALTH

We equip community members and those who shape our health and food environments with the knowledge, tools and support to combat chronic disease and improve health with plant-based nutrition.

Here's how we work:

TRAIN THE TRAINERS

Equip the healthcare community with the knowledge, resources and support to prioritize preventive health and nutrition in patient-care

COMMUNITY PARTNERS

Key nonprofit and community partnerships advance health equity, justice, and resilience regionally through plant-based nutrition education

WORKFORCE PARTNERS

Employee wellness programs and training integrate nutrition concepts into the fabric of our community and promote a productive, healthy workforce

INDIVIDUALS & FAMILIES

Bilingual, accessible educational resources, go-at-your-own-pace virtual learning, and clinical and community-based nutrition and food skills basics programming build confidence in behavior change and sustainable habits.

TAKE ROOT CAMPAIGN

Invest in a community that fosters generations of vibrant, healthy families.

Campaign Goal: \$500,000

PHASE 1:

Program expansion for Rooted's rapidly growing **healthcare training** and **nutrition-centered programs and partnerships**.

Goal: \$150,000

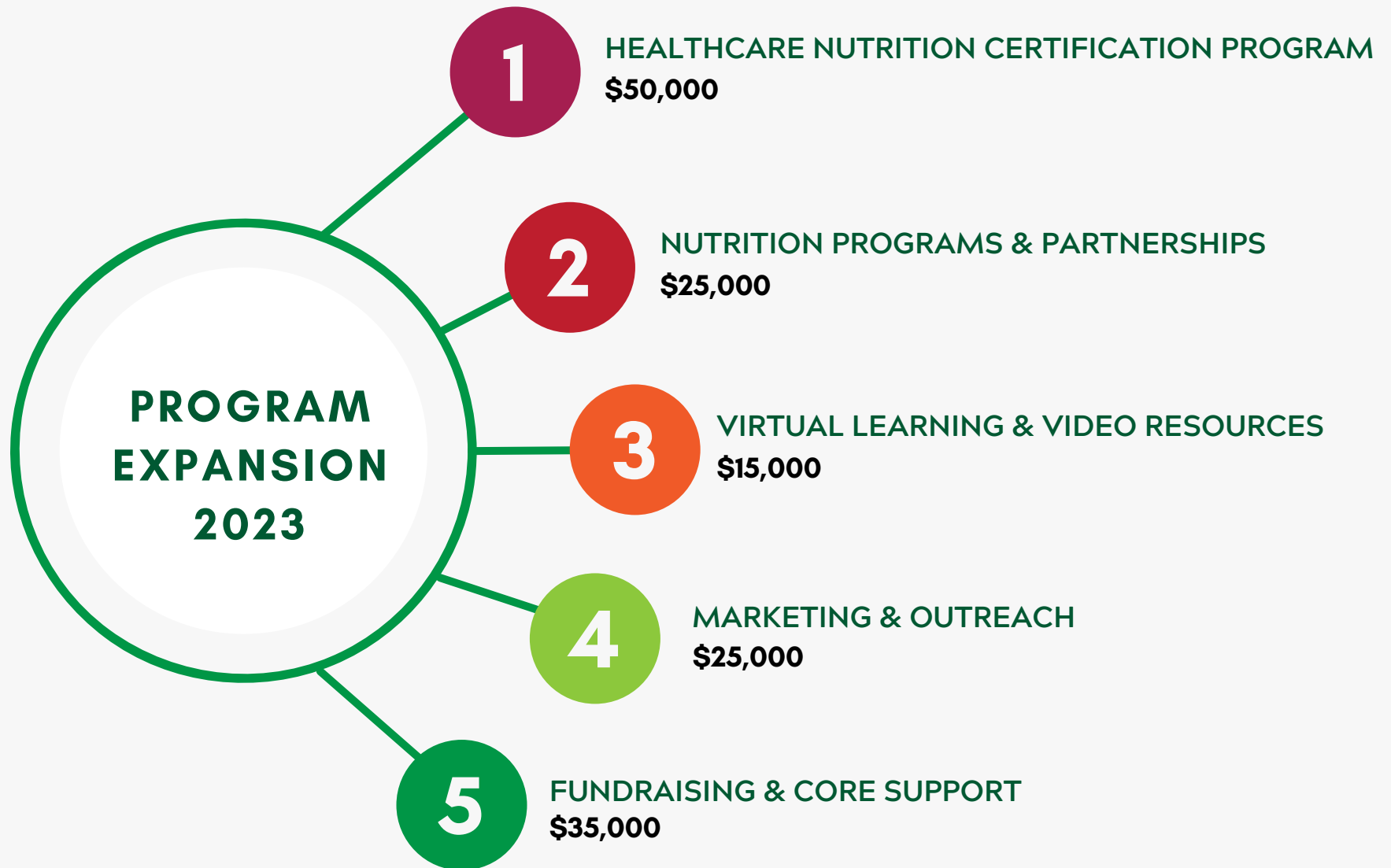
PHASE 2:

Seed funding for infrastructure development to implement our **long-term business model** design, **hire staff**, establish a home base with a **teaching kitchen**, and launch our organization from our volunteer-powered fiscal sponsorship to an **independent 501c3**.

Estimated goal: \$350,000

**We're committed to transforming the health of our community.
With your investment, we can mobilize deep-rooted change.**

TAKE ROOT CAMPAIGN: PHASE 1



Details for Phase 2 (2023-2024) of the campaign will be announced in the first quarter of 2023 following the completion of Rooted's long-term business model design.

ESTIMATED BUDGET AND MILESTONES



TAKE ROOT GIFT TABLE

You Can Help Us Meet Our Goal

The Take Root Campaign is an inclusive community fundraisig effort where every size gift makes an impact. Significant leadership gift support is needed to take larger strides forward and meet our goals.

Gift Amount	# of Gifts Needed	# of Prospects Needed	Donation Totals	Percentage of Fundraising Goal
Up to \$99	50	250	\$2,000	<1%
\$100 - \$249	30	150	\$4,000	<1%
\$250 - \$499	20	100	\$5,000	1%
\$500 - \$999	15	75	\$9,000	2%
\$1,000 – \$4,999	10	50	\$20,000	4%
\$5,000 - \$9,999	7	35	\$60,000	12%
\$10,000 - \$49,999	5	25	\$150,000	30%
\$50,000+	4	20	\$250,000	50%
Totals:	141	705	\$500,000	100%

JOIN OUR HEALTH MOVEMENT: GIVE TODAY!



Turnip the Beet Society - Major Donors

Donations by individuals, foundations, and corporations of \$5,000, \$10,000, \$25,000, \$50,000 or more places you in the **Turnip the Beet Society** as a leader in building and growing Rooted Santa Barbara County's nutrition and food literacy opportunities and system-bending movement.

Donors in the **Turnip the Beet Society** are acknowledged as major donors in digital and printed publications, select special event recognition, and curated opportunities.

Donations and recurring giving can be easily set up at RootedSantaBarbara.org/donate or contact us at invest@rootedsantabarbara.org for more information or to make a pledge or stock donation.

Nonprofit and Corporate Partnerships



Event sponsorships, grants, or hiring Rooted to bring employee wellness or partnered programs to your organization directly supports our mission. Let's work together to advance our community's health in a way that works for you.

TURNIP THE BEET SOCIETY & DONORS \$1K+

Total Giving as of November 2022

\$50,000+



\$5,000+

George Ayoub, PhD
Emma and Dave Malina
Ginger Salazar and Brett Matthews
Santa Barbara Foundation
Beth and Will Skidmore
Williams-Corbett Foundation

\$1,000+

Getta and Ron Dolinsek
Yvette and Jeff Giller
Beth Prinz, MD

“We are thrilled to be a part of Rooted Santa Barbara County’s growth. We share a common vision for how food can be a significant driver for change in our community’s health. Their work will help ensure nutrition and food skills education is accessible and empowers our healthcare community and community members alike.”

Yvette Birch Giller, Executive Vice President of the Mosher Foundation

OUR PARTNERS

Rooted Santa Barbara County is a trusted partner to these local and national organizations as a collaborator, consultant and contractor. Our partner list is evergrowing:

COMMUNITY PARTNERS



NATIONAL PARTNERS



T. COLIN CAMPBELL
Center for Nutrition Studies

Together, we are empowering our community to take a leading role in their health through plant-forward lifestyles to build health equity and resilience county-wide.

ROOTED SANTA BARBARA COUNTY'S LEADERSHIP

BOARD OF DIRECTORS

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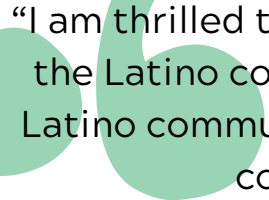
COMMUNITY & NATIONAL ADVISORY COUNCIL

Community:

Jody Boyman • Merryl Brown • Yvette Giller • Justine Hamilton • Angela Manavella
Ernesto Paredes • Pedro Paz • Ginger Salazar • Brett Matthews • Tina Wood

National:

Mark Oliver • Chrissy & JD Roth • Martin Tull




“I am thrilled to join Rooted in creating a lasting impact in our communities, and specifically the Latino communities that don't often have access to plant-based diets. Supporting the Latino community in Santa Barbara County with plant-based nutrition education is a way to connect with ancestral knowledge and honor their eating patterns.”

Mary Conneely, Promotores Coordinator, Diabetes Educator & Community Health Advocate

“Rooted takes an innovative approach to disease prevention by working to incorporate plant-based foods into treatment plans and prevention tools through our healthcare system. They collaborate with the community to make whole food plant-centered eating education accessible to everyone in Santa Barbara County.”

Lacey M Baldiviez, PhD, Chief Impact Officer, Foodbank of Santa Barbara County

“There are a lot of organizations that have good ideas but can't seem to get off the ground. Rooted's authentic leadership and clear vision is why they've been so successful. They have been strategic in building a strong foundation with incremental growth, which gives them a strong start.”



Jackie Carrera, Santa Barbara Foundation President & CEO



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Thank you!

Rooted is mobilizing Santa Barbara County to grow health equity and resilience through whole food plant-based nutrition education and support. We are a fiscally sponsored organization of the Santa Barbara Foundation, a 501c3 non-profit charitable organization.

To learn more, visit our Invest in Community Health page at RootedSBC.org/Invest-in-Community-Health where you can find more on our work and vision, including our:

- Strategic Plan Visuals
- Case for Support
- Program and Partnership Milestones - and more!

To support the Take Root Campaign, visit RootedSantaBarbara.org/donate or contact us at hello@rootedsantabarbara.org.

Rooted Santa Barbara County
PO Box 91227 | Santa Barbara, CA 93190