



# Invest in Community Health

## Support the Take Root Campaign



Putting food is medicine into practice so our whole community can eat to thrive!

### **We believe healthy food is healthcare – and everyone deserves a seat at the table.**

Rooted equips our community and local care teams to prevent and address chronic disease through food literacy programs that put food as medicine into practice, honoring personal wisdom and cultural wealth so our whole community can eat to thrive.

#### **Why We're Taking Root:**

- Nearly **30% of households** in our region face food and healthcare insecurity.
- 70% of leading causes of death are tied to **chronic diseases that may be preventable** or manageable with nutrition and lifestyle support.
- A staggering **97% of people don't get enough fiber**—yet fiber is one of our strongest defenses for gut, metabolic, and heart health.
- Meanwhile, many in our community **experience increased barriers to health** and most healthcare providers receive **less than 1% of their training** in nutrition.

**Fiber-forward nutrition** can improve prevention, treatment and in some cases even reverse many chronic diseases—but most people still don't have access to the education, support, or resources to use it. Rooted is stepping into that gap—**addressing barriers and bridging health equity**, cultural respect, and evidence-based nutrition and lifestyle medicine with ways to put it into practice.

**Nutrition has been the missing link in healthcare**—underfunded, underutilized, and inaccessible for many. As understanding grows, so does demand for Rooted's programs and partnerships to make Eat to Thrive support accessible to everyone.

#### **What Your Investment Supports:**

- **Expand bilingual, culturally centered programs** in neighborhoods and communities most impacted by chronic disease and barriers to health.
- **Equip local doctors, nurses, community health workers**, and social service teams with nutrition and lifestyle tools to integrate into care and services.
- **Build practical, accessible tools** that help our neighbors enjoy and add more fiber-rich, plant-forward foods.
- **Sustain and deepen partnerships** with a range of direct service and healthcare partners, embedding eat to thrive approaches into systems that already reach people.



Learn how you can invest in our movement at [RootedSantaBarbara.org/invest-in-community health](https://RootedSantaBarbara.org/invest-in-community-health) or contact us at [invest@rootedsantabarbara.org](mailto:invest@rootedsantabarbara.org).



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### Why Now?

- Chronic disease burdens are rising, and prevention must be a priority.
- Communities with higher barriers have been left out of effective nutrition-based care.
- The window for prevention is now – supporting Rooted means reducing future suffering, putting more life in years, and lowering health costs.

Our program evaluations show measurable outcomes—participants report increased knowledge, healthier eating behaviors, and a ripple effect across families and communities. We're ready to expand that impact across Santa Barbara County.

### How You Can Help Us Take Root

- **Make a gift** – donate today or pledge multi-year or recurring support
- **Become a champion** – host fundraisers, convene friends, share the message
- **Partner with us** – clinics, schools, employers, or community organizations
- **Advocate** – help normalize “food as medicine” in local and health policy arenas

We've grown from an engaged community collaborator into a **trusted local health resource**. With your support, **we're ready to take the next step** – becoming an independent 501(c)(3) and investing in the staff and programs that allow us to **respond proactively, expand equitably**, and make lasting impact across our county. The Take Root Campaign will establish consistent program delivery as well as core operations, providing the stable foundation needed to implement our long-term business model and grow sustainably. **Let's take root together.**

### *Ways Your Investment Takes Root*

**\$1,000** – Provides supplies, materials, and fiber-forward foods for a series of programs that help families practice and eat to thrive at home.

**\$5,000** – Funds an Eat to Thrive Jumpstart series that builds knowledge, skills, confidence, and connection for lasting health.

**\$10,000** – Supports patient and provider workshops and tools in a clinic setting that brings food-as-medicine into everyday care.

**\$25,000+** – Invests in the staff and systems that expand programs, strengthen partnerships, and reach underserved communities across the County.



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