



Dear Friend,

We're thrilled to invite you to **Kale Disco** on **Friday, April 10, 2026**, from **5:30–10:00 pm** at the **Community Arts Workshop in Santa Barbara!** A disco-inspired dinner and fundraiser, we'll celebrate Rooted's work to transform health through food literacy and food-as-medicine practices so our whole county community can **Eat to Thrive**.

We invite you to **join us as a Kale Disco sponsor** for an evening of groovy music, sparkling plant-based dining, dancing, and collective action in support of a healthier, more equitable Santa Barbara County. We're also proud to present the **2026 Roots to Reach Honoree Award to the Eastside Branch of the Santa Barbara Public Library**, recognizing their outstanding partnership and community leadership in connecting families to knowledge, resources, and opportunities that foster lasting health and belonging.

As we celebrate the **vibrant spirit of our community**, we invite you to join hands with us to do good together. Proceeds from Kale Disco will expand our Eat to Thrive education programs, strengthen our organizational capacity, equip local leaders and care teams, and deliver culturally resonant, fiber-forward nutrition education so our neighbors can better prevent and manage chronic disease and feel their best.

As Rooted marks our 6th anniversary, we're proud to partner with healthcare providers, educators, and direct-service organizations to make food literacy, food as medicine, and evidence-based lifestyle practices part of everyday health. In recent years, we've launched our **Eat to Thrive / Comer Para Prosperar Nutrition Jumpstart** and **Train-the-Trainers** programs, expanded bilingual nutrition and food-skills education, and supported neighbors and care teams across the county facing the greatest barriers to good health.

Working with clinics, schools, libraries, and community organizations, we ensure every neighbor has access to the knowledge, opportunities, and tools to thrive — through joyful, culturally resonant approaches that honor each person's background, income level, and starting point. We're a stronger community when we're all healthy.

To learn more about **sponsorship opportunities and join us for the Kale Disco**, please contact us at hello@rootedsantabarbara.org and visit RootedSantaBarbara.org/Events. With your support, we'll keep Santa Barbara County *stayin' alive* — and thriving!

In community,

Beth Skidmore, Chair/Executive Lead
Rooted Santa Barbara County

Fred Kass, MD, JD, Board Member
Rooted Santa Barbara County



Kale Disco Sponsorship Opportunities

Platinum Plantain - \$15,000

- **Sparkle through the evening** with twelve event tickets, premier seating, lead recognition on-site, across social media, and in press releases. Plus, dial up the flavor in a private food or cooking experience for twelve (on a mutually agreed date) — all while fueling Rooted's mission to advance a healthier, more equitable community!

10 Carrot Gold - \$10,000

- **Own the dance floor** with ten event tickets, preferred seating, lead recognition on-site, across social media, and in press releases. Plus, dial up the flavor in a private food or cooking experience for ten (on a mutually agreed date) — all while fueling Rooted's mission to advance a healthier, more equitable community!

Kale Night Fever - \$5,000

- **Boogie your way** to top billing with eight event tickets, lead recognition on-site, across social media, and in press releases — all while fueling Rooted's mission to advance a healthier, more equitable community!

Turn the Beet Around - \$2,500

- **Turn up the beat** with six tickets and special recognition at the event, on social media, and in press releases. Groove for good—and help bring healthier living within everyone's reach

Groovy Greens- \$1,000

- **Keep the groove alive** with four tickets and special recognition at the event, on social media, and in press releases

Lettuce Boogie - \$500

- **Shimmy your way in** with two tickets and special recognition on social and in press releases

Boogie On - Individual Tickets - \$200

Ready to sponsor? Visit RootedSantaBarbara.org/Events or email hello@rootedsantabarbara.org. You may also mail sponsorship contributions to **Rooted Santa Barbara County, PO Box 91227, Santa Barbara, CA 93190**. To learn more about Rooted and our impact, visit RootedSantaBarbara.org/Invest-In-Community-Health.



Kale Disco Honorary Committee

Gary Clark
Yvette Giller
Robbie Gluckson
Karla Gonzalez
Geoff Green
Armando Martinez
Ernesto Paredes
Ginger Salazar and Brett Matthews
Eryn Shugart
Cara Silva

Special Events & Major Gifts Committees

George Ayoub
Martha Donelan
Fred Kass
Liliana Melero
Eryn Shugart
Lori Tremer-Huey

Special Events Partner: eji events co.

Rooted Santa Barbara County Board of Directors

Beth Skidmore, MSACN, Chair
George Ayoub, PhD, Vice Chair
Lori Tremer-Huey, Treasurer
Vanessa Atyabi, DNP, FNP-BC
Fred Kass, MD
Emma Malina
Liliana Melero
Jenifer Swartzentruber, RD



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**.



Invest in Community Health

Support the \$1 Million Take Root Campaign



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

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 \$1M Take Root Campaign will establish two years of program delivery and core operations, providing the stable foundation needed to implement our 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.



Join us!

Learn how you can invest in our movement at
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or contact us at **invest@rootedsantabarbara.org**.






Plant-Forward Nutrition with Rooted Santa Barbara County

Bilingual Program Provides Practical, Culturally Relevant Education on Feeling Better and Living Longer



By [Izadora Hamm](#)

Thu Oct 16, 2025 | 8:31am

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A recent class hosted by Rooted Santa Barbara County | Credit: Courtesy

Tucked away in a classroom at the Eastside Branch of the Santa Barbara Public Library, neighbors gathered to eat, learn, and explore the power of what they call plant-forward nutrition.

Nonprofit [Rooted Santa Barbara County](#) has just launched Eat to Thrive/Comer Para Prosperar — a free, bilingual “Jumpstart” program.

“The goal of the program is to be a four-week hands-on experience for community members that builds health through cooking culture and practical nutrition tools,” said Beth Skidmore, Rooted’s chair and executive lead.

After the first cohort of classes in English received overwhelming positive feedback, the second version launched in September during Hispanic Heritage Month.

A recent class brought together around 20 participants for a Spanish-language session focused on fiber-rich foods. Neatly arranged tables displayed recipes, nutrition facts, and images of fiber-packed ingredients. Education Lead Mary Galindo, RD, explained the importance of food choices while serving a meal of lentils and bruschetta-style tomatoes.

"I developed a curriculum designed to create positive, enjoyable experiences around food, emphasizing community and curiosity for trying new fiber-rich foods," Galindo said. "The goal is to provide nutrition education that reduces barriers to healthy eating by offering realistic, practical options for every situation."

Galindo highlighted properly balanced meals, emphasizing ideal portions of protein, carbohydrates, and fats, along with the importance of water intake and fiber. It's easy to make mindful choices when you know what to look for, she explained.

Out of the ideal daily intake of 25 grams of fiber, did you know that half a cup of black beans gives you almost half that? No one in the audience knew, me included.

"This program grew out of a single-session class held earlier this year, after which participants requested we return," Galindo said. "Fortunately, we were able to offer our curriculum during Hispanic Heritage Month. It's been wonderful to weave in traditional cultural foods alongside a variety of other flavors, helping participants truly enjoy their meals."



Catalina Morancey, the library's Spanish outreach coordinator, helps bring culturally relevant programs such as Eat to Thrive/Comer Para Prosperar to accessible community spaces. Coordinating logistics and promoting audience engagement is key.

"Some people learn by experience. Once you have the knowledge, it's up to you how you use it," Morancey said. "The impact has been so strong for the Hispanic community. It's great to see how people are understanding the benefits of nutrition."

Whole-grain pita, hummus, cabbage salad, and pears were prepared and offered to guests. Participation was high, questions flew across the room, and gasps of surprise punctuated new nutritional discoveries. Galindo's gregarious energy was infectious, promoting an environment of curiosity and a desire to learn more.

For many families, cooking home meals every day is a challenge — especially with rising grocery prices, particularly for produce. Who has time to worry about fiber when all you're focused on is making sure everyone is fed?

This is where Galindo thrives.

"We address common myths, like the idea that frozen foods aren't healthy — and emphasize that fiber [can be] accessible to everyone," Galindo said. "For those with limited food access, we connect them to resources like the Santa Barbara Foodbank. Our recipes are quick, simple, and require little cooking experience."

It doesn't need to be intimidating. Programs like Rooted S.B. County understand the stigmas around nutrition and aim to turn around that conversation.

"It's really about creating a space for community conversations around health, food barriers, and making meals that people enjoy and are meaningful to their families," Skidmore said.

For the remainder of October, the program will be hosting weekly cooking and nutrition classes for Santa Maria High School Parents. They'll also resume a webinar series with Savie Health on the role of lifestyle medicine in honor of Breast Cancer Awareness Month.

"This program has been a joy, allowing me to connect with the community with curiosity and enthusiasm, and to witness strangers come together and build their own community through food exploration," Galindo said. "I leave each class filled with gratitude and happiness, knowing I've shared information and experiences that truly make a difference."

