I pledge from this day on, to eat healthier; to substitute one junk food for either a vegetable or a fruit; to be more active and exercise with my spare time; to choose my food and not let my food choose me.

Today I can, today I will, today I pledge
A Letter From The Executive Director

In September of 2012, I assumed the reins of leadership at Food Desert Action (FDA). I inherited an organization that has all the discipline and maturity that come from good parenting. The founders, Sheelah Muhammad, Jeff Pinzino, and Steve Casey, brought their entire selves to the work of birthing Food Desert Action. Most of the important aspects of organizational infrastructure were complete or in process when I walked through the door. For their diligence and commitment to this powerful idea, I express my heartfelt gratitude. We would not be here today without them.

Coming into the organization, I knew the work would be important. Food Desert Action, through time and chance, has found itself at the avant-garde of a culture shift around healthy food access. In many circles around the country, our model is the accepted standard in addressing food access problems. National discussions on affordable health care, obesity in general, and childhood obesity in particular highlight the desperate need for good food. It is abundantly clear that something so doing, create lasting change. We are on the hunt for new vegangelists (fruit and vegetable evangelists) to bring practical knowledge about healthy eating that has mass appeal. Our hope is to work with everyone interested in seeing poor communities eat well and by so doing, create lasting change. We are on the hunt for partners, this is the second wave, and I see it as some of our most important work!

Executive "Vegangelist"

Julian J. Champion

This first annual report shows FDA’s many accomplishments of 2012. We have customers, funders, political and community support, and the general good will of an entire city. Our good work has also offered a revelation: access to good food, absent an education about good food, is like a ball without a bat – you only have half of what you need to start the game! Fresh Moves, our mobile market project, has captured the hearts and imaginations of people all over the country. There is something empowering about seeing our two (soon to be three) city buses filled with good food advancing like a mighty army into desperate communities.

Fresh Moves represents a real solution to a very real problem. However, this remains part of our organizational story. Our plans involve crisscrossing the city of Chicago with vegangelists (fruit and vegetable evangelists) to bring practical knowledge about healthy eating that has mass appeal. Our hope is to work with everyone interested in seeing poor communities eat well and by so doing, create lasting change. We are on the hunt for partners, this is the second wave, and I see it as some of our most important work!

Executive "Vegangelist"

Julian J. Champion

A Letter From The Board President

I am honored to serve as Board President of Food Desert Action (FDA) and, for the past four years, as a partner and co-founder in our contribution to the eradication of Chicago’s food deserts.

Our Board of Director’s goals for 2012 were simple – bring measured growth and stability to our project, Fresh Moves, and grow the parent, FDA, by hiring an executive director. We achieved these goals with the help of the City of Chicago and Mayor Rahm Emanuel’s donation of two CTA buses to start our expansion to the South Side of Chicago and by hiring Julian Champion, our first executive director. As with all milestones, these provide a moment to reflect on our beginnings, chart our amazing progress, and look ahead to our steadfast course forward.

As I reflect upon the year, I must honor and thank my fellow co-founders Jeff Pinzino and Sheelah Muhammad. None of this journey would have been possible without their individual and collective contributions. Their diligent efforts are a testament to the principle of shared leadership – collaborative team leadership instead of one appointed leader – bolstered with a blend of community organizing and relationship management. Without Jeff and Sheelah’s tireless efforts, there would be no beginnings to reflect upon.

A huge THANK YOU must also be given to the dedicated and amazing Fresh Moves staff, the community, and, most of all, our highly supportive funders. Without their distinct, necessary, and intertwined contributions, our course would have been stunted.

To measure the progress of this organization is to measure the progress of our city and nation in addressing food insecurity. The creation of our mobile market concept may be characterized as a game-changer within a growing movement. It cannot, however, be sustained on a long-term basis without a keen eye toward managing a balanced community/business/health perspective.

As Board President, I believe one of my roles, perhaps my main purpose, is to challenge our organization to do more to address this seemingly unsolvable yet simple issue. Dually important is the cultivation and nurturing of our relationships with a growing list of innovative supporters poised to sustain our endeavor. Clearly there is more to do. The food environment does not yet adequately yield healthy dietary options within low-income communities of color across this city and nation. And that simple fact makes a compelling case for our course forward.

With the continued and newly developed support of our allies, patrons, and Board, Food Desert Action will continue to foster its mission and leadership as we strive together to make Chicago a healthier city for all of its citizens.

Steve Casey
Board President
Fresh Move Facts:

1. Center for Disease Control cites lack of healthy food access as a cause of the national childhood obesity epidemic.

2. Nearly two out of every three children in heavily minority community areas are overweight or obese.

We have two Fresh Moves buses traveling through Chicago’s food deserts.

The total number of children in the food desert today could fill to capacity 2,484 school buses. That’s a lot of children. And it’s a lot of school buses, too! If all of these buses lined up bumper-to-bumper, they would stretch for 17 miles.
From beginning to the present, it’s been a journey.

July 2006
A widely read report by researcher Mari Gallagher identifies key neighborhoods in Chicago without access to groceries and popularizes the term “food desert.”

September 2007
The report inspires founders Steve Casey and Jeff Pinzino to form Food Desert Action. They are later joined by Sheelah Muhammad.

March 2008
Food Desert Action teams up with Goodcity Chicago to obtain nonprofit status.

December 2009
Architecture for Humanity designs the bus retrofit for Fresh Moves Mobile Market use.

August 2010
The CTA sells Food Desert Action a used transit bus for $1, demonstrating its support for this innovative initiative.

November 2010
The first Fresh Moves bus is ready for action.

May 2011
Fresh Moves rolls out in North Lawndale and Austin, bringing much-needed fresh produce to both communities.

October 2011
Fresh Moves Mobile Markets win the 2011 Chicago Innovation People’s Choice Award.

December 2011
Sales reach $32,715 and Food Desert Action secures key financial support from JP Morgan Chase Bank.

June 2012
Chicago Mayor Rahm Emanuel and U.S. Department of Agriculture Secretary Tom Vilsack join in announcing the launch of a second Fresh Moves bus with a second donated CTA bus and USDA funding. This Mobile Market will serve Chicago’s South Side food deserts.

July 2012
Time Magazine writes about Food Desert Action, bringing national attention to the organization and its cause — to water the urban food deserts with fresh fruits and vegetables.

October 2012
Coyote Logistics sponsors launch of third Fresh Moves Mobile Market bus.

September 2007
Food Desert Action hires its first Executive Director, Julian J. Champion.

December 2012
Annual produce sales reach $61,524.
Food Desert Action’s Fresh Moves Mobile Markets have been an oasis in Chicago’s food deserts since May 2011. With CTA buses strategically redesigned to create a produce store on wheels, we bring fresh, affordable, and nutritious food choices into neighborhoods where these foods are not already for sale.

Food Desert Action was founded by social innovators Steve Casey and Jeff Pinzino in 2007 as a response to clear research identifying much of Chicago as food deserts—low-income neighborhoods where Chicagoans have to travel more than a mile to get to a full-service grocery store. “We’re a 365-day solution to a massive problem we see in Chicago,” says Steve. “Lack of access to fresh food is compromising the futures of adults and children across the city and nation.”

Goodcity Chicago quickly joined in supporting the nascent organization, our founders convinced the CTA to donate a vehicle, and Architecture for Humanity redesigned the bus for its new use as a store on wheels.

Today Food Desert Action has two buses; one launched May 2011 to serve the West Side and the other, added late 2012 with support from Chicago Mayor Rahm Emanuel and the USDA, for the South Side. They each have 18 route stops per week and make an average of $1,200 in sales per week to children looking for snacks, seniors who want to buy groceries for their homes, and anyone who is curious about eating healthy.

As we continue to establish our operations, we are using Fresh Moves’ high visibility in the community to work with educational partners and build a network of knowledge-sharing. We plan our route stops with neighborhood organizations, health centers, senior centers, and schools. By partnering, we reach more people.

Fresh Moves sells more than 40 different types of fresh produce—plums, strawberries, grapes, okra, greens, turnips, and more. Sandra Lyle, resident service coordinator at Elizabeth Wood Apartments, is excited to be a route partner. She explained, “Our resident seniors really enjoyed having Fresh Moves Produce Market brought to the site. The fruits and vegetables were of good quality and reasonable prices. The staff was friendly and respectful to the residents. We would like to be scheduled every month.”

At the Fresh Moves Mobile Markets, our mission is to educate first, make a sale second. Sales staff talks with customers about fruits and vegetables that are new to them, helping them learn their benefits, and how to store and prepare them when they get home. This way, we create a market for our products and help everyone to make healthier food choices.

The Good Food Movement

What is a Food Desert

A large geographic area that has no or distant access to mainstream grocery stores—a place where people can support a healthy diet on a regular basis.

-Mari Gallagher Research & Consulting Group

Food Desert Action Mission

To end food deserts in Chicago by bringing fresh and affordable produce to these communities and educating residents about healthy eating.

What is a Food Desert

A large geographic area that has no or distant access to mainstream grocery stores—a place where people can support a healthy diet on a regular basis.

-Mari Gallagher Research & Consulting Group
In June 2012, Chicago Mayor Rahm Emanuel and U.S. Department of Agriculture Secretary Tom Vilsack joined in announcing the launch of a second Fresh Moves Market constructed on the back of yet another donated CTA bus and $45,000 in USDA funding. This move was just the latest contribution from the City of Chicago. Fresh Moves Mobile Markets had already received a donated CTA bus and spare parts.

Commissioner Bechara Choucair of the Chicago Department of Public Health explained, “Mayor Emanuel is determined to keep his campaign promise to eliminate so-called urban food deserts. This involves not just attracting chain supermarkets to underserved neighborhoods, but promoting community gardens, farmers markets and kiosks, and mobile delivery such as Fresh Moves, which added a second converted CTA bus and, with city help, may add a third and fourth.”

The new Fresh Moves Mobile Market began serving Chicago’s South Side food deserts in November 2012.

Spenecer Technology Academy, a public elementary school located on West Fulton Avenue, is a loyal partner of Fresh Moves. Antonique Fernandez, an eighth grade student in Mr. King’s classroom, expressed her commitment to healthy choices when she wrote her very own health pledge for Fresh Moves:

“I pledge from this day on, to eat healthier; to substitute one junk food for either a vegetable or a fruit; to be more active and exercise with my spare time; to choose my food and not let my food choose me. Today I can, today I will, today I pledge.”

Through Food Desert Action’s nutrition education outreach at Spencer, we have been able to get to know Antonique a little better. She enjoys making healthy choices and feels it is important to eat healthy to “feel better.” Antonique looks forward to the Fresh Moves bus coming every Thursday. “I buy stuff like grapes, apples, strawberries, and oranges,” Antonique explains excitedly. Antonique knows it is important to have access to fresh fruits and vegetables. She says, “I see kids eating hot [potato] chips and stuff, and that’s not good.” Antonique hopes Fresh Moves can continue to visit Spencer.

Coyote Logistics, a Chicago-based national transportation and logistics company, has jumped on the bus. Through a three-year commitment, Coyote is funding the retrofit of a third donated CTA bus and providing $54,960 in philanthropic donations and volunteer hours to the launch and operations of what will be the third Fresh Moves Mobile Market. The bus will serve the Near Northwest neighborhoods of Humboldt Park and Logan Square, visit the Green Exchange where Coyote is headquartered, and be available to food desert communities on the far South Side of the city as well.

Food Desert Action’s mission aligns with Coyote’s social responsibility mission. “Coyote believes in Fresh Moves, their mission, and their leadership. We pride ourselves on being an innovative company and we believe Fresh Moves is a pioneering way to address a challenging issue that has plagued the City of Chicago for years,” said Coyote’s Director of Social Innovation Matt Catanzarite.
Local institutions host our route stops

Academy Square Apartments  Legacy Charter Academy
Ada S. Dennison McKinley Apartments  Les Finch Learning Center
Alpha Towers  Lincoln Perry Apartments
Archer Senior Courts  Mahalia Jackson Apartments
Auburn Commons  The Martha Washington
Austin and North Lawndale Farmers Markets  Matthew Manor
Bethel New Life  Maudelle Brown Bousfield
Better Boys Foundation  Metropolitan Family Services
Britton Budd Apartments  New Pingah Haven Homes
Brunson Elementary School  North Washington Park Manor
Cambridge Manor  Oglesby Montessori School
Center for Higher Development  Olive Harvey College
Chicago Commons  Paul G. Stewart
 Clair House  Phalanx Family Services
Community Health Center  Pines of Edgewater
Cottageview Terrace  Rose Haven Manor
Drexel Square Apartments  Roseland Community Hospital
Enola Dew Apartments  Roseland Place
Evergreen Tower 1  Senior Suites of Austin
Fernwood Elementary School  Sinai Hospital
Garfield Park Conservatory - Farmers Market  South Chicago Learning Center
Hayes Manor/St. Brendan Apartments  Spencer Technology Academy
Homan Square Community Center  St. Sabina Community Organization
Inspiration Kitchen  Tolton Manor
James Ward Elementary School  Vivian Carter Apartments
Kenmore Plaza  West Point Plaza
Kennedy King College  Woodlawn Elementary School
Kohn Elementary School  Other Partners
Lawndale Christian Health Center  Architecture for Humanity
  Chicago Bus & Truck
  Chicago Transit Authority
  City of Chicago
  Coyote Logistics
  Emerging Philanthropy Inspiring Creatives
  Kendall College
  U.S. Department of Agriculture
We have a dedicated Board of Directors

Steve J. Casey  President
Manager, Grants & Budget in U.S. Programs
MacArthur Foundation

Eli Williamson  Vice-President
Director, Veterans Program
Robert R. McCormick Foundation

Cerathel Burnett  Secretary
Executive Director
Carole Robertson Center for Learning

Col. Damon T. Arnold, MD, MPH, CMT (Ret.)
Director of Public Health Graduate Program
Chicago State University
Adjunct Professor
University of Illinois College of Medicine
and the School of Public Health

Michelle Gaskill, BSN, MHSA
Vice President, Nursing and Clinical Operations
Advocate Trinity Hospital

Ayoka Samuels
Program Director
Gary Comer Youth Center

Jynnifer J. Walker
Family Service Counselor
Querhammer & Flagg Funeral Home

13
We are recognized for our accomplishments

Fresh Moves Gives a Fresh Look on Ending Food Deserts, Chicagood Magazine. August 26, 2012

The Veggies on the Bus Go ’Eat, Eat, Eat,’ NBC Nightly News. August 8, 2012


Fresh Moves Mobile Grocery Store an Innovative Solution to Food Deserts, Huffington Post. June 16, 2012

Fresh Moves: An old CTA bus becomes a vehicle for change, WGN TV. June 16, 2012

BusBrings Healthier Eats to Chicago's Food Deserts, Chicago Tribune. June 8, 2012

More Fresh Produce Coming to Chicago’s ‘Food Deserts,’ Chicago Sun-Times. June 8, 2012

Food Bus will Provide Fresh Produce to South Side Residents, WBEZ Chicago. June 8, 2012

Vendors Delivering Fresh Produce to Underserved Areas, ABC News 7. June 8, 2012


Jump on the Fresh Moves Bus Affordable Produce for Chicago’s Food Deserts, Daily Candy. April 23, 2012

Fresh Moves Mobile Markets wins the 2011 Chicago Innovation People's Choice Award. October 2011

Steve Casey's Mobile Produce Market, O Magazine. September 11, 2011
Food Desert Action

Statement of Financial Position
December 31, 2012

Assets
- Cash and cash equivalents $121,855
- Accounts receivable $9,900
- Other assets $3,199
- Property and equipment, net $45,990
Total Assets $180,944

Liabilities
- Accounts payable and accrued expenses $7,625
Total Liabilities $7,625

Net Assets
- Unrestricted $138,319
- Temporarily restricted $35,000
Total Net Assets $173,319

Total Liabilities and Net Assets $180,944

Statement of Activities
Year Ended December 31, 2012

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<th></th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Totals</th>
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<td>Corporate/foundation contributions</td>
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<td>Individual contributions</td>
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| Expenses              |              |                        |           |
| Program               | $256,250     | $0                     | $256,250  |
| Administrative        | $45,085      | $0                     | $45,085   |
| Fundraising           | $30,508      | $0                     | $30,508   |
| Total Expenses        | $331,843     | $0                     | $331,843  |

| Changes In Net Assets |              |                        |           |
|                      | $87,146      | $35,000                | $12,146   |

| Net Assets           |              |                        |           |
| Beginning of year    | $51,173      | $0                     | $51,173   |
| End of year          | $138,319     | $35,000                | $173,319  |
Funders and Sponsors
Advocate Bethany Community Health Fund
J.R. Albert Foundation
American Heart Association
Anonymous
The Boeing Company
Brinson Foundation
CEED Grant
Community Foundation of Tampa Bay
Consortium to Lower Obesity in Chicago Children
Coyote Logistics
D & R Fund of the Chicago Community Trust
Fete
The Lloyd A. Fry Foundation
The Giving Campaign
Leo S. Guthman Fund
Fred J. Heigel Foundation
JP Morgan Chase
Lehman’s Orchard
Link Up Illinois
McMaster-Carr Supply Company
Michael Reese Health Trust
Mindful Money Financial
Northwestern Memorial Hospital
Polk Bros. Foundation
Pritzker Pucker Family Foundation
Pure Bar
U.S. Department of Agriculture
Whole Foods Market
William McGowan Charitable Trust
Wilmington Trust