



ROOTS TO RISE NYC

Transforming Communities Through Nutrition Education + Exploration





OUR MISSION

Through culturally relevant nutrition education, food rescue initiatives, and hands-on experiences, we're building a future where every child can understand, access, and enjoy nourishing food without barriers. True food security begins with education, empowerment, and community connection.

OUR VISION

We envision a future where every family and school serves as a hub of healthy living, where children and adults feel empowered to make nutritious choices. Through our programs, we build resilient communities that value health and long-term wellness.



THE CHALLENGE

In a world of conflicting dietary advice and aggressive food marketing, families—especially in underserved communities—face multiple barriers to healthy eating. Limited access to fresh, nutritious foods due to low income and food deserts in their neighborhoods compounds the challenge of making informed, healthy choices.

Children not only lack the knowledge to build lifelong healthy eating habits but also face systemic barriers to accessing the nutritious foods they need to thrive.





THE CRISIS IN OUR CITY

In one of the richest cities in the world, access to healthy food should be a no-brainer.

Yet too many New York City parents are still forced to choose between food, housing, and childcare.

- **1 in 4 Children** in New York City don't know where their next meal will come from.
Source
- **42%** of NYC families with children report needing more money to meet their household food needs.**Source**
- **97% increase** in food pantry visits by families with children since 2019. **Source**





THE CYCLE WE NEED TO BREAK

- Food insecurity and rising costs
- Fewer healthy choices at home
- More reliance on low-cost, heavily marketed foods and sugary drinks
- Higher risk of poor nutrition and chronic disease

THE GAP WE ADDRESS

- Families may have food, but not always the knowledge or support to build balanced meals.
- In NYC, cost and access barriers make healthy eating more difficult.
- Children are more vulnerable to poor nutrition and obesity as a result.
- Nutrition education gives families practical skills they can use every day.





OUR SOLUTION

EMPOWERING PARENTS, TRANSFORMING FUTURES

Roots to Rise takes a **comprehensive, family-centered approach**, recognizing that parents are the foundation for helping children reach their full potential.

We provide families with the complete picture of how **nutrition profoundly impacts cognitive development, emotional well-being, academic performance**, and the ability to pursue their dreams.

Through hands-on learning and shared experiences, we equip families with **practical skills and nutritional knowledge** to make informed choices within their means.

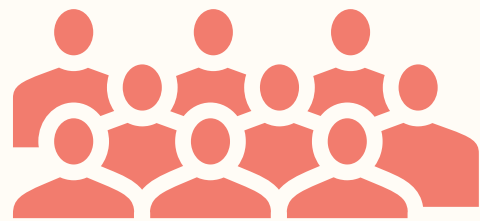
Our programs help families **explore accessible foods** in their communities and **discover creative, nutritious meal possibilities**, providing honest, caring guidance about food choices and their real impacts on developing minds and bodies.

We create **lasting, health-supportive relationships with food** that extend far beyond the dinner table, nurturing children who can pursue any goal they set their minds to.



OUR PROGRAMS

Five interconnected programs that support families through every stage of their nutrition journey, empowering them with the knowledge, skills, and confidence to make informed food choices that last a lifetime.



POWERHOUSE 4-PART SERIES FOR PARENTS

Building Confident, Informed Caregivers

Our interactive parent education series provides caregivers with practical knowledge and tools to create healthier home environments. Topics include balanced nutrition planning, budget-conscious shopping strategies, positive food relationship building, and meal planning for busy families.

Each session combines evidence-based nutrition education with hands-on activities designed to make healthy living achievable and sustainable.

Impact: *Empowers parents to become nutrition advocates in their own homes and communities.*



OUR PROGRAMS



NUTRITION FOR KIDS COOKING WORKSHOPS

Fostering Independence and Confidence

These engaging, child-centered workshops allow young learners to take the lead in the kitchen. Children develop fundamental cooking skills, explore diverse ingredients, and build confidence in making healthy food choices.

Through hands-on preparation and cooking experiences, participants discover the joy of creating nourishing meals while developing lifelong healthy habits.

Impact: *Creates confident, capable young cooks who can make informed food choices independently.*



FAMILY COOKING WORKSHOPS

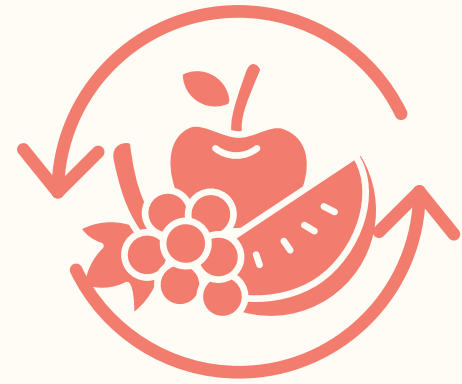
Strengthening Bonds Through Shared Learning

These collaborative sessions bring families together for meaningful cooking experiences that encourage teamwork, communication, and shared meal preparation. Families learn together, cook together, and create lasting memories while building healthy eating habits that extend beyond the workshop setting.

Impact: *Strengthens family connections while establishing sustainable healthy eating practices.*



OUR PROGRAMS



RESCUE AND REPURPOSE FOOD INITIATIVE

Environmental Stewardship Through Action

Our sustainability program rescues food that would otherwise go to waste and creatively repurposes it for our educational workshops. Participants learn practical strategies for reducing food waste at home while gaining access to fresh, nutritious ingredients. This initiative demonstrates the connection between environmental responsibility and food security.

Impact: Reduces food waste while providing additional resources for nutrition education programming.



AFTER-SCHOOL NUTRITION SUPPORT

Ensuring No Child Goes Hungry

We provide nutritious after-school snacks to support students' continued learning and development. These offerings ensure children have access to wholesome food options during critical after-school hours, supporting both academic success and overall well-being.

Impact: Addresses immediate hunger needs while supporting educational outcomes.





WHAT MAKES US DIFFERENT

CULTURALLY RELEVANT

We honor diverse food traditions while introducing accessible healthy options.

COMMUNITY-CENTERED

We work with communities where they already gather—schools, community centers, local organizations

DEEP NUTRITION EDUCATION

We go several layers deep to provide a clear, comprehensive understanding of how nutrition truly affects overall well-being and translates to your children's potential. We address the important nuances of nutrition with honesty and care.

HOLISTIC APPROACH

We address food access, education, sustainability, and family connection simultaneously

EVIDENCE-BASED

Our programming combines nutrition science with proven educational methods

PRACTICAL FOCUS

Families gain real skills: seasonal produce knowledge, meal planning, cooking techniques, and budget-conscious shopping



OUR BOARD OF DIRECTORS

Committed Leadership for Transformative Impact

This focused leadership team brings together education, program development, and community engagement expertise, united by our shared passion for transforming children's lives. Our streamlined governance ensures direct accountability while maintaining the specialized knowledge needed to bridge food access and empowerment through science-backed, hands-on family experiences.



JULIA CHAN

Founder &
Executive Director



ELAINE POULIOT

Outreach Director &
Community Connector



CAROLINA NEIRA

Family Engagement
Chair



EMILY TRUONG

Treasurer



KEIVA DITCHFIELD-AGBOH

Secretary

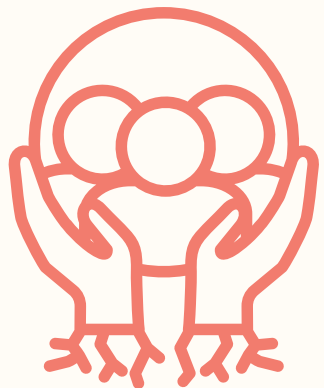


WHY PARTNER WITH ROOTS TO RISE?



Proven Model

Our comprehensive approach addresses multiple aspects of food security and nutrition education simultaneously.



Community-Driven

We work directly with communities, ensuring programming meets actual needs and builds on existing strengths.



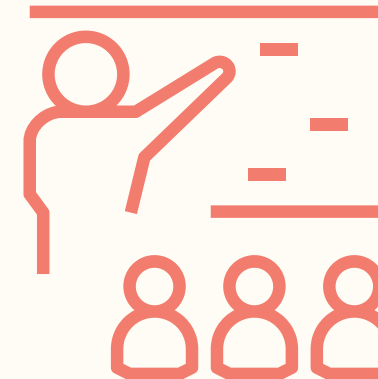
Sustainable Impact

By educating families and communities, we create lasting change that extends beyond individual program participation.



Cost-Effective

Our food rescue efforts help reduce waste and promote environmental responsibility while supporting healthy meals for students and families.



Scalable Solutions

Our program model and curriculum can be seamlessly integrated into school systems and educational frameworks, while remaining adaptable for implementation across diverse community and institutional settings.





LET'S CREATE HEALTHIER SCHOOL COMMUNITIES TOGETHER

Roots to Rise is eager to partner with schools to deliver hands-on nutrition education and family engagement programs.

Together, we can build customized workshops, family cooking experiences, and after-school programs that make a real difference in your school community.

To start a conversation or learn more about partnering with us, please reach out at info@rootstorisenyc.org.

We look forward to collaborating with you on this important journey toward community nourishment, health, and empowerment.

