



Social Impact report

September 2022 – August 2023

Support • Inspire • Educate • Nourish

Who we are >

Caring Cooks is a registered non profit organisation in Jersey which provides subsidised and free services, in order to deliver a positive social impact on the health and well-being of families, children and young people in Jersey.



**JERSEY CHARITY
COMMISSIONER**

Registered number 193



**Jersey
Financial
Services
Commission**

NPO 064



Association of
Jersey Charities

AJC 436

What we do >



- > A service delivering a nutritious 2 course meal to vulnerable families on a Saturday for 6-12 weeks to enable them to eat well and eat together.

Launched 2014.



- > A progressive skills based cooking and nutrition programme for Key Stage 1 and 2 children in Jersey's primary schools.

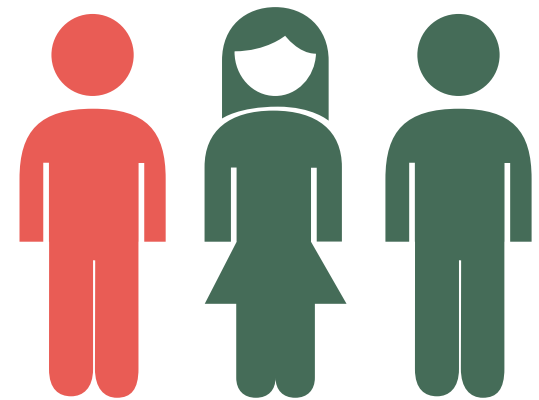
Launched 2017.



- > We are committed to supporting various initiatives, such as addressing holiday hunger and providing Christmas hampers, to ensure that families and children have access to nutritious food during critical times.

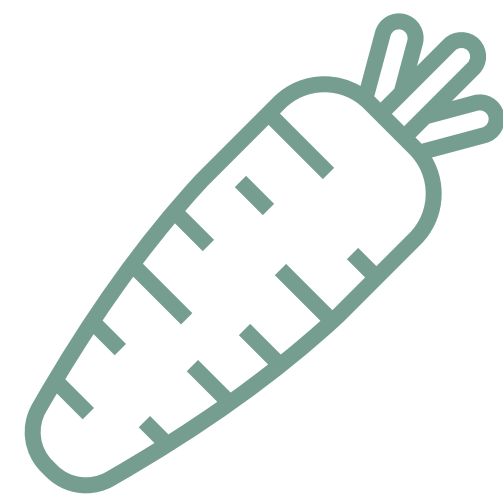


Why our programmes are so important >



- > 1 in 4 reception age children are overweight or obese and 1 in 3 11 year olds leave school overweight or obese*
Data suggests that 85% will remain that way into adulthood.

* Child measurement report 2021/22



- > Only 38% of year 4 children *surveyed had eaten the recommended number of fruit and veg portions the previous day. This decreased to 18% by Year 12.

*Children and Young People Survey 2021



- > 1 in 4 children in Jersey live in relative poverty*

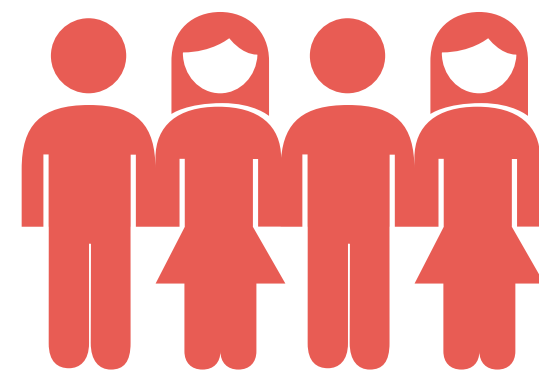
*2020 Income Inequality Survey



Why our programmes are so important ›



- › It's estimated that as many as 1,000 children may not have access to a hot meal each day because of poor accommodation, lack of cooking facilities and financial difficulties.



- › Tight employment, immigration and housing regulations mean that we will rely on young people from the Island to be the talent of the future.



- › With almost 8000 households admitting that they don't know how to make a healthy meal, our educational programmes are crucial to empower young people with the skills they need to live healthier lives.

Objectives: >

Our programmes are designed to -

- > **Support** families through challenging times to ensure their nutritional needs are met at least once a week
- > **Inspire** children to understand where food comes from and how it is grown
- > **Educate** children and their families to cook simple meals from scratch and understand what foods are good to eat for their health
- > **Nourish** children with a hot school lunch to meet their nutritional needs and to fuel their learning in the afternoon

Our programmes seek to -

- > Have a positive impact on a child's eating habits to encourage a life long approach to good nutrition
- > Have a positive impact on the family unit which may in turn lead to healthy changes in behaviours surrounding food choices and consumption, now and for future generations



Evaluating success >

In order for us to monitor success, both now and in the future, we work to an Outcome Based Accountability Framework. This ensures our work is meaningful and is delivering the outcomes it should be, as well as meeting and exceeding the needs of our Island and it's families.

Using online surveys, focus groups and 1 to 1 consultations with schools, parents and children we ensure we are meeting our strategic objectives.





The difference we made

The difference we made in 2022–23 >



We are now teaching 909 children across five Primary Schools.



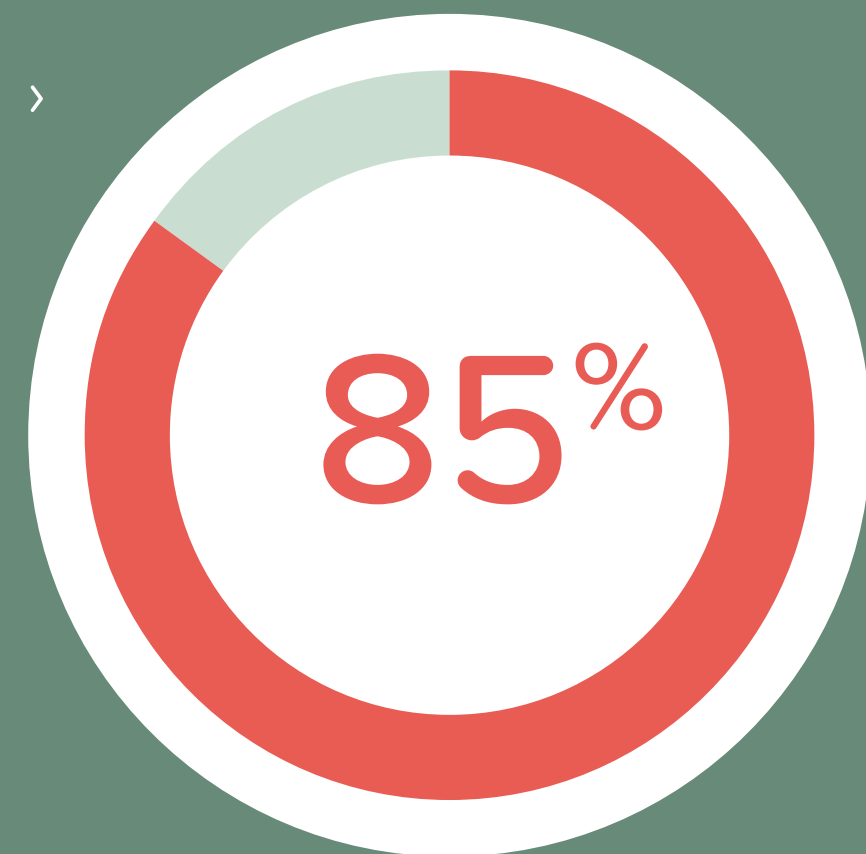
Children taught
909



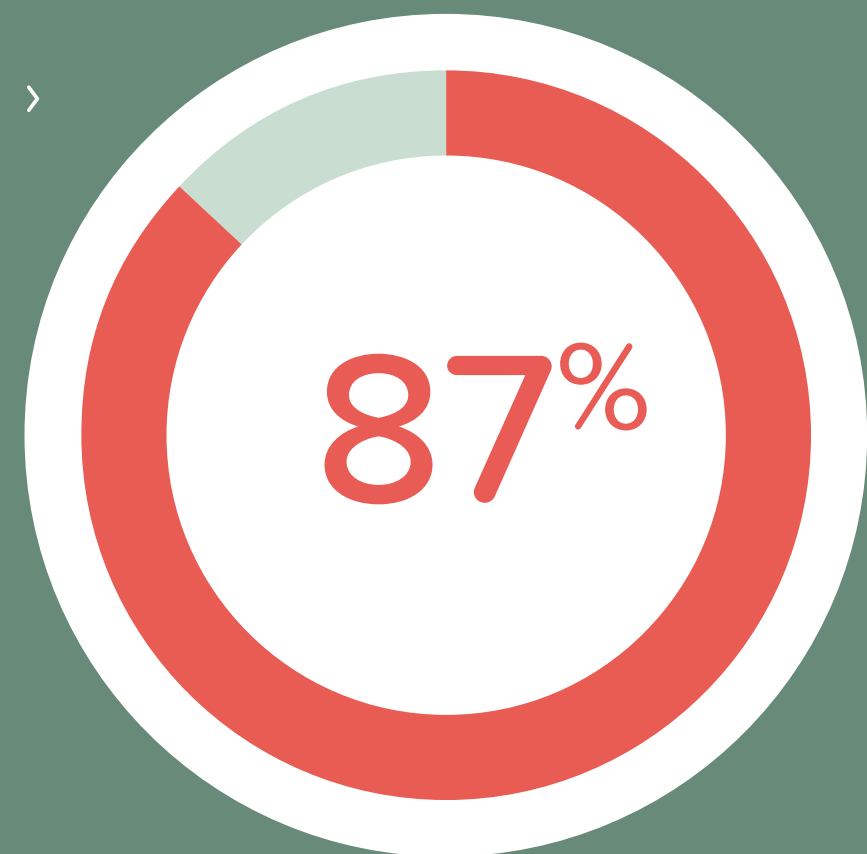
Dishes prepared
30



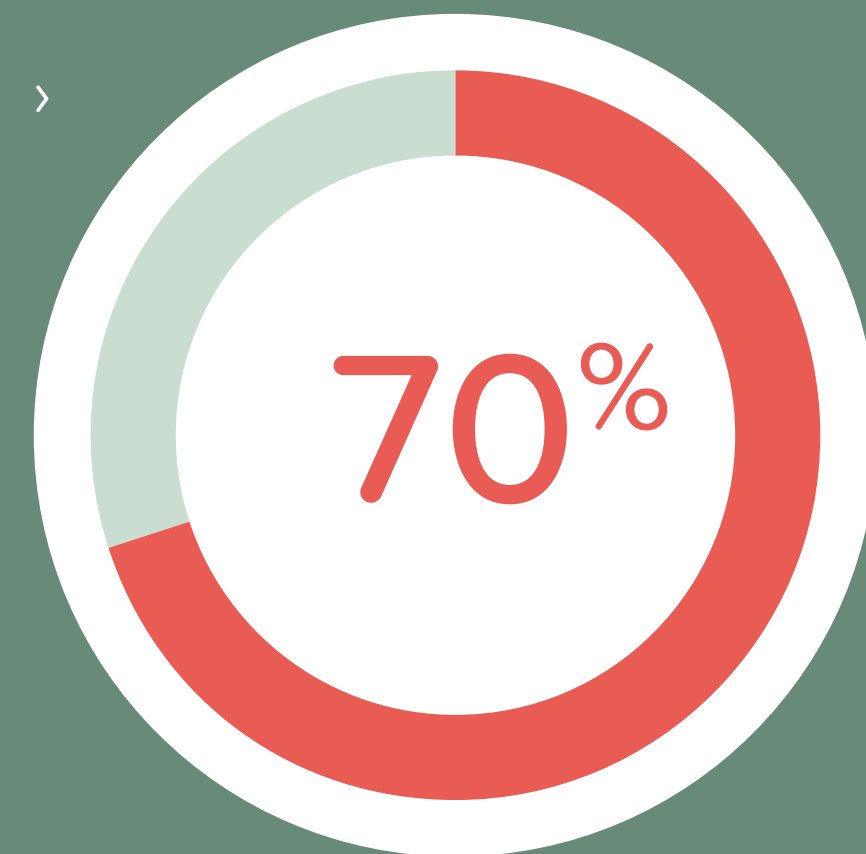
Skills learnt
Endless



of parents said the programme had a positive impact on children's eating habits at home



of parents said their child had tried something new as a result of the programme



of parents had used the recipes at home to cook with their children

The difference we made >

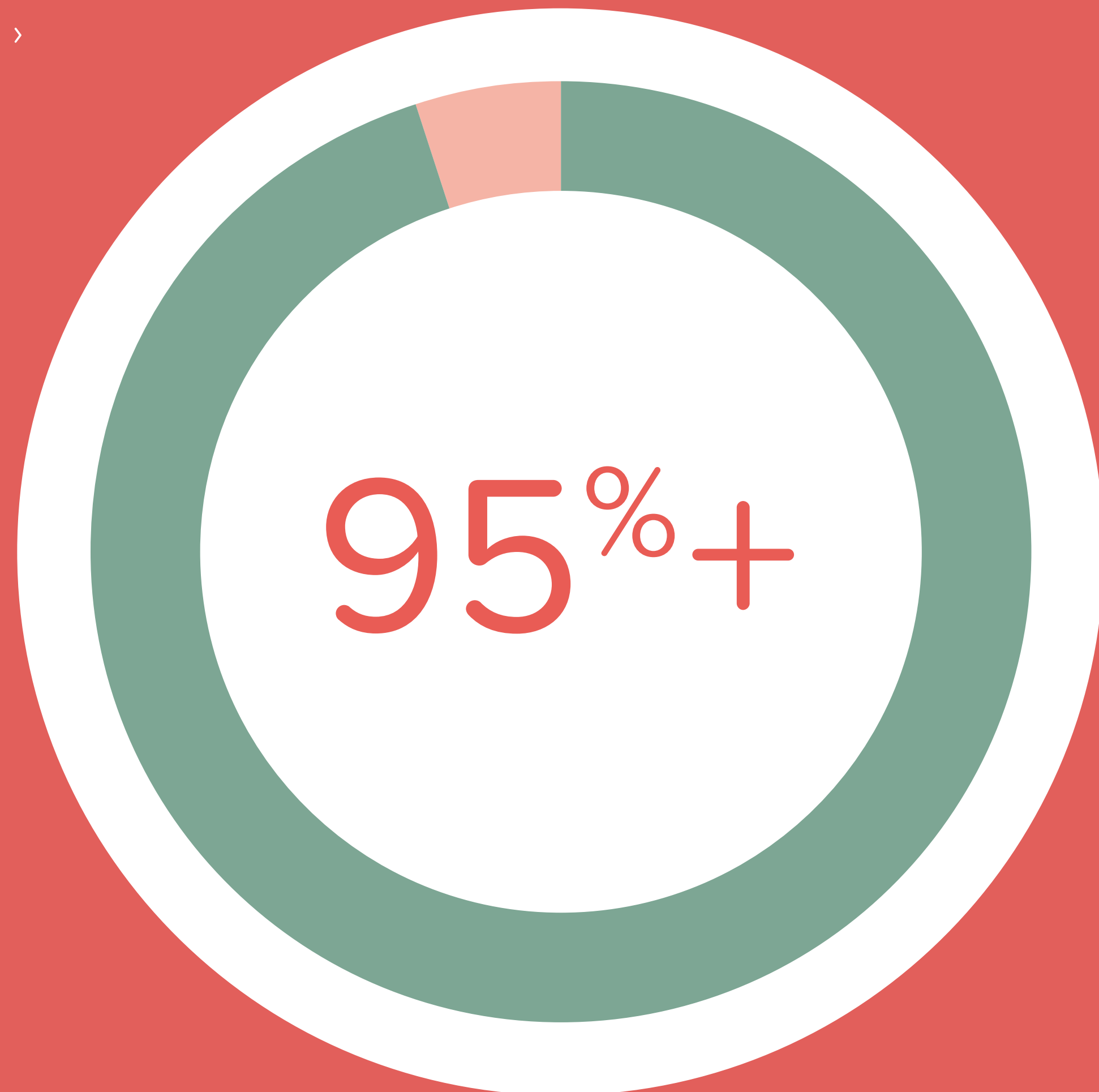


We also saw an increase in -

Fruit and vegetable consumption,
confidence in using equipment
and cooking at home



The difference we made in 2023 >



Of the targets achieved for children to meet the desired outcomes across all measures >50%

- > Know what a recipe is
- > Understand what healthy foods are
- > Have met the skills required for my year group
- > Have learnt maths and english in the Let's Get Cooking Programme
- > Understand basic food hygiene rules
- > Understand basic kitchen safety rules
- > Have used the recipes at home
- > Agree that Caring Cooks helps me to live a healthier life

What parents had to say >



“Lots of enthusiasm and inspiration brought home from the lessons at school ”

“ This program had a good impact on Roman He learnt a great deal Well done to caring cooks team What a great way to involve children on the importance of food and nutrition Keep up your amazing work and thank you ”

“ Tried new foods and loved them, whereas in the past wouldn't even consider trying them before dismissing the dish. He's thoroughly enjoyed the cooking programme, I think it's brilliant for young children!”

“ The programme brought more confidence in my child and even more passion for cooking and being more independent in the kitchen ”

“ Couldn't wait to make the dishes at home. Loved looking forward to his Cookery lessons on a Tuesday ”

“ My son feels more confident using kitchen equipment including the cooker with my supervision. He says that his taste buds are changing that's why he wants to try a big variety of vegetables. Thank you for this programme. Really helps children to know the difference between cooking from scratch and fast food ”

“ Now she's more interested to see me when I'm cooking and like to try different food and we did some of yours , awwww love it ”

We asked parents if they would recommend our programme to other parents and carers.....

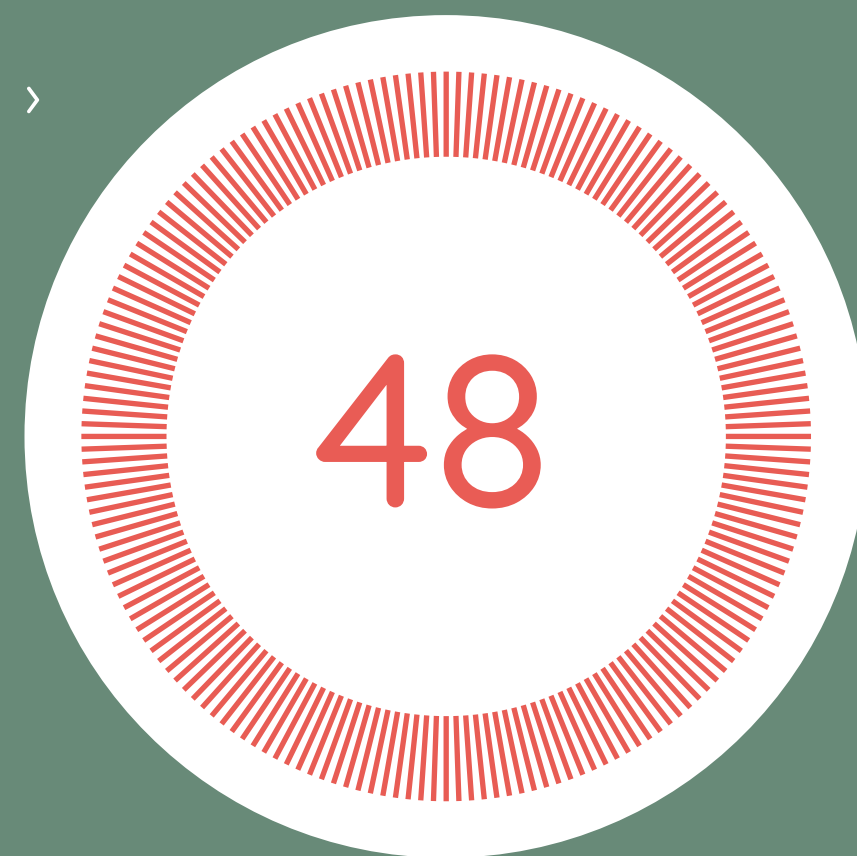


As a baseline we wanted to understand how happy the parents were with the programme, so introduced a Net Promoter Score at the end of each post programme survey.

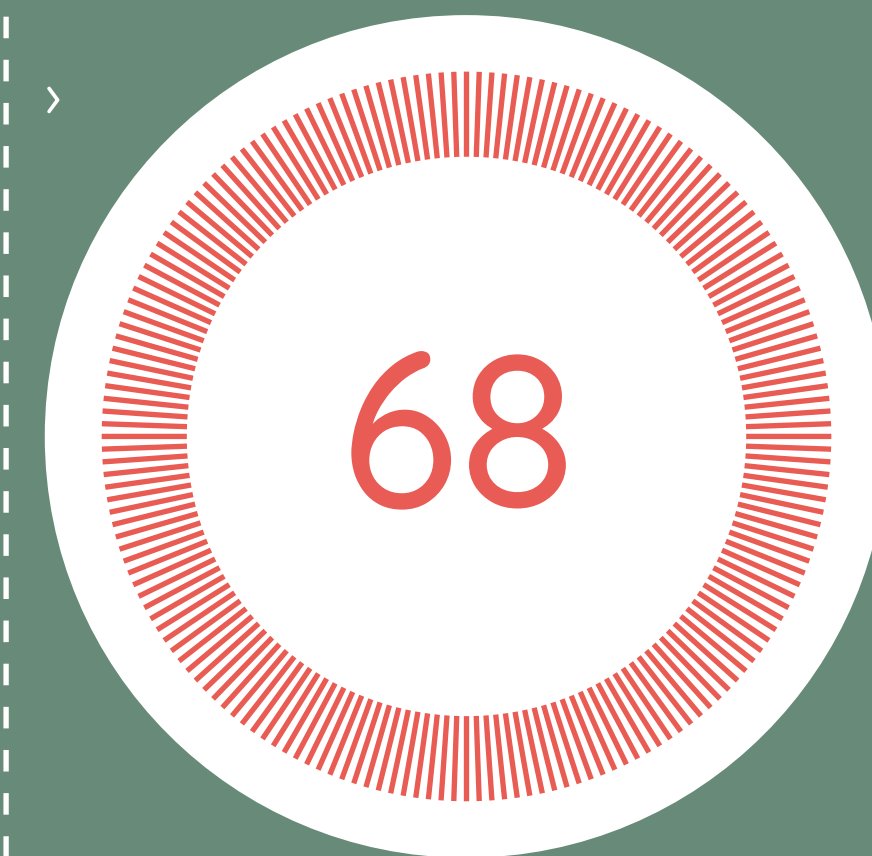
Ideal Range



Our Score in 2018



Our Score in 2022 / 23



Respondents are grouped as follows:

Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.

Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter).

What children had to say >



“I enjoyed being able to do things independently”

“ I liked working with my friends to make cauliflower cheese. We did maths counting macaroni.”

“ I liked the flatbread making, I'd like to make the dough at home.”

“ Before I did this, I didn't cook at home and was less knowledgeable about healthy food.”

“ It was fun and I liked to try the food even when it's not my favourite – you don't have to eat it but it's good to try.”

“ Last week I made crumble and shared it with my Dad. Thumbs Up.”

Collective feedback from the children was -

- 1 It was a really fun and engaging way to learn
- 2 They enjoyed them as it was about the doing, and often independently rather than sitting down and learning
- 3 That they don't always get the opportunity to cook at home but now they have the confidence to help cook with Mum or Dad at home

Headteacher reports >

As the programme is delivered in curriculum time, the Headteachers and their staff have had to accommodate changes to their school day, so it is important to us that the programme is effective in meeting curriculum needs.

100% of Headteachers said that the Let's Get Cooking Programme has reinforced classroom learning in the following areas: -

- 1 reading
- 2 writing
- 3 number work
- 4 confidence
- 5 motivation
- 6 eating habits and attitudes towards food

All Headteachers agreed that the programme had been a success for their school.



The difference we made >



Iain George Headteacher
Janvrin School

“ I would just like to say a huge thank you to everyone involved with the Let's Get Cooking Programme.

Your support and focus over the year has been remarkable and hugely appreciated by staff and children (and parents) alike. The skill of the staff is highly impressive and, as a school, we benefit hugely from your involvement.

The Y6 Merton afternoon tea was an absolute delight and a wonderful experience for the children in not only making the food but engaging with their parents and families over afternoon tea.

I can't thank you enough and I'm really looking forward to another year of working with you all ”



The difference we made

The difference we made >



The Weekly Meal Service is back to full capacity after the pandemic and is more valuable than ever as increasing numbers of families struggle with the rising cost of living.



We enabled many vulnerable families across the Island to sit down together and enjoy a nutritious meal without the worry of shopping and cooking.



Our team of volunteers cooked 1354 2 course meals and delivered them to the families every Saturday afternoon.

“ The meals helped us enormously during a difficult time. Our family support worker recommended this incredible service. I am so humbled to be a recipient of such kindness. Thank you.

The food is lovely and it looked so good and yummy and we can see the food that is made for us is made with a lot of love. ”



The difference we made

Nourishing our community >

Caring Cooks of Jersey is an agile and dynamic charity, adept at identifying and responding to the evolving and immediate needs of our community. We are committed to supporting various initiatives, such as addressing holiday hunger and providing Christmas hampers, to ensure that families and children have access to nutritious food during critical times.

Recognising that challenges like holiday hunger and special occasions can be particularly demanding, we implement targeted initiatives to alleviate these pressures. Our approach is both adaptive and proactive, focusing on areas of greatest need to offer timely and effective support. This flexibility allows us to tailor our efforts, ensuring impactful assistance and fostering a healthier, more nurtured community.

Our adaptability addresses immediate concerns and contributes to building a stronger community by ensuring that all members, especially children, have access to the nutrition they need when they need it most.



The difference we made in 2022–23 >



Through specific campaigns:



Food or Fuel campaign

We distributed a total of 870 vouchers redeemable on food or energy bills to vulnerable families in Jersey over the Christmas period.



Holiday Hunger campaign

We distributed a total of 600 essential food hampers throughout the Summer holidays to families who normally rely on free school meals.

Get involved >



We believe that every primary school child in Jersey deserves the right to cook and eat nutritious tasty food, and become healthy adults, but currently we are only reaching 25% of children with our programmes.

Between 2020 to 2025 we want to reach at least 75% of those children, which would mean growing the number of primary schools we work with from 6 to 22, and the number of children we support from just under 1,500 to nearly 5,000 with our 'grow, cook, eat' ethos, giving more children the opportunity to have more nutritious diets, improved attitudes to their food choices and ultimately longer and healthier lives.

1

Continue to raise awareness of the food issues in Jersey

2

Celebrate success with our supporters, volunteers, staff and donors

3

Strengthen our financial position in order to meet the growing demand

4

Maintain effective governance and resources with an organisational structure that will make Caring Cooks fit for purpose in the future

With thanks >

Caring Cooks is only able to deliver it's high impact programmes with the kindness and generosity of local businesses, individuals, charities and grant givers in Jersey. We would like to thank -

- 745 Breakfast Club
- Accuro
- An Island Chef
- Apex Group
- Altum Group
- Ardian
- Ashtanga Yoga Jersey
- Association of Jersey Charities
- ATF Fuels
- Bohemia Restaurant
- Brand Champions
- Channel Islands Cooperative
- Crystal Dinosaur
- Fungi Delecti
- Government of Jersey
- IoD Jersey
- Island Energy
- Jersey Community Foundation
- Jersey Dairy
- Jersey Electricity
- Jersey Sea Salt
- Krafty J's
- La Collette
- Lysaght
- Mailmate Print
- Ogier
- R&H
- Rathbones
- Samares School
- Samphire Restaurant
- Savoy Hotel
- Seymour Group
- Solitaire Consulting
- St Brelades Bay Hotel
- St Michaels School
- The Pavilion
- The Studio
- Tree Fella
- Valley Foods
- Waitrose



we wouldn't be here without you.



Get in touch with us

via email: info@caringcooksofjersey.com or by phone
01534 539009 to discuss ways in which we can work
together for the health of our Islands children.
