# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>MESSAGE FROM THE FOUNDER</td>
</tr>
<tr>
<td>5</td>
<td>OUR STORY</td>
</tr>
<tr>
<td>6</td>
<td>ABOUT US</td>
</tr>
<tr>
<td>7</td>
<td>MEET THE TEAM</td>
</tr>
<tr>
<td>8</td>
<td>ADVISORY COMMITTEE</td>
</tr>
<tr>
<td>9</td>
<td>OVERVIEW</td>
</tr>
<tr>
<td>11</td>
<td>RATES OF DISPARITY</td>
</tr>
<tr>
<td>12</td>
<td>YEAR IN REVIEW</td>
</tr>
<tr>
<td>25</td>
<td>IN THE WORKS</td>
</tr>
<tr>
<td>26</td>
<td>IN THE NEWS</td>
</tr>
<tr>
<td>27</td>
<td>SPONSORS &amp; PARTNERS</td>
</tr>
<tr>
<td>29</td>
<td>FINANCIAL REVIEW</td>
</tr>
<tr>
<td>30</td>
<td>2020 HIGHLIGHTS</td>
</tr>
<tr>
<td>31</td>
<td>SIGNIFICANT DONATIONS &amp; GRANTS</td>
</tr>
<tr>
<td>32</td>
<td>WE WANT TO HEAR FROM YOU</td>
</tr>
</tbody>
</table>

2020
The success we achieved this year would not be possible without:

- 1Hood Media
- Baptist Temple Church
- Chime Financial Services
- The City of Pittsburgh
- Energy Innovation Center
- The Finesse Institute
- Haitian American Caucus
- HEARCORP
- Microsoft
- Neighborhood Resilience Project
- The Pittsburgh Penguins
- POISE Foundation
- Super Bakery
- United Way of Southwestern PA
MESSAGE FROM THE FOUNDER

CLAUDY PIERRE
CEO, EAT INITIATIVE, INC,
PITTSBURGH, PENNSYLVANIA

“We believe that access to fresh produce is a basic human right.”

As it has for communities throughout Pittsburgh and across the world, 2020 has been a year of tremendous challenge for the E.A.T. Initiative. At the same time, the year’s challenges have pushed our initiative, its staff, and our partners to new heights in the service of our food-insecure communities.

So much of this work has been made possible thanks to the invaluable partnerships that we’ve made or strengthened this year. Thanks to the incredible Pittsburgh Gateways Corporation, the E.A.T. Initiative found a new home in the state-of-the-art, commercial kitchen of the Energy Innovation Center, allowing us to expand our serving potential ten-fold. Our pandemic response even garnered national attention, when one of the nation’s fastest growing banks, Chime Financial Services, highlighted our work and pledged financial support to our mission.

The work of the E.A.T. Initiative was needed more than ever during this past year, as the following program overviews make clear. When the pandemic struck, we sprung into action, cooking and distributing more than 50,000 meals to food-insecure neighbors, near and far. We distributed thousands of pieces of fresh produce through our “Blessing Boxes.” All the while, we’ve pushed for structural reforms in our region’s food systems to permanently expand access to affordable and nutritious food for all of our neighbors.

We believe Pittsburgh will be the first food secure city.

Love and Light,
CLAUDY PIERRE
FOUNDER, EAT INITIATIVE, INC
The Empowerment, Awareness, & Training (E.A.T.) Initiative, Inc. is a non-profit organization that empowers food-insecure communities throughout the Pittsburgh, PA region to source, procure, and prepare their own healthy food.

At the E.A.T. Initiative, we believe that access to fresh produce and healthy food options is a basic human right.

**MISSION**

To ensure that all of our food-insecure neighbors have access to fresh produce and healthy, sustainable food options, while also raising our communities' awareness of up-to-date, culturally relevant, and holistic food practices.

Since 2015, we have worked towards these dual missions through meal and produce distribution, cooking demonstrations, and culinary and hospitality training, among other essential food-related activities.

**VISION**

A just food system for Pittsburgh, that counters systemic economic, racial and gender-based disparities. An equitable food system for Pittsburgh, where healthy, culturally-appropriate foods are accessible and affordable for all. A sustainable food system for Pittsburgh, that operates with care for human beings, the environment, and the financial well-being of everyone throughout the system.
“We set a goal to make Pittsburgh the first food secure city”

The EAT Initiative was founded in 2015 in honor of Claudy's grandmother, Marie Lucienne Dessources. She taught Claudy how to cook and cultivated his drive for quality food for all. Chef Claudy's envisioned using his skills to help fed and sustain food insecure communities. Since then, EAT's primary focus has been to inject cultural competency and food education into communities in Pittsburgh and around the world. The four things that keep us up at night are family, food, fiances and the future. Our goal is to address all of these by focusing on food. Historically, food insecure communities suffer from a lack of access to fresh food. Today, resources are scarce for these families and individuals, and this disparity deters families and individuals from preparing new meals in more nutritious and cost-efficient ways. Our goal is to change that.
“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.”
- Andrew Carnegie

MEET THE TEAM

CLAUDY PIERRE
Founder, Executive Director, & Executive Chef

CARL PIERRE LOUIS
Executive Chef

NATE CILLO
Assistant Chef & Kitchen Manager

NAOMI RITTER
Program Director

CAMERON JENNINGS
Kitchen Assistant

JOMAR DAVIS
Office Coordinator & Kitchen Prep

LATASHA HANNER
Graphic Designer

DONYISHA WOOLEY
Audio/Visual

ADERO HARRISON
Executive Assistant
Joshua Colbert  
Co-Founder of the Upward Mobility Initiative

Daren Ellerbee  
University of Pittsburgh

Elizabeth Harrison  
Pittsburgh Gateways Corporation

Jessica Lee  
VP & Director of Programming for Pittsburgh Gateways Corporation

Mark Lewis  
President of the POISE Foundation

William Miller  
President of Pittsburgh Green Innovators

Samuel Pierre  
CEO of the Haitian American Caucus

Chef Stephan Berrouet Durand  
CEO-Chairman Haitian Culinary Alliance Global  
Executive Director EAT Initiative South & Central Florida

Melita Terry  
University of Pittsburgh

"A few people of integrity can go a long way."  
- Bill Kauth
As our city and region seek to root-out deep-seated inequities in health, economic, and social outcomes, the Pittsburgh community must devote attention to the inequities found on our kitchen counters and dinner plates. When it comes to food access, Pittsburgh is a city of haves and have-nots. Nearly 20% of city residents are food-insecure. In other words, one-in-five Pittsburghers lack reliable access to a sufficient quantity of high-quality, affordable food.

Food insecurity takes many forms, and its root causes are highly variable. Sometimes, food-insecure individuals can’t physically access food because of mobility issues or because food sources are too far away from home. Sometimes, food-insecure people simply can’t afford food because it’s just too expensive. These realities remind us that to fully address food insecurity in the U.S., we have got to get serious about ensuring universal access to living wages, ending racial segregation in our communities, and improving public transportation. These deeply-rooted societal failings are core causes of food insecurity in our region and our nation.

In Pittsburgh, the burdens of food insecurity are not shouldered equally. Black Pittsburghers are disproportionately more likely to experience food insecurity: over 70% of residents living in the city’s most food-insecure census tracts are Black. Many of the city’s historic Black neighborhoods like the Greater Hill District, Homewood, Hazelwood, and Garfield are also the neighborhoods in which food insecurity is most deeply entrenched.

The higher rates of poverty and hunger among African Americans are direct results of systemic inequity through racial and gender discrimination. While the United States has an overall poverty rate of 12.3 percent, according to the U.S. Census, within the African American community, the poverty rate is 21.2 percent. This rate is even higher in African American female-headed households at 30.3 percent. African Americans are more likely to lack access to food. Only 8 percent of African Americans live in areas with a supermarket, compared to 31 percent of whites. Almost 94 percent of the nation’s majority African American counties are food-insecure. These facts remind us that to advance racial justice in Pittsburgh and beyond, the city must commit to advancing food justice.
Allowing one-fifth of our neighbors to go without reliable access to healthy food is a societal choice, one that comes with severe consequences. Experiencing hunger triples one’s chances of suffering from poor health, for instance, doubling one's chances of developing diabetes. Hunger diminishes children’s ability to focus in school, and research suggests that food-insecure children are three times more likely to be suspended from school than their food-secure counterparts. These food-insecurity-related health challenges exacerbate those already experienced by low-income communities, where heightened levels of stress, anxiety and depression are common.

While addressing food insecurity requires that we tackle systemic inequalities imbued into American life, it also requires that we work to give folks the tools and knowledge that they need to eat healthier. The Greater Pittsburgh Food Action Plan revealed that barriers to eating healthy food goes beyond access. 55% of city respondents attributed their limited time to cook as a significant barrier to a healthy diet while another 13% said that their limited cooking knowledge or skills prevented them from maintaining a healthier diet. Figures like these remind us of the critical importance that cooking demonstrations and culinary training plays in empowering our neighbors with the knowledge that they need to regularly and reliably integrate healthy food habits into their lifestyles.

This much is clear: if we as a city and a society want to help our communities lead happier and healthier lives we must work to tear down the wide array of barriers to stable food access that define our current food system.

6 “About Hunger and Poverty,” JustHarvest.
7 Greater Pittsburgh Food Action Plan, Pittsburgh Food Policy Council.
Residents experiencing food insecurity
Black residents living in the city’s most food-insecure census tracts

Residents living below the poverty line
Black residents living below the poverty line

8 Opinion | Food Insecurity Isn’t Funny - WPTS Radio
9 Public Source: Disparities between Pittsburgh neighborhoods persist. This project tries to understand why.
Food insecurity is a profound challenge during any year in America. Communities will always need to eat, and, in a society as deeply inequitable as ours, many of our neighbors will struggle to put good food on their tables. The COVID-19 pandemic and resulting economic recession certainly did not create food insecurity in our nation, but it certainly exacerbated the struggle of many of our low- and moderate-income neighbors in accessing healthy and affordable food. In the wake of the pandemic, Feeding America projects that our nation will experience a five percent increase in the number of people needing food assistance. In the Pittsburgh region, that increase is roughly 13,000 people.
CHANGEMAKER: Chef Claudy Pierre

Creates free gourmet meals, food boxes, and cooking lessons

#ChimelnForChangemakers
THIRD MEAL PROJECT

When the full brunt of COVID-19 hit the Pittsburgh region in March 2020, the E.A.T. Initiative team knew that as chefs, they had an essential role to play in ensuring that the region’s most food-insecure could navigate the unknown of the pandemic with food on their plates. The team wasted no time, springing into action to mobilize resources and coordinate the distribution of hot meals to families and communities in need.

The program that resulted was what Chef Claudy calls the “Third Meal Project.” Chef Claudy knew that many of the region’s school-aged children had been receiving two vitally important meals while at school; Claudy and his team therefore saw the need to step in to provide these young folks their “third meal” to fill in the gap following the meals offered through their school lunch programs. Since the project’s earliest days, the E.A.T. Initiative team has broadened its array of meal recipients to include unemployed and underemployed residents along with at-risk senior citizens living in over a dozen Pittsburgh neighborhoods, McKeesport, and even some communities in nearby Beaver County. The E.A.T. Initiative team partnered with the Pittsburgh Gateways Corporation to collect the resources needed and used the Energy Innovation Center’s commercial kitchen to prepare the meals.

Between March and November 2020, the E.A.T. Initiative prepared and distributed more than 50,000 meals to under served communities throughout the Pittsburgh region. Just months into the Third Meal Project, the E.A.T. Initiative team is preparing more than 3,000 meals a week, with plans to expand that production in the weeks and months ahead. Chef Claudy speaks for the whole E.A.T. Initiative team when he says, “It’s been such a blessing to be able to cook for my community like this, at such a large scale.”

"If you’re not eating right, you’re not going to be able to surmount what’s getting thrown at you.
- Chef Claudy Pierre"
BLESSING BOXES

While the E.A.T. Initiative was working tirelessly to get hot meals on the plates of local residents, the team was also striving to ensure that families’ pantries and fridges were full of good and healthy ingredients. Following the onset of the pandemic, the E.A.T. Initiative applied for and was awarded a grant from the U.S. Department of Agriculture that allowed the initiative to donate 300 boxes of fresh produce to local families on a weekly basis for the next two years. The E.A.T. Initiative partnered with the Warrendale, PA-based food distributors Paragon Foods to source the boxes’ contents. Because of the critical impact that having fresh, high-quality food makes in the lives of our neighbors, Chef Claudy rightly started referring to the produce boxes as “Blessing Boxes.”

But the E.A.T. Initiative team didn’t stop there. We know that many of our Blessing Boxes recipients need a little help in putting the boxes’ various elements and ingredients to use. That’s why Chef Claudy and the team have been creating and sharing videos that educate families on how to use the delicious vegetables and fruits that come in the Blessing Boxes to make exciting and healthy meals.

Looking ahead, the E.A.T. Initiative is exploring ways to market our boxes alongside cooking classes and recipes and imagining ways to engage with local students who may be participating in virtual learning in semesters to come.

"The seniors and families I served are very grateful and look forward to receiving the fresh fruit and veggies because some of them cannot get out."
- Ms. Donna, Blessing Boxes Community Partner, Baptist Temple Church
“Instead of searching for folks who are qualified for restaurant work, why don’t we TRAIN them? And then we’re feeding the community with the people we’re training.”

- Chef Claudy Pierre

We know that barriers to healthy and robust food practices in our communities are numerous and variable. And we know that limited cooking knowledge is an important one. That’s why the E.A.T. Initiative has always placed an essential emphasis on culinary training for young people. Since 2015, dozens of local young folks have learned and studied cooking basics and culinary insights from Chef Claudy through our training and workforce development program, Knife Skills to Life Skills. Program participants learn lessons that they will carry with them for the rest of their lives, from how to hold a chef’s knife properly to how to integrate healthy cooking habits into their family’s regular meals.

But Knife Skills to Life Skills also strives to set local young folks on the path to exciting and lucrative careers in the Pittsburgh region’s thriving food scenes. Allegheny County’s food system provides nearly 76,000 jobs, and yet our region simultaneously lacks a comprehensive strategy for training and cultivating workers prepared and qualified to fill those positions. In fact, many local restaurant owners complain that the region’s recent restaurant boom has thinned out the existing pool of experienced restaurant workers, making it very challenging for newcomers to find qualified and adequately-trained staff. Chef Claudy personally experienced this gap in qualified employees when running his own for-profit catering company, Eminent Hospitality Solutions.

The E.A.T. Initiative has been working ever since to change this status quo. The Initiative has partnered with regional workforce development leaders like Allegheny County’s workforce investment board Partner4Work and the Bidwell Training Center, one of the region’s most-established job training sites. In addition to kitchen essentials, program participants can earn industry-recognized credentials like the ServSafe Food Handler certification, a highly sought after culinary credential. In addition, program participants work with Chef Claudy and the E.A.T. Initiative team to explore post-program employment opportunities, often at Eminent Hospitality.
October 16, 2020 marked the 75th anniversary of the founding of the United Nations Food & Agriculture Organization. Guided by a motto of “Let There Be Bread,” the Food & Agriculture Organization has led international efforts to defeat hunger and improve nutrition and food security. This past October, Chef Claudi and the E.A.T. Initiative led Pittsburgh’s official celebration, joining cities around the world in marking this special anniversary.

Thanks to the work of the E.A.T. Initiative and its marvelous partners, Pittsburgh’s festivities included both celebrations of food and cooking while also emphasizing efforts to address the region’s deep and, due to the COVID-19 pandemic, growing food insecurity challenges. The E.A.T. Initiative and its partners streamed the day’s festivities, which featured cooking demonstrations, musical performances from local artists, and the presentation of the first-ever E.A.T. Initiative Exceptional Service Awards. The awards acknowledged people and organizations who have stepped up during the COVID-19 pandemic to ensure that our underserved neighbors had the resources that they needed.

The day even featured coordinated programming with E.A.T. Initiative partners and friends in both Brooklyn, NY and Oakland, CA. And most importantly, the day featured distribution sites for both Blessing Boxes and Third Meal Project hot meals.
Throughout Pittsburgh and throughout the nation, small food and food-adjacent businesses are struggling in the wake of the COVID-19 pandemic, making an already-challenging industry all the more difficult to navigate. Experts in the restaurant industry anticipated that following the first three months of the shutdown, the restaurant industry would lose $225 billion and lose five to seven million employees. This much is clear: the impacts of COVID-19 will reverberate throughout our nation’s food economies for years to come impacting everyone from restaurant owners to line cooks to the eaters who patronize those businesses.

That’s why the E.A.T. Initiative culminated its October 16, 2020 World Food Day celebration with a call to action by launching its "Put Your Money Where Your Mouth Is" campaign. The campaign has set an ambitious, yet attainable goal: raise $10 million. Funds raised by the campaign will go towards supporting local, small food and food-adjacent businesses weather the uncertainties introduced by the pandemic and the resultant economic fallout. At the E.A.T. Initiative, we know that these businesses are not just an important part of our communities that give vibrancy; they’re also an essential component of addressing food insecurity in our region and ensuring that all of our neighbors have enough good food to eat.

"This is a lofty goal, but I think it’s attainable because of the tech, because of the medicine, because of the education, because of the beautiful people." - Chef Claudy Pierre
MOM’S NIGHT OFF

The EAT Initiative teamed up with local organizations to launch a food delivery service to give single mother’s a night off and enable them to spend more time with their children. Through this program, we delivered over 800 meals to single moms and their children across Allegheny County.

“When you don’t have enough to eat, it’s adding stress to what already is a stressful situation.” - Chef Claudy Pierre

"MOMS NIGHT OFF"

SPRING CELEBRATION

SPA TREATMENT, DINNER DELIVERY, YOGA & MORE

ALL MOMS DESERVE THE NIGHT OFF & ALL MOMS DESERVE PAID FAMILY AND MEDICAL LEAVE.

PROGRAM PARTNERS

United Way of Pennsylvania

WOMEN AND GIRLS FOUNDATION

WILL WORK FOR EQUALITY
LIVE AND VIRTUAL COOKING DEMONSTRATIONS

This year, Chef Claudy has conducted a number of both live and virtual cooking demonstrations for private and public audiences. These demonstrations, whether as part of public festivities like World Food Day or for small corporate audiences, provide Chef Claudy an invaluable opportunity to impart his cooking wisdom to new audiences and share the insights into healthy food practices that he’s learned from his years in the kitchen. The demonstrations also serve to spread the word related to the E.A.T. Initiative to new crowds and, potentially, donors. In this way, Chef Claudy’s demonstrations provide both important revenue and advertisement for the initiative!

If you are interested in hosting cooking demonstrations for your company, organization, or even friend group, reach out to the team at frontoffice@eminenthospitality.com!

WORK BOOK AND COOKBOOK

Chef Claudy and the E.A.T. Initiative team are constantly looking for ways to bring our food insights to ever-larger audiences. That’s why we’re currently working on two separate book projects. First, Chef Claudy is looking to share his kitchen knowledge by writing a cookbook for food enthusiasts of all experience levels. From Haitian Griot and Pikliz to Poule en Sauce, the E.A.T. Initiative will bring all of Chef Claudy’s favorites to your kitchen!

At the same time, the E.A.T. Initiative team is developing a culinary training workbook. This workbook will "train the trainer," helping prepare fellow culinary professionals in teaching the lessons found in the Knife Skills to Life Skills program and Chef Claudy’s ServSafe trainings to young people all over the world.

Both of these books are in the works, so stay on the lookout for them in your local bookstore soon!

CONSÚM COLLABORATIVE

CONSÚM is a multi-sector collaborative led by the E.A.T. Initiative and the American Heart Association to address food apartheid in Greater Pittsburgh.

Local neighborhood growers have built thriving community gardens to solve persistent, systemic barriers to healthy food access for residents, but they are just getting started.

The CONSÚM Collaborative invests deeply in community gardens/farms to increase their capacity to get healthy foods in the hands of people who need it most through building customized, retrofitted shipping containers.

POTS & PANS

Chef Claudy is working on a customized line of affordable pots and pans to allow people in the community access to quality cookware.
**IN THE NEWS**


2020: Changemakers Spotlight: Meet Chef Claudy Pierre

2020: How Black business owners in Pittsburgh are coping amid the pandemic

2020: Meet some of the people feeding Americans during the pandemic

2018: North Side Chef Aims To Empower Community Members 'Through Their Stomachs'

2019: Claudy Pierre is Non Stop
[https://www.pittsburghmagazine.com/claudy-pierre-is-non-stop/](https://www.pittsburghmagazine.com/claudy-pierre-is-non-stop/)
“Giving is not just about making a Donation, it’s about making a Difference.”
- Kathy Calvin

60+
Sponsors and Partners

SUPPORT PROVIDED BY NATIONAL AND LOCAL COMPANIES, SMALL BUSINESSES, AND ORGANIZATIONS
More than 80% of the total spending goes directly to aid the community. This chart and the legend below show our aid in the context of other spending.

*May not sum to total due to rounding*
2020 HIGHLIGHTS

Financial Donations

$187,100

In-Kind Donations

$494,150

SERVED OVER 9,000 FAMILIES WITH FRESH MEALS AND PRODUCE.

OPERATED A CITY ‘FARMERS’ MARKET’ WHERE FRESH PRODUCE, MEATS AND DAIRY PRODUCTS WERE AVAILABLE FOR FREE.

DONATED MORE THAN 30,000 MEALS TO THE PITTSBURGH COMMUNITY.

PARTNERED WITH 412 FOOD RESCUE AND DELIVERED 300 BOXES OF FRESH PRODUCE A WEEK.

AS A GRANT RECIPIENT OF USDA, RECEIVED 500 BOXES OF FRESH PRODUCE A WEEK, PROVIDING OVER 4,000 BOXES OF PRODUCE TO THE COMMUNITY.
SIGNIFICANT DONATIONS & GRANTS

January 2020 - December 2020

<table>
<thead>
<tr>
<th>Organization</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catalytic</td>
<td>$10,000</td>
</tr>
<tr>
<td>Chime Financial Services</td>
<td>$5,000</td>
</tr>
<tr>
<td>Love Thy Neighbor</td>
<td>$5,000</td>
</tr>
<tr>
<td>McCauley Ministries</td>
<td>$25,000</td>
</tr>
<tr>
<td>Neighborhood Allies</td>
<td>$5,000</td>
</tr>
<tr>
<td>Poise Foundation</td>
<td>$20,000</td>
</tr>
<tr>
<td>Sampson Foundation</td>
<td>$25,000</td>
</tr>
<tr>
<td>Super Bakery</td>
<td>$50,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$145,000</strong></td>
</tr>
</tbody>
</table>

Significant grants are defined as over $5,000

HOW TO DONATE TO THE E.A.T. INITIATIVE:

As a small non-profit with a BIG impact, donations of all sizes make a tremendous difference. We are fueled by a passion for feeding our food-insecure neighbors and by the generosity of community members that share our devotion. Your donation—no matter how small or large—can help put food on the table for food-insecure Pittsburghers.

To donate, visit our website: https://www.eatinitiative.org
WE WANT TO HEAR FROM YOU!

To connect with the **E.A.T. Initiative Team**
Please email: eat@eminenthospitality.com

To connect with our **Executive Director and Chef, Claudy Pierre**
Please email: cmpierre@eminenthospitality.com

To connect with our **Program Manager, Naomi Ritter**
Please email: frontoffice@eminenthospitality.com