



BRANCHING TOWARD HEALTHIER FUTURES

A Decade of Growth

2014-2024 IMPACT REPORT



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“Key indicators of success of our partnership with the Vitamix Foundation are their hands-on approach, ability to listen and learn, and true intention to improve the lives of others.”

— *Dr. Susan L. Johnson,*
University of Colorado Denver



Dear Friends, Supporters, and Partners,

We are thrilled to present our inaugural impact report, celebrating a decade of the Vitamix Foundation's commitment to advancing health and well-being through plant-based whole food nutrition. As we reflect on these past 10 years, a common theme emerges: Our growth and development as an organization mirrors the transformation from seed to tree, an idea that recurs throughout this report.

Established in 2014, the Foundation began as a seed, embodying the mission to empower healthy living. Under dedicated leadership, we have nurtured this seed into a thriving organization with a strong base and strategic direction. Over the past 10 years, we have expanded our reach and impact, focusing on maternal and child nutrition from preconception through the early years.

Through strategic partnerships and investments totaling over \$4 million over the last 10 years, we have made significant strides in our mission. Collaborating closely with our partners, we have supported national advancements in nutrition education; invested in innovative solutions to increase access to fruits and vegetables; and promoted the enjoyment of plant-based whole foods.

None of this would have been possible without the unwavering support of Vitamix employees, our dedicated Board of Directors, trusted partners, and the Barnard family. Their commitment has fueled our growth and enabled us to make a meaningful difference in communities across the U.S.

As we look ahead to the next decade, we remain steadfast in our mission to improve health and nutrition. With continued collaboration and innovation, we are poised to scale our impact and create healthier futures for generations to come.

Thank you for your ongoing support and partnership in achieving this vision.

Warm regards,

Natalie A. Haynes

Executive Director
Vitamix Foundation

Steve Laserson

Chairman
Vitamix Foundation
CEO
Vitamix Corporation

BRANCHING TOWARD HEALTHIER FUTURES

Behind the Impact

We pursue partnerships and knowledge in order to nurture the “seed” of our aspirational vision, allowing it to grow, branch out, and create opportunities for real, positive change to come to life.

In 2014, the Vitamix Foundation was established to carry forward the Barnard family’s nearly century-long commitment to promoting health through the consumption of plant-based whole foods.

The vision of the Vitamix Foundation is a world where plant-based whole foods and access to a nutritious diet can prevent or reverse chronic, diet-related diseases for many Americans. As we established our mission, we chose to focus our work around core areas, including pregnant people and children from birth to 5 years old. As we see it, healthy families are the strong roots from which healthy communities and healthier generations grow.



AREAS OF FOCUS:

PRENATAL

The current and future health and well-being of both mother and child are impacted by dietary choices during preconception, pregnancy, and lactation.

FIRST 2,000 DAYS

Food preferences and habits are established and solidified early in life, significantly impacting a child’s development and future health status.

RESEARCH

Further evidence-based medical research is needed to understand and demonstrate the impact of plant-based whole foods on the prevention and treatment of chronic disease.



OUR GUIDING PURPOSE

Mission & Vision

At the Vitamix Foundation, we believe that our impact is maximized when we establish strong, enduring partnerships with the organizations we support.

VISION:

To enhance health and wellness through plant-based whole foods.

MISSION:

We collaborate and partner with others to further the knowledge, consumption, and enjoyment of plant-based whole foods.



WE ARE:

COMMITTED TO EQUITABLE ACCESS

to whole foods for all people and communities.

DEDICATED TO CREATING IMPACT

through dynamic partnerships and collaborations.

CONSTANTLY LEARNING

from our community and partners.



“As a researcher who works with community partners, it’s been extremely helpful to have the support from the Vitamix Foundation team when we’ve needed to push for rigor in our design and data collection. Their support for the project AND the science has been highly impactful and appreciated. This goes beyond our project—the commitment to building evidence and supporting the scientific approach is more crucial today than ever before.”

— *Dr. Elaine Borawski,*
Case Western Reserve University

As we create a healthier future through partnerships and grantmaking, we focus on four key pillars:

Access

Knowledge

Consumption and Enjoyment

Health Outcomes

FLOURISHING INITIATIVES

4 Core Pillars of Impact

Access ensures everyone has the ability to acquire and use nutritious whole foods in their diets.

Knowledge involves empowering communities, decision-makers, and the public with the education and research they need to make healthy food choices.

Consumption and Enjoyment ensure that people not only have access to whole foods, but also have the opportunity to enjoy and see them as both nutritious and delicious.

Health Outcomes ties all the other impact areas together by focusing on the interventions that reduce diet-related diseases and increase health and well-being for all people.

Each of these pillars represents a component of our mission and captures the progress, innovations, and stories of our partners and grantees.



PILLAR ONE

Access

Strategic grantmaking helps us expand access to nutritious, whole foods. These investments empower communities to eliminate barriers and improve access to healthy foods, local resources, and educational programs.



FAMILY-CENTERED SOLUTIONS TO FOOD INSECURITY

FLiPRx

The FLiPRx program is all about using food as a way to improve health, especially for families in under-resourced wards of Washington D.C. (specifically Wards 7 and 8). These areas are struggling with nutrition insecurity, with only three full service grocery stores for nearly 177,000 residents. FLiPRx Patient Navigators (medical students from George Washington University, Georgetown, and Howard University) assist families and connect them to the resources they need after referrals from local clinics. Through nutrition and cultural sensitivity training, the Patient Navigators are able to respond to the needs of the community and are aware of the assets that exist for support.

The program provides families with home delivery of fresh produce every other week for six months and offers additional nutrition education through interactive videos and live activities that are tailored to the community's needs. After a successful pilot with 25 families, the Vitamix Foundation is continuing to support the FLiPRx program as they expand to three more clinics in the D.C. area, using feedback from participants and the community to make the program even more responsive to their patients' needs.

Impact Metrics:



- During the pilot phase, self-reported food insecurity scores were significantly lower after the intervention than at baseline for families.
- Exposure to produce paired with nutrition education facilitated new, positive, nutrition-related mindsets and habits for families.
- Home delivery was a key component that increased families' perceived access to fruits and vegetables.

“[FLiPRx] has helped me learn different recipes to use with my fresh vegetables and it also helps me feed my kids healthy foods, especially my toddler who I recently learned loves apples and grapes!”

— FLiPRx Participant



Organization:

Family Lifestyle Program at Children's National Hospital

Program/Project Title:

The Family Lifestyle Program Patient Navigator and Produce Prescription Initiative (FLiPRx)

Total Amount Funded:

\$149,570

SLIDING SCALE DELIVERY BOOSTS HEALTHY FOOD ACCESS

Heidi's Healthy Canasta

Since 2007, the Mary Mitchell Family and Youth Center (MMC) has been a cornerstone in the Bronx, providing crucial support with a strong focus on nutrition education and food security.

One standout program at MMC is Heidi's Healthy Canasta. The program is a sliding cost-scale grocery delivery service designed to help improve the health and access to nutritious foods for low-income families. The prices are based on the household's income bracket. In the Bronx, many available food options are highly processed, contributing to high rates of diabetes, obesity, and other health issues. Heidi's Healthy Canasta changes that by delivering fresh produce and other healthy groceries right to families' doors.

This program doesn't just deliver healthy food—it also helps parents and educators understand the importance of nutrition for early childhood development. Partnering with schools, hospitals, and community organizations, Heidi's Healthy Canasta has successfully enrolled over 150 new families, giving them better access to fresh, locally sourced produce.

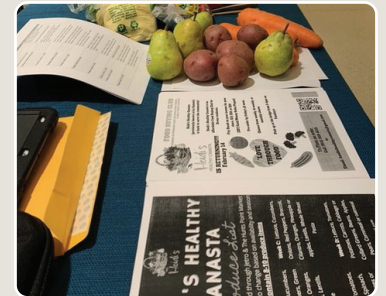
Impact Metrics:



- During the grant period, the team enrolled 155 new families in the Canasta program - exceeding their goal of 100.
- Participants have expressed strong enthusiasm for the study, with many reporting that their child is eating more vegetables by the third visit.

“Canasta has been such a convenience in getting access to fresh, healthy produce that I can't readily get at my local supermarkets, because the price is too high or the produce is not as fresh. I really enjoy seeing the recipes as well to give me ideas on what to cook and prepare for my kids and I.”

— Heidi's Healthy Canasta Participant



Organization:

Mary Mitchell Family
and Youth Center

Program/Project Title:

Heidi's Healthy Canasta

Total Amount Funded:

\$105,000



PILLAR TWO

Knowledge

By supporting initiatives that emphasize education, innovation, and research, our grants have a transformative impact that increases knowledge of whole food nutrition and encourages lifelong habits.



LEADING THE CONVERSATION ABOUT MATERNAL NUTRITION

Nutrition in Pregnancy Conferences

Since 2019, the Vitamix Foundation has been supporting a series of three conferences all about nutrition during pregnancy. The goals of the Nutrition in Pregnancy conference series have been clear.

1. Identify the unique nutritional needs of women before and during pregnancy, and while breastfeeding.
2. Find ways to tackle barriers that keep people from getting healthy foods.
3. Push for changes at the national level to improve nutrition for pregnant people, babies, and kids.

Improving nutrition for moms and infants is very important for tackling the rise in chronic diseases and ensuring long-term health for everyone.

A Quick Overview of Each Conference:

- **Conference 1 (2019):** The primary focus was the science of nutritional needs during pregnancy and lactation. It led to a consensus statement published in the May 2022 issue of the *American Journal of Obstetrics & Gynecology*.
- **Conference 2 (2022):** This conference tackled barriers to better nutrition. It pinpointed ten key obstacles facing pregnant people and discussed ways to overcome them, including education and policy changes. The findings were published in the March 2024 *Annals of the New York Academy of Sciences*.
- **Conference 3 (2024):** Building on the 2022 White House Conference on Hunger, Nutrition, and Health, this think-tank style convening focused on filling gaps and addressing barriers. It aimed to develop strategies to boost nutrition for women of reproductive age, both nationally and locally, and identify areas with the most potential for collective action and impact.

Impact Metrics:



- Authored two milestone publications on the importance of nutrition during pregnancy and barriers to accessing nutritious foods.
- Gathered over 100 diverse stakeholders from government, community, healthcare, and academia to address gaps and opportunities for nutrition during pregnancy.
- Established the “Hunger, Nutrition, and Health in Pregnancy Action Network” to drive collective action and improve support systems for pregnant people.

“What needs emphasized is the potential impact of having a large group of disparate organizations working together toward strategic goals. This has not been done before and it is unlikely that any substantial improvement in nutritional status for women who are pregnant can be achieved without this level of collaboration.”

— *Dr. Kent Thornburg,*
Oregon Health and Science University



Organization:

Oregon Health & Science
University Bob and
Charlee Moore Institute for
Nutrition & Wellness

Program/Project Title:

Nutrition in Pregnancy
Conferences (2019,
2022, and 2024)

Total Amount Funded:

\$430,000

INCREASING AWARENESS OF THE DIETARY GUIDELINES

Learning from Black Birthing People

1,000 Days highlights how crucial nutrition is from pregnancy through a child's second birthday—a period known as the “first 1,000 days.” This time is key for setting up a child's future health and development. Since 2018, the Vitamix Foundation has supported 1,000 Days around three major initiatives.

Through the first two grants, 1,000 Days focused on helping to shape the 2020–2025 Dietary Guidelines for Americans (DGAs) with a specific focus on pregnant and lactating women and children up to 24 months. Because of this work, we now have the first-ever DGAs tailored to include these important stages of life. The second phase of this project was to communicate and translate the guidelines to make them more accessible for the public.

The most recent project, Learning from Black Birthing People to Create Better Communications and Increase Awareness of the Dietary Guidelines, surveyed communities more specifically to understand sources of nutrition information and gaps in culturally relevant communications about healthy diets during pregnancy. Through surveys and an environmental scan, over 220 pregnant people shared their perceptions of nutrition information related to pregnancy and their preferred sources of information.

The findings noted below and all phases of our work with 1,000 Days have been critical to ensuring that pregnant people, practitioners, and policymakers, are receiving the evidence-based nutrition information and support they need.

Key Survey Findings:



- 44% of pregnant people learned about the importance of nutritious foods in the first trimester, while 33% did so one year or more pre-conception.
- 67% expressed interest in working with a registered dietitian nutritionist and/or a prenatal nutrition specialist.
- Pregnant women reported receiving health and nutrition information primarily from healthcare providers, followed by personal networks and online sources.

“We have used these learnings to support our federal advocacy agenda within the U.S. Congress and relevant federal agencies to ensure our advocacy is rooted in the needs the communities we work with.”

— *Solianna Meaza, 1,000 Days*



Organization:

1,000 Days

Program/Project Title:

Catalyzing Action around the DGAs (2019), Translating Science Into Action (2022), and Learning from Black Birthing People (2023)

Total Amount Funded:

\$140,000



PILLAR THREE

Consumption and Enjoyment of Whole Foods

Meaningful partnerships and intentional investments allow us to strategically promote the consumption and enjoyment of nutritious whole foods in impactful ways.



STRENGTHENING EDUCATORS' HEALTH TO SHAPE FUTURES

Nurturing Healthy Teachers

In the fall of 2019, the Vitamix Foundation funded an eye-opening project that revealed a big issue: About 32% of Early Care and Education (ECE) teachers in the Pennsylvania Head Start programs studied were dealing with food insecurity. That's much higher than the national average of 10.5%. This work also showed that these teachers had poor diet quality.

ECE teachers are key to shaping the lives of young children, so it is essential that they are healthy and well-supported. This program focuses on delivering the necessary resources teachers need to be at their best while caring for our youngest learners.

Over 3.5 years, the Nurturing Healthy Teachers program supported 349 ECE teachers at 28 schools in Texas. Through the program, teachers received fresh fruits and vegetables from Brighter Bites and nutrition education via Penn State Extension Better Kid Care's "Create Healthy Futures" curriculum. With each component of the program, the research team designed resources, screenings, and interventions to decrease food insecurity, improve dietary habits and knowledge, support mental health, and boost cardio-metabolic health among these crucial educators. Over the course of the project, the study team also provided access to wellness visits and tracked key health metrics (BMI, HbA1c, and blood pressure) at baseline and post-intervention to assess how the program impacts overall health, food insecurity, and healthy behaviors.

Impact Metrics:



- Brighter Bites helped 75% of teachers save an average of \$10-30 per week on their family's weekly grocery budget.
- 80% of the teachers reported that receiving produce and nutrition education were helpful in increasing the family's fruit and vegetable intake.
- More than 90% of participating teachers found Create Healthy Futures provided helpful information related to nutrition education.
- 9% decrease in household food insecurity from baseline to post-intervention among participating teachers.

"With the rising costs of groceries, it has been wonderful being able to help people in the school and community to lower their food costs"

— ECE Teacher Participant



Organization:

University of Texas Health
School of Public Health,
PennState Extension Better
Kid Care, Brighter Bites

Program/Project Title:

Nurturing Healthy Teachers

Total Amount Funded:

\$496,763

SETTING KIDS UP FOR A LIFETIME OF HEALTHY EATING

WISE Babies

Since the first two years of life are so crucial for setting up long-term taste preferences, weight, and overall health, the 2020-2025 U.S. Dietary Guidelines introduced special recommendations for this important developmental stage. With around 6 million kids under 3 years old in early childcare and education (ECE) settings across the U.S., these places play a big role in promoting healthy development.

The We Inspire Smart Eating (WISE) program is an evidence-based initiative aimed at boosting fruit and vegetable consumption among preschoolers aged 3–5. With support from the Vitamix Foundation, the WISE Babies program adapts WISE for use with younger children (ages birth to 3 years old) in ECE programs. The goal is to set kids up for a lifetime of healthy eating right from the start.

Here's how WISE works:

- **Classroom Curriculum:** Four tailored curricula were created to help build healthy eating habits from birth.
- **Parent Engagement:** The program strengthens the link between ECE teachers and parents, encouraging discussions about positive feeding practices and healthy foods.
- **Educator Training and Support:** ECE teachers receive training on responsive feeding techniques, how to support breastfeeding, transitioning to solid foods, and modeling healthy eating behaviors.

Impact Metrics:



- All teachers (100%) agreed or strongly agreed that WISE Babies is appealing to them and was welcome in their classroom.
- Most teachers (70% or more) met WISE Babies best practices and fidelity standards by the end of the year.
- Teachers valued that WISE Babies helped them connect with their students as they tried new things together.

“At the end of the day, [this program] is really fun to do, and the kids really enjoyed it - even the picky ones!”

– *Teacher using WISE Babies program*



Organization:

University of Arkansas
for Medical Sciences

Program/Project Title:

WISE Babies

Total Amount Funded:

\$222,091



PILLAR FOUR

Health Outcomes

By funding innovative research, supporting evidence-based programs, and joining our partners in empowering people to lead healthier lives, we help demonstrate the transformative impact of plant-based whole food nutrition on positive health outcomes.



PANTRY TO PLATE PLANT-BASED NUTRITION

Evaluation of Plant-Based Food on Hunger and Chronic Disease

The Massachusetts General Hospital (MGH) Revere Community Health Center focuses its programming on plant-based foods, patient education, empowerment, and thorough evaluation.

The MGH research team is exploring how access to fresh produce affects the health of patients at their health system, by connecting data about pantry use to patients' medical records and health data. The Vitamix Foundation has supported these groundbreaking evaluations so programs like this can demonstrate their efficacy and impact on community health.

The food pantry at Revere Community Health Center takes a holistic approach to tackling social determinants of health, serving as both a clinical and research model for other food pantries. Beyond just distributing food, the MGH team also runs a teaching kitchen where they show participants how to prepare healthy recipes while they pick up their groceries. This resource allows the team to support both culinary skills training and community building for pantry users.

Impact Metrics:



- Each food box received supported a decrease in body mass index (BMI) for children receiving the weekly, plant-based family food packages.
- During our partnership, the food pantry at Revere Community Health Center expanded capacity to serve 165 families with food boxes every week (up from 120).

“Having food insecurity is difficult and it was just my youngest daughter and me. To get two bags of produce? It’s been a blessing, it really has. I’ve been going to food pantries for the past 10 years, and this is very different. This is the good stuff. This is top notch.”

— MGH Revere Food Pantry Recipient



Organization:

Massachusetts
General Hospital

Program/Project Title:

Evaluation of Plant-Based
Food on Hunger and
Chronic Disease

Total Amount Funded:

\$221,980

COMMUNITY PARTNERSHIPS BOOST MATERNAL AND CHILD HEALTH

Nourishing Beginnings

Nourishing Beginnings is a collaborative research initiative led by Better Health Partnership, Case Western Reserve University, First Year Cleveland, and the Greater Cleveland Food Bank.

The program addresses food insecurity, seeks to improve maternal and fetal health outcomes, and leverages trained Community Health Workers (CHWs) to connect pregnant people with the nutritional resources they need. The CHWs are able to identify clients who would most benefit from Nourishing Beginnings. Once participants are enrolled, they either receive a monthly, curated food box or cash assistance to purchase healthy foods. All participants also receive access to cooking supplies, personalized and easy-to-understand recipes tailored to dietary needs during pregnancy and postpartum periods, and other support throughout their pregnancy and into the baby's first months of life.

The study has enrolled over 60% of the total goal so far (Goal=160 pregnant people), and is ensuring that pregnant people with low incomes have access to the resources they need to have healthy pregnancies, births, and babies. Through evaluation of the two study arms (cash vs. food boxes), this study will also offer key insights for organizations and providers on how the design of nutrition programs impacts the communities they serve.

Impact Metrics:



- From July 2022 – July 2024, over 1,510 food boxes and \$12,720 in cash assistance were provided to pregnant people.
- While the program is still enrolling, participants completing the program are initially reporting:
 - Decreased self-reported food insecurity.
 - Decreased stress and depression scores.
 - Increased family confidence in eating a healthy diet.

“I was worried about getting food since I don’t have care or reliable transportation. Having a box of everything delivered to me eliminated my stress and worry.”

— *Nourishing Beginnings Participant*



Organization:

Better Health Partnership,
Case Western Reserve
University, First Year
Cleveland, and the Greater
Cleveland Food Bank

Program/Project Title:

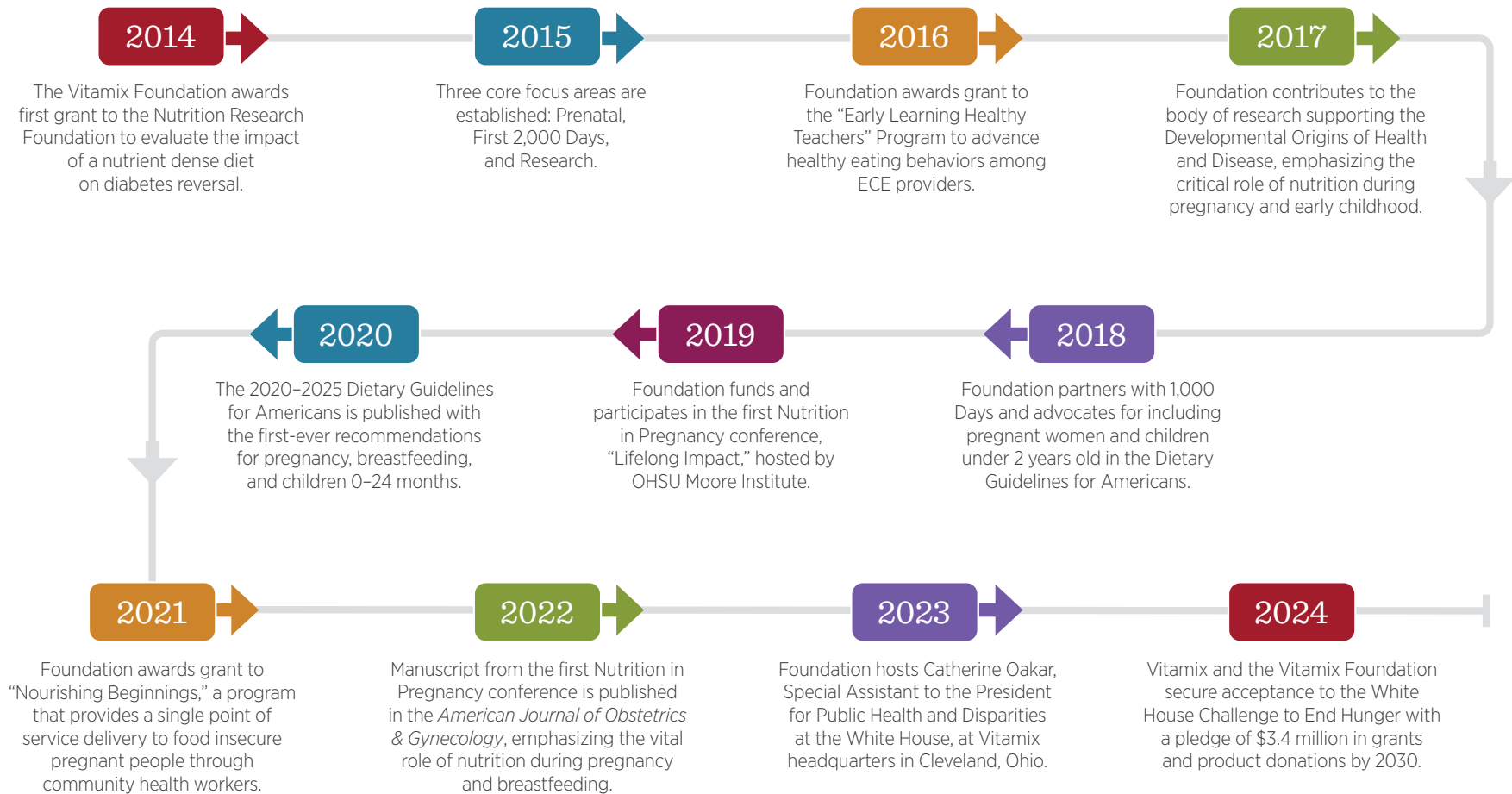
Nourishing Beginnings

Total Amount Funded:

\$287,375

VITAMIX FOUNDATION

Key Milestones



Grantmaking by the Numbers

GRANT PORTFOLIO

2014 - 2024

Awarded **42** grants*
to **28** partner organizations

Over **\$4.2 million** in total
funding awarded

**Some partners have
received multiple grants*



2024

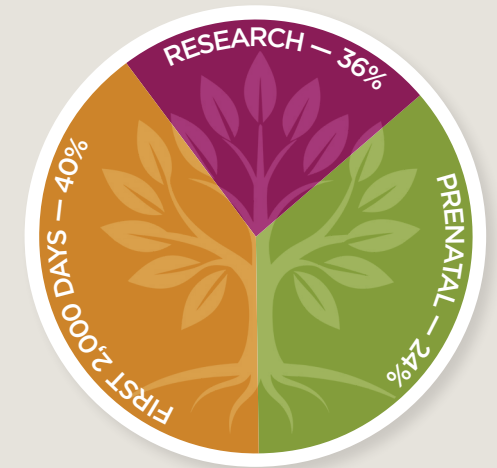
16 Active Grants

100% of approved grants in the
2024 Grant Cycle supported
pre-existing partnerships
and projects

“Vitamix Foundation has been a great connector for the Charlie Cart Project, introducing us to their grantees – supporting all of us to leverage mutual work and connections.”

– Carolyn Federman, The Charlie Cart Project

AREAS OF FOCUS



24%
PRENATAL

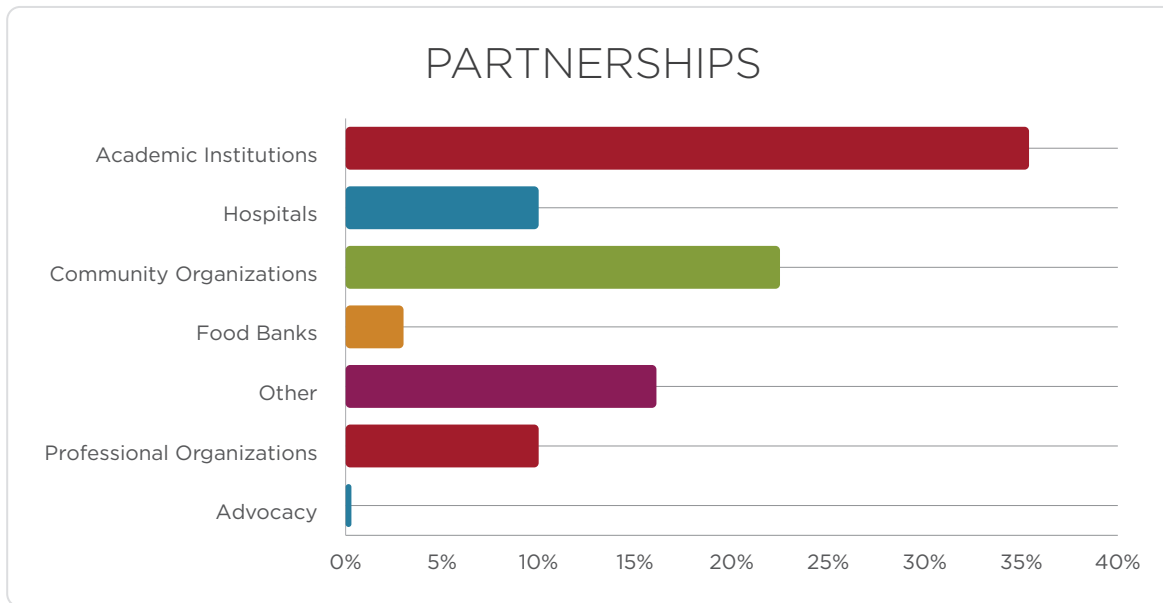


40%
FIRST 2,000 DAYS



36%
RESEARCH

VITAMIX FOUNDATION Partnerships with Purpose



“The Vitamix Foundation’s influence on Eat Real’s work extends far beyond the financial support provided through the grant. The partnership has been instrumental in amplifying our mission, expanding our network, and solidifying our role as a leader in the movement to transform school food systems.”

— *Brittany Lavalleur, Eat Real Certified, Inc.*

GRANTEE SURVEY KEY FINDINGS



82.61%

OF GRANTEES

have leveraged their partnership with Vitamix Foundation to access additional funding from other partners.

96.43%

OF PARTNERS

agreed with the following statement, I am satisfied with working with the Vitamix Foundation, and I would recommend the Foundation to others as a partner.

76%

OF GRANTEES

said the Vitamix Foundation had a significant impact on achieving their mission or program objectives.

HARVESTING HOPE

What We Learned

In our first ten years, we have had innumerable opportunities to learn, grow, and adapt as an organization. We celebrate these learnings as they have and will continue to inform our strategy and plans for the future.

Below are the key findings from our partnerships, which highlight the most significant insights and outcomes we discovered:

- **EQUIPPING PARTNERS FOR SUCCESS**

Providing our partners with essential tools and resources is crucial for scaling and sustaining health programs effectively.

- **VALUING EVIDENCE-BASED IMPACT**

Demonstrating tangible outcomes through evidence is vital for validating efforts and refining strategies for greater success.

- **BUILDING AN IMPACT NETWORK**

Creating a dynamic network of thought leaders, organizations, and strategic partners is key to driving systemic change and facilitating collective action.

- **ADDRESSING BARRIERS TO HEALTHY DIETS**

Tackling barriers to healthy eating is urgent and necessary for creating effective solutions and addressing the severity of the nutrition crisis.

- **ALIGNING WITH BROADER GOALS**

Aligning our strategies with national initiatives, such as the White House Challenge to End Hunger and Build Healthy Communities, ensures our work remains focused and impactful.



“Amazing connections made through our partnership with the Vitamix Foundation! I am impressed with the energy and thought leadership of the Vitamix Foundation. A wonderful strategic thought partner!”

— *Dr. Judith Monroe, CDC Foundation*

“In the rapidly growing “Food is Medicine” movement, results are key. So working with the Vitamix Foundation to produce high-quality research studies and publishable results will help others in the field.”

— *Dr. Jacob Mirsky, Massachusetts General Hospital*

PLANTING THE FUTURE

The Road Ahead

In the coming decade and beyond, the Vitamix Foundation remains dedicated to supporting and investing in programs and organizations that drive tangible improvements in nutrition and health for women, children, and families across the United States.

We are **committed** to achieving our strategic goal of national leadership in the fight to improve maternal and child nutrition. This involves highlighting critical initiatives, addressing barriers to healthy diets, emphasizing the severity of the crisis facing current and future generations, and fostering a dynamic network to drive collective action.

We **envision** the network of thought leaders, public and private organizations, and strategic partners that we've connected will form a robust root system for our tree, enabling its branches to reach across our nation with a transformational impact on improving societal health.

Consistent with our strategic plan, the Vitamix Foundation, alongside the Vitamix Corporation, is fully committed to aligning our philanthropic strategies with the White House's efforts to end hunger and build healthy communities by 2030. This commitment includes long-term financial support and collaboration with our partners. It serves as a guiding principle for evaluating our work and grantmaking, ensuring that we stay true to our mission and continue to support efforts to improve health and nutrition for the communities that need it most.



OUR STRATEGIC PLAN

focuses on advancing knowledge, consumption, and enjoyment of plant-based whole foods through several key priorities:

- We aim to create pathways and equip our partners with the tools and resources necessary to scale and sustain their programs effectively.
- We prioritize securing evidence that demonstrates the impact of these programs on their mission and the communities they serve.
- We commit to building an impact network that catalyzes systemic change, ultimately enhancing the health and well-being of mothers, babies, and their communities.

Roots of Our Success

With profound gratitude, we extend our heartfelt thanks to **John Barnard**, one of our founding Board Members, whose countless contributions have shaped the Vitamix Foundation throughout its first decade. John's steadfast dedication, visionary leadership, and deep passion for plant-based whole food nutrition have been pivotal in guiding the Foundation's mission, ensuring that our core values remained strong and impactful.

As John transitions to an Emeritus board role, we are deeply thankful for his unwavering commitment and his instrumental role in driving the Foundation's growth and impact. His legacy will continue to inspire us as we move forward, ever strengthened by his remarkable dedication to a healthier, more sustainable future.



“If we can encourage families to teach their kids to eat fruits and vegetables before they’re two years old, we can change their health for their entire life.”

— *John Barnard*

FRUITS OF APPRECIATION

Acknowledgments

We're sincerely grateful for the people who share our vision and the communities we serve for enabling us to turn our mission into action every day.

Special Thanks:

The Barnard Family, founders of the Vitamix® Corporation, for their visionary leadership and enduring commitment to health, wellness, and plant-based whole-food nutrition.

The Vitamix Corporation and Vitamix employees, for its generous support and enabling the Foundation to fulfill its mission.

Carolyn Hightower, the inaugural director of the Vitamix Foundation, for her exceptional leadership and dedicated contributions to establishing the Foundation's mission, vision, and roadmap.

The Vitamix Foundation Board of Directors, for their invaluable guidance and unwavering dedication to our mission.

Our partners, for their passion, collaboration, and commitment to improving the health and nutrition of families and communities across the country.

Our Board of Directors:

Steve Laserson, President & Chairman

Sujata Lakhe Barnard, Vice President

Loree Connors, Treasurer, Founding Member

Aimee Wrubel, DC, ND, Secretary

John Barnard, Founding Member

Our Staff:

Natalie Haynes, Executive Director

Abby Szabo, Program Manager

Our Interns:

Brenna Frimel, Foundation Intern, 2024

Jennifer Boey, Foundation Intern, 2022-2024

Elizabeth Ochoa, Foundation Intern, 2022



LEAVES OF ACHIEVEMENT

Grantee Directory 2014-2024

Over the past decade, the Vitamix Foundation has proudly supported a diverse array of organizations and projects. These partners are essential drivers of meaningful change.

2014

Nutritional Research Foundation, Diabetes Reversal Clinical Trial

2016

Penn State Better Kid Care, Early Learning Healthy Teachers Program I

2017

The Centers for Family and Children, Early Learning Healthy Teachers Program I

The University of Texas Health Science Center at Houston, Early Learning Healthy Teachers Program I

The Plantrician Project, Founding Funder for the International Journal of Disease Reversal and Prevention

2018

Oregon Health and Sciences University Moore Institute, Nutrition in Pregnancy Conference: Lifelong Impact

1,000 Days, US Dietary Guidelines

Northern Arizona University, Nutritarian Women's Health Sub-study

2019

The University of Texas Health Science Center at Houston, Early Learning Healthy Teachers Program II

Penn State Better Kid Care, Early Learning Healthy Teachers Program II

Wholesome Wave, Wholesome Rx Fruit & Vegetable Prescription Program

2020

Oregon Health and Sciences University Moore Institute, Nutrition in Pregnancy Conference: Creating a Blueprint for Healthy Mothers and Children

American College of Lifestyle Medicine, Food as Medicine Preconception, Pregnancy, and Postpartum online course

The Plantrician Project, Publication of the International Journal of Disease Reversal and Prevention

2021

Greater Cleveland Food Bank, Nourishing Beginnings

Tulane University, PrePARED Dietary Pattern Analysis

2022

Massachusetts General Hospital, Revere Food Pantry-Evaluation of Plant-Based Food on Hunger and Chronic Disease

1,000 Days, Translating Science into Action to Improve the Nutrition and Health of Mothers and Young Children

Charlie Cart, Charlie Cart Project Impact Evaluation

The University of Texas Health Science Center at Houston, Nurturing Healthy Teachers

Penn State University, Nurturing Healthy Teachers

Brighter Bites, Nurturing Healthy Teachers

University of Arkansas, WISE Babies

Children's National Hospital, FLiPRx: Patient Navigator & Produce Prescription Program

The University of Colorado Anschutz Medical Campus, Healthy Starts: Pacing of Children's Introduction to New Plant-Based Foods

National WIC Association, Expanding NWA's Member Services

LEAVES OF ACHIEVEMENT

Grantee Directory 2014-2024

2023

Teaching Kitchen Collaborative, Educating Health Professionals

Birthing Beautiful Communities, American College of Lifestyle Medicine, Food as Medicine Preconception, Pregnancy, and Postpartum online course/Vitamix Doula Nutrition Course

1,000 Days, FHI Solutions, “Learning from Black Birthing People to Create Better Communications and Increase Awareness of the Dietary Guidelines”

CDC Foundation, The National Hunger, Nutrition, and Health Action Collaborative

The Charlie Cart Project, Charlie Cart Project Impact Evaluation

Mary Mitchell Family and Youth Center, Heidi’s Healthy Canasta

Massachusetts General Hospital, Evaluation of Plant-Based Food on Hunger and Chronic Disease

National WIC Association, Advancing Maternal and Child Health by Enhancing Professional Connection

University Hospitals, Whole Health Lifestyle Care for Reproductive Well-being Pilot Program

Eat Real, Certification in School Districts with Pre-K Programs

The Plantrician Project, Mission Support of Key Research and Education Initiatives

2024

Oregon Health and Sciences University Moore Institute, 3rd Nutrition in Pregnancy Conference

CDC Foundation, Empowering Families & Communities for Childhood Health and Nutrition: A Collaborative Approach

Children’s National Hospital, FLiPRx: The Family Lifestyle Program Patient Navigator and Produce Prescription Initiative

Case Western Reserve University, Nourishing Beginnings

Harvard Pilgrim Health Care, Inc, Community partnership for healthy nutrition during pregnancy and over the first 2000 days: enhancing home visiting programs to improve health in young families

Teaching Kitchen Collaborative, Nutrition Competency Requirements & Development of a Repository of Nutrition Education Curricular Resources

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