

## Rebel Ventures

### Testimonial

Rebel Ventures is a high-school student-run nonprofit food enterprise based in Philadelphia creating healthy deliciousness with kids in schools and in our communities. Our objectives are to increase access to nutritious and tasty food (*healthy deliciousness*) for kids, and engage high school students in meaningful job experiences using entrepreneurship as a strategy for positive youth development. Every aspect of our nonprofit is run by high school students, from meetings with partners to our product development and sales. Youth Power, Teamwork, and Democracy are core Rebel Values. We develop products and educational activities that reach thousands of students, create videos for youth, run marketing campaigns, steward partnerships, speak at conferences, and learn through each experience. We created a product called Rebel Crumbles that is served on the breakfast menu in all Philly public schools. Since 2017, over 1.5 million Crumbles have been served to kids in Philadelphia. As peer role models and leaders, our crew has the unique opportunity to directly impact kids beyond the school breakfast menu. So, over the past two years, we designed a set of youth-powered, project-based learning activities targeting cafeterias, classrooms, and whole schools. In this time of pandemic, the Rebel crew continues to work together virtually to address challenges arising from the pandemic and create healthy deliciousness in the real world.

Currently, we create several different food media programs to engage children and families, with the purpose of empowering them with the motivation and information to

make healthy foods at home. Rebel Chefs Live is a weekly, youth-led, live, interactive cooking class. A Rebel HS chef leads the class and utilizes ingredients found in a Farm to Families box to make a healthy recipe at home. Rebel Chefs Live is advertised on the boxes so families receiving them can participate.

The Rebel Chefs Community Cookbook is a blog on the Rebel website that publishes youth-created recipes from kitchens across the city. Rebel HS crew test and edit these recipes, and will compile them into a hard-copy cookbook by summer 2021. We will collect recipes virtually, and via drop boxes at the local library and local supermarkets.

Healthy Deliciousness At Home is a cooking video series that features Rebel HS chefs in preparing easy, affordable, and delicious recipes in their own home kitchens. The Healthy Deliciousness at Home Fund is a mini-grant program run by the Rebel HS crew that is in place to send cooking equipment (such as blenders, cutting boards, pots/pans) to families to support them preparing healthful meals at home together. Our goal at Rebel is to engage our HS crew in maximizing the impact of food assistance currently being received by families (through the Farm to Families program and the School Food Program). We do this by establishing partnerships with government and nonprofit agencies involved in these programs, and then working together to leverage the incredible energy and intellect of our HS crew to create reinforcing media materials and resource-sharing opportunities.

We are currently in partnership with the School District of Philadelphia, SHARE Food Program, Philabundance, and the Free Library of Philadelphia to maximize our impact.

The coronavirus pandemic has only increased kids' need for access to healthy, delicious foods, good food education, and meaningful jobs. One of the major challenges facing especially lower income communities in Philadelphia right now is food insecurity and the difficulties of providing healthful and tasty food with few resources.

Through an asset-based approach, we connect our youth-led model, our values, our partnerships, our ability to listen to our community and create healthy deliciousness with kids to work to solve these challenges.

Our nonprofit food business prioritizes children's health over profit. We consider health holistically—the food we eat, the way kids learn about food, and the way young people are involved in creating the foods available to them. By making Rebel Crumbles, we provide access to attractive, nutritious foods for more than 150,000 kids in Philadelphia and are able to invest the revenue we earn from these sales into furthering our work promoting children's health.

Over the next year the Rebel crew is working to plan and build the Rebel Market, a youth-powered corner store in West Philadelphia. Our primary goal is not profit, but instead providing affordable, nutritious, tasty, and attractive foods to our target audience (kids in Philadelphia). Our exact menu will depend on the infrastructure of our space. At minimum we will sell fresh produce, sliced 'grab and go' produce, parfaits, smoothies, Rebel Crumbles, salads, vegetable platters, and other healthy snacks, many priced at \$1 or less. Customers can purchase Rebel Market items with cash, card, EBT, and Rebel Bucks (a coupon distributed to local schools and youth-serving community organizations to be earned by kids for practicing healthy and kind behaviors). When determining what to sell, we will use a framework that considers affordability,

nutritiousness, deliciousness, simplicity, seasonality, geography, and mission-alignment. 100% of our products will be healthy deliciousness. Thank you for this opportunity and we look forward to a continued partnership in the future.

Sincerely,

Andrew Blassingame and the Rebel Crew