

► **From the Coordinator**

Dear Friend of the NE Iowa Food & Fitness Initiative (FFI),

On behalf of FFI, I am honored to share all that has been accomplished! It's been a great year for FFI, and I appreciate this chance to present some highlights. The sense of progress is coupled with the knowledge that there is much more work to be done to achieve our vision of the rebirth of rural communities to make the healthy choice the easy choice for children and their families.

We are a regional collaborative of community members and organizations working to create greater access to healthy, locally grown foods and active living opportunities in Northeast Iowa. FFI serves more than 100,000 people across six counties.

Over the past seven years, the FFI backbone function has been supported by several large grants from the W.K. Kellogg Foundation. The Kellogg funding has started to phase out and will end in less than two years. We know we need to continue the work to deepen our community connections and ensure that the work of FFI continues beyond the end of Kellogg funding.

Securing regional support is a chance for our communities to invest in long term community health, wellbeing and revitalization. In the coming months we will expand the discussions and engagement to deepen the community support for this community work long term. I look forward to connecting with you and/or your organization in the year ahead.

Thank you for taking the time to review our annual report.



Ann R. Mansfield

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Learn more about FFI:
www.iowafoodandfitness.org
 325 Washington Street
 Decorah, Iowa 52101
 (563) 382-2949

Visit our Giving Center:
<http://tinyurl.com/iowaffi>
 Hosted by the
 Community Foundation
 of Greater Dubuque



“It’s more than taste tests and Walking School Buses, FFI is about creating thriving rural communities.”

—Duane Willhite, Superintendent,
 North Fayette–Valley Schools

► **With your support, we have the potential to experience...**

- A rebirth of rural communities led by schools, young people and their communities to promote healthy living...
- Children getting a healthy start from birth and coming to school ready to learn...
- An economically vibrant and growing regional food system...
- Opportunities for people of all ages to walk, bike and enjoy nature and small towns...
- A culture of health and well-being created by the collaboration and leadership of Northeast Iowans of every income, age, ethnicity, race, education and walk of life.

Special thanks to the hundreds of community partners who make our work possible, including:

- NE Iowa K–12 Schools
- Producers and the Iowa Food Hub
- Regional Head Start & Preschools
- Parents, community members & youth

• FFI CORE PARTNERS •



• 2014 ANNUAL REPORT •



► **FFI Shared Vision:**

Every day, all people experience, celebrate, and promote healthy, locally grown food, and abundant opportunities for physical activity and play.