

EAT.LEARN.PLAY.



impact report

www.EatLearnPlay.org

Dear Eat. Learn. Play. Community,

Three years ago, we launched Eat. Learn. Play. in Oakland. It has been a humbling and inspiring experience to see our organization take shape and deliver significant impact in our community in such a short period of time. Although our shared accomplishments so far have surpassed our wildest dreams and expectations, we're happy to say that we're just getting started.

The concept for Eat. Learn. Play. came to life as we began to understand the tremendous need and opportunity in our adopted hometown of Oakland. With so many children and families in the under-resourced community we love, we embraced a vision of improving the lives of those around us.

However, just months after officially launching, the emergence of COVID-19 presented new challenges that changed plans for everyone. Our foundation was no exception. As the coronavirus forced school closures and shuttered businesses, the team at Eat. Learn. Play. pivoted to invest more energy and resources to combat the rapid increase of food insecurity in Oakland. We looked to local partners to move quickly, developing a meal distribution program to support our most vulnerable neighbors.

While that emergency effort demonstrated the remarkable possibilities that exist when communities work together, it also reinforced how interconnected our eat, learn, and play pillars are. The programs we are prioritizing now and into the future are uniquely designed to strengthen the outcomes for each pillar, while enabling a trifecta of opportunities to unlock kids' potential and to help them realize their dreams.

We would not be where we are if it were not for the people reading this impact report today. We are fortunate to have an incredible network of partners and organizations supporting our work, reminding us over and over that it truly takes a village to make change happen.

Thank you from the bottom of our hearts for being on this journey with us. And make no mistake, this is just the beginning of our story.

Sincerely,

Stephen and Ayesha Curry,
Co-founders of Eat. Learn. Play.



Dear Eat. Learn. Play. Community,

Reflecting on the past three years, I often think back to my first conversations with Stephen and Ayesha Curry about what would become Eat. Learn. Play. They shared the seeds of inspiration for an organization with a big, bold mission: to unlock the amazing potential of every child and improve the lives of kids and families of color.

In those early discussions, the Currys were adamant about several things. First, the organization's efforts must be firmly planted in their adopted hometown of Oakland. Next, we decided on three pillars vital to a healthy childhood: nutrition, education, and physical activity. The organization's name, originally set up as the "Stephen and Ayesha Curry Family Foundation," would change to focus on the work and not the people behind it. As Ayesha and Stephen say, "This is about impact, not legacy."

The Currys' vision for the organization has never wavered from the moment we launched Eat. Learn. Play. in 2019. I'll forever be grateful to them for entrusting me to help bring their ideas to life, establish the foundation's roots in Oakland, and build out its programs and initiatives to tackle our core issues. Each day has brought us one step closer to our interconnected goals—ensuring underrepresented children and families have the nutritious food they need to be healthy and thrive, offering resources that foster a love for learning and reading, and providing safe places and equitable opportunities to play.

Stephen and Ayesha have been constants in Eat. Learn. Play.'s evolution, using their presence, networks, voices, and platforms to promote our pillars and amplify our work. Every time I approach them with an ask or idea related to a new initiative or opportunity to engage allies and partners, they have responded with creative, smart, and innovative ways to move forward.

As you explore the rest of this impact report, you will find stories of real progress in each of our focus areas. While we are proud of these accomplishments, we also know that progress is fragile and requires listening, learning, and reevaluation to sustain momentum.

In the years to come, we will keep a simple truth in mind—although talent exists everywhere, opportunities often do not. We will continue our work of identifying that hidden talent and opening up new avenues for the kids and families of Oakland to thrive. Together, we will remain focused on our North Stars—eat, learn, play—as we explore new investments and priorities across the city and beyond.

Finally, I want to say thank you for being part of the last three years. While there is a long road to travel to reach our goals, the Currys' stewardship and your support strengthen our resolve, clarify our vision, and give us reason for great optimism. We hope you will continue this amazing journey with us.

Sincerely,

Chris Helfrich,
CEO of Eat. Learn. Play.





Unlocking the potential of children in our community

We focus on three vital pillars of a healthy childhood: nutrition, education, and physical activity. Our investments meet kids where they are most often—in school, at home, and in their neighborhood.

Eat. Learn. Play. Foundation is committed to unlocking the amazing potential of every child by fighting to end childhood hunger, ensuring students have access to a quality education, and providing safe places for all children to play and be active.

three-year impact by the numbers



\$38 million raised and invested

27 community partners supported

150,000 youth reached

25 million meals and 2.1 million pounds of produce served to kids and families

\$3.4 million invested in literacy programming and 500,000 books distributed



In Oakland, 37% of kids currently struggle with food insecurity. For Black and Brown children, the percentage is even higher. Nationwide hunger rates have increased significantly over the past two years, with nearly 14 million kids going hungry every day.

Eat. Learn. Play. works on the front lines to ensure kids and families have access to the nutritious food they need to thrive. We are taking a leadership role in helping Oakland Unified School District's (OUSD) state-of-the-art Central Kitchen become fully operational within the next few years, so it can fulfill its promise of distributing more than 9 million meals annually to Oakland students. Furthermore, we advocate at the local, state, and federal levels on critical policy issues related to food insecurity among kids and their families.



When COVID-19 forced school closures in March 2020, many of the almost 20,000 Oakland students who rely on multiple school meals per day were immediately at risk for hunger.

Although Eat. Learn. Play. had launched just months earlier, we set aside our strategic plan and immediately refocused our efforts where they were needed most. We provided funding and resources to help OUSD activate its remote meal distribution plan. During the first week of closures, the school district served more than 90,000 meals. Entire families—many of whom had parents and other family members recently laid off due to shelter-in-place orders—arrived to pick up food.

As we quickly recognized the scale of need, we looked to a longtime local leader in combating hunger and poverty, the Alameda County Community Food Bank. Together, we provided families with additional bags of groceries, fresh produce, and complete meals. And through a partnership with World Central Kitchen, we helped 130 Oakland restaurants closed by the pandemic re-open and re-hire their staff members, directing their energy toward producing high-quality meals for families, homeless and foster youth, seniors, and others in need.

By paying local restaurants \$10 per meal and coordinating with World Central Kitchen, Eat. Learn. Play. facilitated the preparation and distribution of more than 2.5 million restaurant meals to Oakland's most vulnerable residents in the first year of the pandemic.

This collaborative approach serves as a blueprint for how communities can respond quickly and feed their residents in the most difficult times.

“Stephen and Ayesha’s video had a profound impact on emphasizing the magnitude of the pandemic on hunger and poverty. It was the indication for the world to stop and say, ‘Okay, COVID-19 is spreading rapidly globally, and we need to focus on it quickly. The Oakland Unified School District (OUSD) had just announced immediate school closures.”

—MICHAEL ALTFEST, ALAMEDA COUNTY COMMUNITY FOOD BANK

EAT. IMPACT BY THE NUMBERS

10 million total meals
distributed through **Alameda
County Community Food Bank**

4.3 million pounds of fresh
produce **delivered with World
Central Kitchen and Full Harvest**

130 restaurants hired to
provide 2.6 million meals **to the
community during COVID-19**

858 restaurant
employees **rehired**





LEARN.



In addition to fueling kids with the nutritious food they need to thrive; we are also making sure they have access to high-quality education. There is nothing more essential or foundational to a child’s opportunities in life than the ability to read well, which is why we are working to close the literacy gap amongst Oakland students.

There is a literacy crisis in Oakland that’s been exacerbated by the COVID-19 pandemic and more than a year of distance learning. Currently, less than 15% of Black and Brown elementary school students in Oakland are reading at grade level.



Because there is no single solution, we are investing in a multi-pronged plan to create a stronger culture of literacy in Oakland and help dramatically improve literacy outcomes for students.

To ensure we are taking an informed and holistic approach, we are convening a broad set of community stakeholders to set ambitious 5- to 10-year literacy goals for students in our community. To date, Eat. Learn. Play. has created several new literacy programs and invested \$2.4 million locally to help Oakland students make significant, tangible progress as readers, with a particular focus on children from birth to 10 years of age.

Eat. Learn. Play. is leveraging its relationships, resources, and platforms to support the Oakland Unified School District and the broader local literacy community in developing bold collective goals. These plans are intended to ensure all kids in Oakland are on the pathway to literacy by the beginning of kindergarten and reading at grade level by the end of third grade.

“I am humbled by your generosity. Thank you for sharing in my dedication to Oakland students! I have seen firsthand the impact that a variety of leveled books can make in the classroom. To know that my students will now have the opportunity to deepen their understanding of the world and their experiences through the literature available in my classroom fills me with pride. Thank you so much again!”

— MS. HERNANDEZ, MELROSE LEADERSHIP ACADEMY MAXWELL CAMPUS

One Million Dollars for Literacy
In late 2021, Stephen, Ayesha, and Eat. Learn. Play. made a \$1 million commitment to Oakland teachers with a promise to fund 100% of every literacy-focused classroom project for elementary and middle schools on the DonorsChoose platform.

To recognize teachers as some of our most underappreciated heroes, Stephen surprised four OUSD teachers by announcing the \$1 million pledge of support on the first day of our 12 Days of Christmas with the Currys in 2021.

The response from Oakland teachers has been tremendous. As of November 2022, over \$992,934 has been granted to 1,195 classroom literacy projects across 89 schools in Oakland.

Teachers have requested classroom libraries, better quality books to inspire and engage a diverse classroom, multilingual literacy tools, manipulatives for reading and math, and basic supplies for kids to write and express their creativity.

To continue growing the impact of the DonorsChoose partnership, Eat. Learn. Play. is excited to commit a second \$1 million donation to support Oakland teachers' efforts to help students have the opportunity to reach their potential as readers.



EAT. LEARN. PLAY.
LITTLE TOWN LIBRARY

In April 2022, our Little Town Libraries program launched in neighborhoods across Oakland, meeting kids and families where they are with high-quality, age-appropriate, culturally relevant books to encourage children's passion for reading.

Inspired by the national Little Free Libraries movement, the first group of our planned 150 Little Town Libraries are being managed alongside three Oakland-based non-profits and trusted Eat. Learn. Play. partners, the Oakland Literacy Coalition, the Black Cultural Zone, and the Oakland Public Library.

This program is extending the reach of neighborhood book sharing to historically under-resourced communities such as East and West Oakland, Fruitvale, and Chinatown, helping to ensure Oakland kids everywhere are encouraged to read.

LEARN. IMPACT BY THE NUMBERS

\$3.4 million in total grants to local literacy organizations

500,000 free books distributed

\$2 million in literacy grants for OUSD teachers

Two flagship literacy-focused programs created



Physical activity, including participation in youth sports, is a critical part of childhood development and offers numerous physical, mental, social-emotional, and academic benefits to young people.

Developing team-building skills, self-confidence, and shared accountability at an early age helps kids succeed over their lifetime. However, only 24% of low-income youth nationally are involved in youth sports and other organized physical activities. In Oakland, only 9% of middle school-aged girls and 19% of boys report getting 60 minutes of physical activity daily.

To meet kids and families where they play, we are making major investments in local sports programming—in schools and through recreational leagues in the community—and are working to remodel more than a dozen high-traffic playspaces throughout Oakland.

Additionally, Eat. Learn. Play. remains committed to making summer camps accessible for all children in our community as well as working to close the gender play gap that exists in Oakland.



Town Camps and Improved Schoolyards
For four consecutive years, Eat. Learn. Play. has been the presenting partner and largest funder of Oakland’s Town Camps, offered at 19 locations across the city.

This support helps ensure that thousands of children can attend high-quality summer camps—places where kids can go to eat, learn, and play in a safe environment throughout the summer—regardless of their ability to pay.

In addition, Eat. Learn. Play. has worked alongside KABOOM!, Oakland Unified School District, Oakland Parks, Recreation & Youth Development, Curry Brand, and other partners to create high-quality places to play throughout the community.

Investing in the creation and remodeling of playspaces—including new playgrounds, multi-sport courts, and community gardens—will be a growing priority for Eat. Learn. Play. in the years ahead.

Together with the Aspen Institute’s Sports & Society program, Eat. Learn. Play. developed the “State of Play Oakland” report, a landscape analysis of Oakland’s sports and physical activity opportunities and facilities.

The report’s findings are informing our “Play” strategy and how to best use our resources, voice, and platform to make sure all youth in our community have access to quality youth sports and safe spaces to play.

“Play is a fundamental part of childhood and is critical to development. So much of who I am as a person and a leader today is because of playing sports as a kid. I learned the value of hard work, resilience, teamwork, communication, time management—sports teach young athletes so many critical life skills, which is why I’m passionate about making sure everyone has access to these opportunities.”

— STEPHEN CURRY

PLAY. IMPACT BY THE NUMBERS

Nearly 10,000 kids
hosted at summer
town camps

Four schoolyards
resdesigned and updated

3,000 Oakland students
provided access to golf



EAT.LEARN.PLAY.



Launched in September 2021, the Eat. Learn. Play. Bus embodies the three core pillars of the foundation, and brings each component to life in a fun, unique and engaging way that will leave visitors smiling and inspired.

The Alameda County Community Food Bank is our lead partner for this program, responsible for procuring and stocking food, managing day-to-day logistics, and operating the Bus on its regular route and for special events.

What's on the Bus?

The passenger side of the Bus is designed for food distribution and regularly includes everyday grocery staples, quality meals prepared by local restaurants, and fresh fruits and vegetables from California farms.



The driver's side of the Bus features a free mobile bookstore that delivers new, culturally appropriate books to Oakland kids and families each year. Many of the books are about topics that mirror the community's daily lives, encouraging kids to explore their identities with curiosity and kindness, while other books spark imagination and introduce new perspectives and possibilities. With the help of the Oakland Literacy Coalition, Literati, Oakland Public Library, and other literacy partners, the Bus aims to deliver 100,000+ books annually.

Kid-Partisan Advocacy

We understand that the challenges kids and families face are not limited to a single zip code. If we hope to reach children far beyond Oakland, we must push for meaningful change at scale.

By leveraging our approach to partnerships, bringing forward innovative solutions, and amplifying voices with lived experiences, we can use the power of our platform to influence leaders and policies at the local, state, and national levels.

Alongside key program partners, Eat. Learn. Play. has played an important role in advocating for and strengthening policies that provide a lifeline for millions of kids and families.

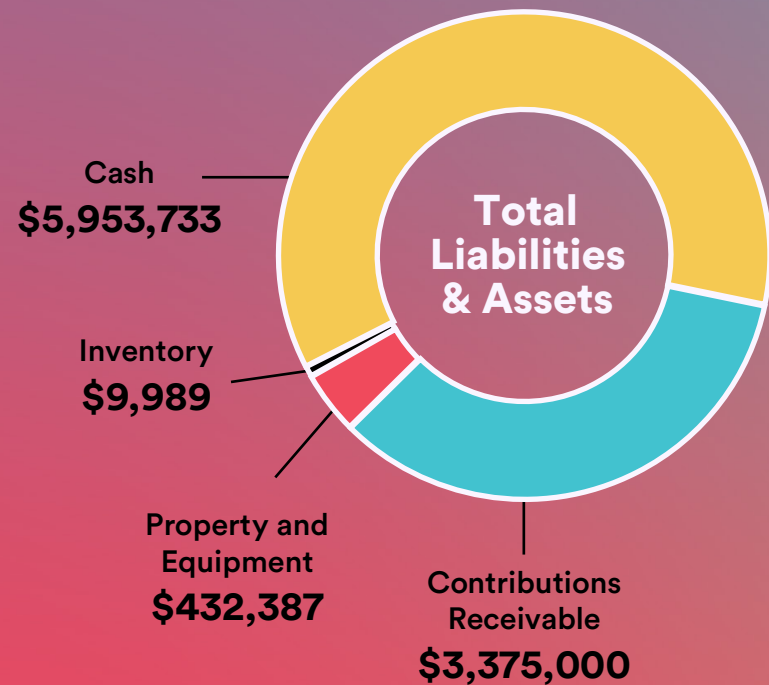
Our advocacy work alongside Share Our Strength has led to increased funding for SNAP and Pandemic EBT programs and the passing of the Childhood Nutrition Reauthorization Act. At the height of the pandemic, Ayesha and Stephen quietly and successfully advocated for \$8 billion for Federal Nutrition Assistance. In April 2021, Ayesha testified before Congress about the need and opportunity to end childhood hunger in America.

Ayesha's testimony was followed by a visit to Oakland by House Rules Committee Chairman Jim McGovern, where we showcased the collective power of our community partners working together to address food insecurity in innovative ways.

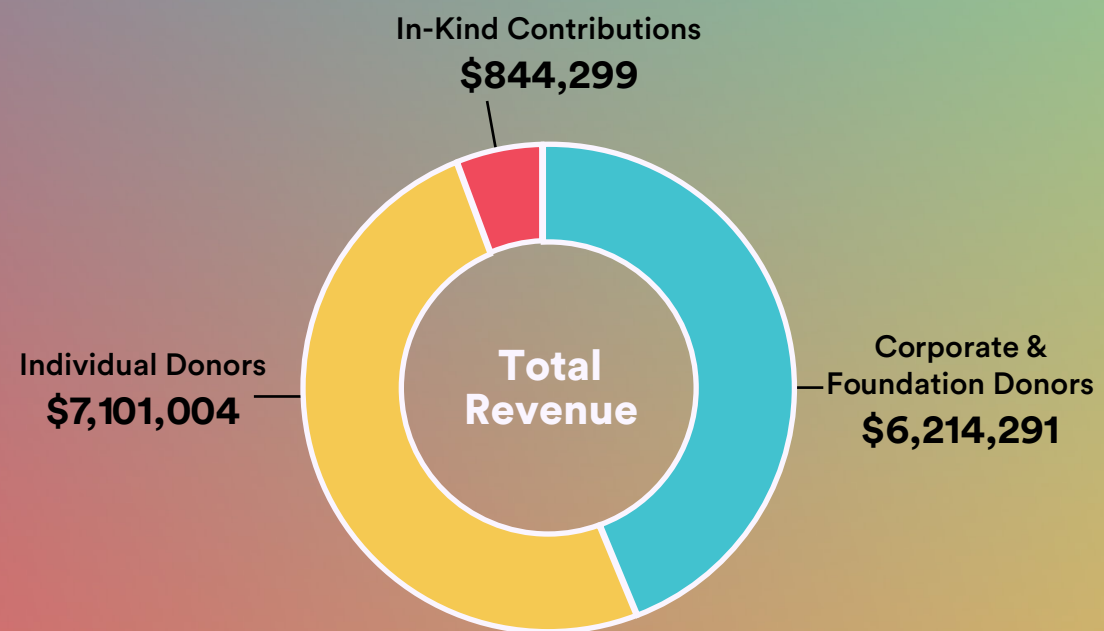
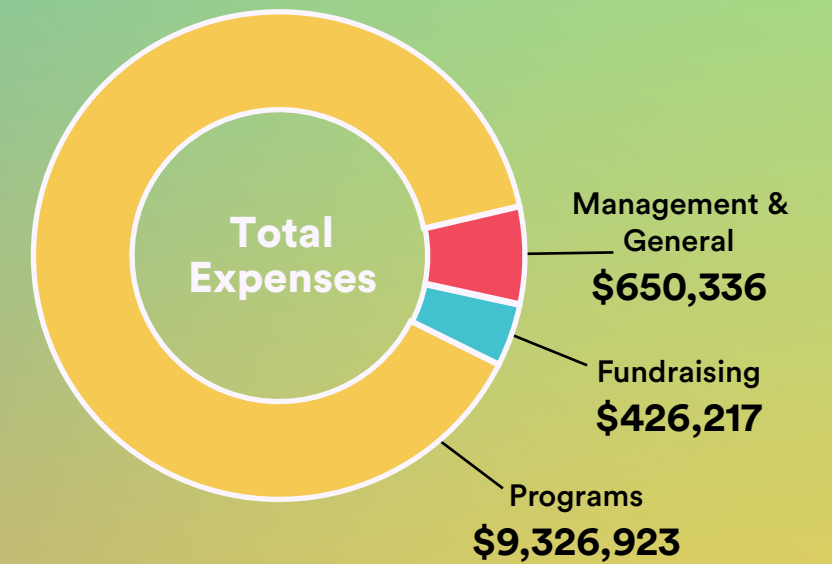


2021 finances

\$9,809,770



\$10,403,476

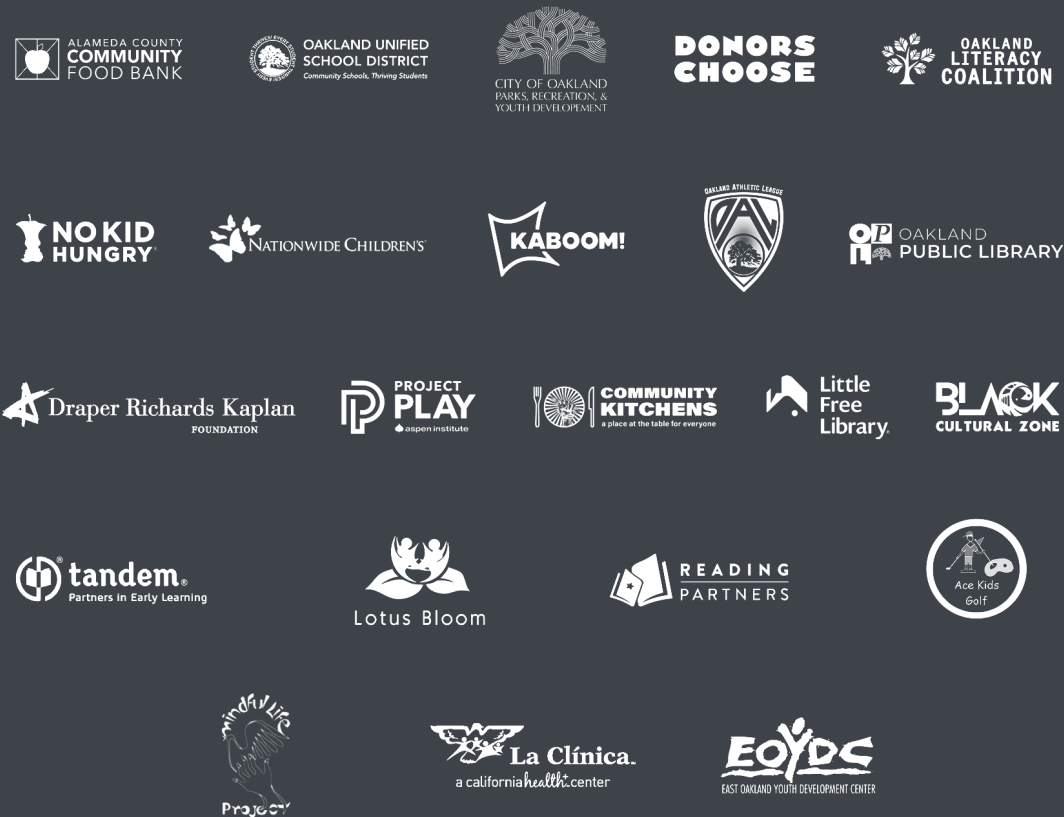


\$14,169,594

The Power of Partnerships

We simply could not do this work without the extraordinary generosity and determination of our partners and donors. There is no greater investment in our future than giving children an equal opportunity to succeed.

COMMUNITY PARTNERS



thank you!

With your support, we do more than just invest in kids—we innovate, inspire, bring joy, and explore ways to support the whole child approach.

Our impact is only made possible by the faith you place in our mission and all the ways you support our efforts. Whether you donate, volunteer, or provide valuable products and resources—your contributions matter greatly to the kids we serve.

Our Board of Directors

Stephen Curry

Co-Founder

Ayesha Curry

Co-Founder

Jennifer Aaker

Social Psychologist and Professor of Marketing, Stanford Graduate School of Business

Arne Duncan

Managing Partner, Emerson Collective and former United States Secretary of Education

Yvette Radford

Vice President, External & Community Affairs, Kaiser Permanente

Alfredo B. D. Silva

Partner, Morrison & Foerster LLP

Frank Zecca

Managing Director at OFSWealth



EAT.LEARN.PLAY.