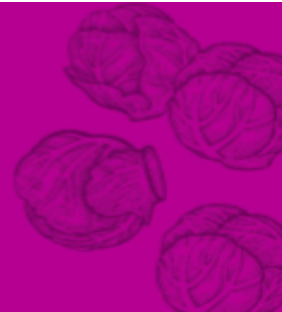


# 2024 Teaching Kitchen Symposium



## Breakout Session B2

**Session Title:**

A Deeper Dive into Strategic Approaches to Gaining Buy-In and Funding For Your Teaching Kitchen Program

**Date & Time:**

Nov 14, 2024 11:00 AM MST (90min)

**Presenters:**

- Sian Cotton, PhD, Director, Osher Center for Integrative Health, University of Cincinnati
- Deanne Brandstetter, MBA, RDN, CDN, FAND, Vice President, Nutrition & Wellness, Compass Group North America
- Olivia Thomas, MS, RD, Director of Nutrition Innovation and Implementation, Boston Medical Center
- Nate Wood, MD, MHS, Chef, DABOM, Director of Culinary Medicine, Yale School of Medicine

**Session Description:**

Building on the insights from General Session 5, this hands-on workshop invites you to actively develop tailored funding strategies for your own teaching kitchen program. In this collaborative environment, you'll work alongside peers and experts to craft your elevator pitch and to develop practical plans for securing financial support and resources. Through guided exercises and small group discussions, you'll explore innovative approaches to enhance your program's visibility, maximize existing funding opportunities, and uncover new avenues of support.

**Learning Objectives:**

By the end of this session, participants will be able to:

1. Identify your teaching kitchen's key stakeholder(s), intervention(s), and minimal viable product(s) through a presenting value activity.
2. Describe four common approaches to securing funding for the work of your teaching kitchen: (1) media, (2) grants/research, (3) strategic partnerships/philanthropy, and (4) sponsorships/corporate alliances.
3. Craft an elevator pitch for securing funding for the work of your teaching kitchen, and identify whom to approach with this pitch in order to secure necessary resources and partnerships.

**Supplemental References/Resources:**

- No presenter slides
- [Presenting Value Activity](#)
- [Grant Opportunities resource](#)