

Real Kids Real Food

2025 Annual Report



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Promoting Lifelong Healthy Habits for Children and Families

Betsy Bragg
Founder and Executive Director

Real Kids Real Food
Eat to Thrive Program



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Letter from the Founder

In 2006, my life changed dramatically.

For years, I struggled with crippling arthritis, learning challenges, addiction, and severe obesity. At my highest weight, I was 235 pounds, and my health was deteriorating rapidly. Searching for answers, I attended the 3-Week Health Transformation Program at Hippocrates Health Institute, where I discovered the healing power of a whole-food, plant-based lifestyle.

Within a year, I lost 135 pounds, my arthritis disappeared, and my health improved significantly. I have kept the weight off ever since.

After completing the 3-Week Health Transformation Program in 2006, I partnered with Joe Lucier's Raw New England Community to launch monthly vegan potluck gatherings with guest speakers, often drawing over 125 participants. In addition, annual health fairs were held, featuring Brian and Anna Maria Clement of the Hippocrates Health Institute.

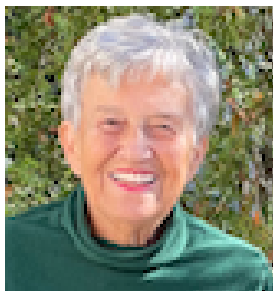
In 2008, I returned to Hippocrates Health Institute to complete the Hippocrates Health Educator Program, where I received a \$2,000 award for developing the best curriculum based on the Hippocrates lifestyle. That curriculum became the foundation for the 10-week Eat to Thrive and Real Kids Real Food programs.

Also in 2008, I was hired to be the Executive Director of the nonprofit Phat Free Nation, which was renamed Real Kids Real Food.

Today, our programs continue to teach families how to nourish their bodies and minds through healthy food, mindfulness, and supportive community.

With gratitude,

Betsy Bragg



Founder and Executive Director
Real Kids Real Food and Eat to Thrive Programs

Our Mission

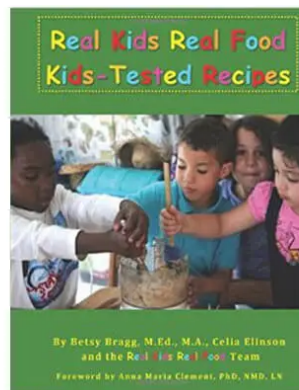
Real Kids Real Food (RKRF) and its program Eat to Thrive (ETT) are dedicated to alleviating suffering and preventing chronic disease by empowering children and families to nourish their bodies and minds through whole-food, plant-based living.

Through living food preparation, nutrition education, mindfulness, breathing, and community support, we help families develop lifelong healthy habits that support the health of body, mind, and spirit.

Educational Resources

Over the years, we have created educational materials to support families and teachers learning about healthy living.

Publications include:



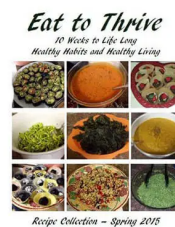
Real Kids Real Food
Recipe Book



Real Kids Real Food
Lesson Plan Book



Eat to Thrive
Manual



Eat to Thrive
Recipe Book

These books are available through our website store and Amazon.

Community and Alumni

Participants often remain connected long after completing classes.

Over the years, alumni have gathered at vegan restaurants and for beach potlucks in Falmouth, strengthening friendships and supporting one another in maintaining healthy lifestyles.

These gatherings reflect the strong sense of community that has grown around Real Kids Real Food.



Athena Lerch, Betsy Bragg, Peter Cutler, and Karen Woeller

Athena described the experience as life-changing. Assisting Betsy Bragg in preparing each class gave her a deep appreciation for the dedication and preparation required to teach the program. Through lectures, discussions, and hands-on preparation of living foods, Athena learned to sprout seeds, grow wheatgrass, and prepare raw meals.

Inspired by the course, she began juicing wheatgrass and vegetables, increasing raw foods to about 75% of her diet. Athena reported greater energy, improved digestion, and increased calmness and clarity. The friendships formed in the class were also deeply meaningful, creating a supportive community committed to healthier living.

Testimonials



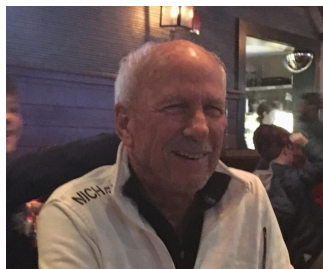
Bernice, age 4, says, "I've been waiting for the meetings every Saturday. I like it so much. I liked the following recipes: celery+peanut butter, the avocado salad, the banana ice cream, and the brownie. I enjoyed planting. I loved talking about the good sugars and bad sugars. I learned a lot."



Alice, age 12. "This program is amazing; it has taught me how to be healthy, and the instructors were super nice and fun! My favorite part of the program was making new, delicious recipes and making new friends. I will definitely be signing up again."



Clinton, "I liked making banana ice cream, ants on a log, and raw brownies. My favorite activities included playing detective, charades, and mindfulness. I also learned a lot about planting and bad/good and bad sugars to eat. I had lots of fun!"



Clint, I've had a total of 11 cardiac events in my life. I literally was on the cusp of death. I changed to a plant-based diet through the Eat to Thrive method, and I've seen astounding results. I haven't had a heart attack in 3 years.



Linda, "As a cancer survivor and wife to a man fighting it, I'm very grateful for learning so many options for natural health rather than Pharmaceuticals. Live food lifestyle has brought us back from the brink and gives us the energy to fight every day."



Julia, I have been living with Type II diabetes since I served in the Navy. Then I was blindsided by polycystic ovarian syndrome. I decided to change my diet to plant-based live food. I lost 30 pounds, and my energy level and outlook have completely changed. My general health has monumentally improved, and I am so grateful for the Eat to Thrive program.



Paulo, the liver gallbladder flush changed my life, ridding me of terrible parasites and gallstones. As a result of the cleanse, my energy, brain functions, mood, and everything in my body feels great!

Where Our Programs Have Been Held

Over the years, Real Kids Real Food (RKRF) and Eat to Thrive (ETT) programs have been offered in a variety of community settings.

Real Kids Real Food (RKRF)

- Elizabeth Peabody House
- Martin Luther King Elementary In-School Program, Roxbury
- Mystic Learning Center in Mystic Low-Cost Housing, Somerville
- Somerville Elementary School After-School programs
- Luce Elementary School, After-School Program
- Boys and Girls Club
- Brownies

Eat to Thrive (ETT)

- Arlington Public Library
- Cambridge Friends Meeting
- Martin Luther King Elementary School, Roxbury (evening teacher program)
- Mystic Learning Center in Mystic, Low-Cost Housing, Somerville (evening parent program)
- Betsy Bragg's home
- Participant homes

These programs brought children, parents, and community members together to learn healthy food preparation, nutrition, mindfulness, and practices that support lifelong health.

2025 Wellness Fair

University of Massachusetts Boston

The major focus of 2025 was the Wellness Fair held at UMass Boston, which brought together speakers, vendors, and community organizations dedicated to health and wellness.

Lena Winston served as Chairperson of the Wellness Fair, with key leadership support from Lovelle Seymore and Betsy Bragg, along with many volunteers and community partners.

The event featured a wide range of exhibitors, wellness organizations, and speakers sharing practical knowledge about healthy living.

We are deeply grateful to all the sponsors, vendors, donors, and volunteers whose participation



and generosity helped make the Wellness Fair possible.

A wide selection of raffle prizes donated by community businesses and supporters helped generate additional excitement and support for the event.



Joe Lucier, Brian Clement, Betsy Bragg, Lena Winston, Anna Maria Clement

2nd Row: Anastasia Smith, Lovelle Seymore.

Featured Speakers at the Fair

The 2025 Celebration of Health & Wellness Fair featured three inspiring speakers who shared insights on longevity, healthy living, and the importance of movement.

Dr. Brian Clement, co-director of Hippocrates Health Institute, presented “Quantum Human: Hacking the Universe for Longevity and Well-Being.” He discussed how plant-based nutrition, natural therapies, and conscious lifestyle choices can support healing, vitality, and longevity.

Dr. Anna Maria Clement, also co-director of Hippocrates Health Institute, spoke on “Extreme Measures: The Accepted Extremes We Face.” She addressed the health challenges facing modern society and emphasized the importance of taking personal responsibility for health through improved diet and lifestyle choices.

Joanne Schmalenberger presented “Move, Breathe, Thrive – Why Movement and Oxygen Are Essential for Optimal Health.” She highlighted how simple practices combining movement and mindful breathing can improve energy, resilience, and overall well-being.



Kids' Corner

A vibrant Kids' Corner offered engaging wellness activities for children.

Activities included: Yoga and movement led by Joanne Schmalenberger



Mindfulness exercises guided by Monica Kapinos



Preparation of the healthy snack “Ants on a Log” with Shayla Shafer



Planting vegetable seeds in pots to take home with Annie Margeson



Storytelling with Kathleen Anderson

These activities introduced children to healthy living in a fun and interactive way.

Esteemed Board of Directors



Tom Lindsley
President

<https://tomlbuilders.com/>



Joe Lucier
Treasurer

<https://anusarawellness.com/>



Lovelle Seymore
Secretary

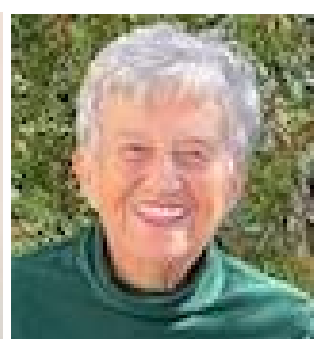
Veterans Resource Coordinator
UMASS Boston



Brian Clement
Director
Hippocrates Wellness
Co-Director



Theresa Drum
Director
NamaStay Sober
Consultant



Betsy Bragg
Executive Director
<https://realkidsrealfood.org/>
<https://eattothrive.info/>

Financial Overview

Real Kids Real Food operates as a small nonprofit supported by program revenue, book sales, donations, sponsorships, volunteers, and community partnerships.

In 2025, the organization focused its efforts on planning and presenting the Wellness Fair at UMass Boston. To make this large community event possible, the board paused the regular 10-week *Eat to Thrive* and *Real Kids Real Food* classes. As a result, there were no program fees, donation campaigns, or sponsorship fundraising during the year. All of the Executive Director's time and all available Real Kids Real Food funds were devoted to organizing the Fair.

Although the Wellness Fair generated \$234 in net revenue, it introduced many new families, vendors, and community partners to the mission of Real Kids Real Food. Because regular programs and fundraising activities did not occur during the year, the organization recorded a modest net loss of \$439.27 in 2025.

To ensure transparency, two financial reports are included: one showing the overall Real Kids Real Food finances and the second detailing the specific income and expenses of the Wellness Fair. A separate bank account was established for the Fair to clearly track event-related transactions; after the event, the remaining balance was transferred to the Real Kids Real Food account, and the Fair account was closed.

Looking at the three-year financial picture, the organization maintained positive financial results in 2023 and 2024, when regular programs and fundraising activities were operating. The 2025 results reflect the organization's temporary shift in focus to organizing the Wellness Fair.

Treasurer's Report – Annual Meeting (2025)

Real Kids Real Food operates as a small nonprofit supported by program revenue, donations, sponsorships, and volunteer efforts.

At the beginning of 2025, the organization had a balance of \$4,738.98. At the end of the year, the balance was -\$439.27, resulting in a net decrease of \$5,178.25. This reflects a year in which the organization devoted nearly all of its time and financial resources to planning and presenting the Wellness Fair at UMass Boston. As a result, regular program revenue and fundraising activities were largely paused.

The Executive Director, Betsy Bragg, loaned Real Kids Real Food \$2,700 to meet expenses.

This decrease occurred during a year in which Real Kids Real Food devoted virtually all of its time, energy, and financial resources to planning and presenting the Wellness Fair at UMass Boston. As a result, the organization did not conduct its usual fundraising activities or program offerings, resulting in limited revenue while continuing to incur operating expenses.

Although the Wellness Fair successfully introduced many new individuals and organizations to the mission of Real Kids Real Food, the organization's overall operating expenses exceeded its income for the year.

Income:

Income for the year was generated primarily through the Wellness Fair, including vendor fees, raffles, food and product sales, water, chocolates, and ticket sales. Due to the use of multiple payment platforms—cash and Square during the event, and Stripe (Donorbox) in advance—we were not able to separate each income stream into distinct categories. All income is therefore reported as a combined total.

Expenses:

Expenses were primarily related to organizing and running the Wellness Fair, including venue, supplies, and limited travel-related costs.

We are especially grateful to **Brian and Anna Maria Clement**, who did not request reimbursement for hotel, car, or airfare expenses, significantly reducing overall costs.

One travel expense was incurred for a representative from Hippocrates Health Institute. Augusta, who had planned to attend and offer complimentary services, was unable to travel due to injury and sent her assistant, LaToya, in her place. The flight was transferred to LaToya, and one night of hotel accommodation was required after she experienced an allergic reaction while staying in the Chairperson's home. These costs are included in the year's expenses.

Summary:

Although the organization recorded a net loss in 2025, this reflects a strategic decision to invest all available time and resources into the Wellness Fair. While financial return was modest, the event expanded community awareness, built new relationships, and furthered the mission of Real Kids Real Food.

Moving forward, the organization plans to resume regular programming and strengthen income tracking and fundraising efforts to ensure long-term sustainability.

Looking Ahead & Outreach Plan (2026)

Declare the past, diagnose the present, foretell the future.

— Hippocrates

Real Kids Real Food (RKRF) remains committed to helping children and families develop lifelong healthy habits. Following a year focused on the Wellness Fair, 2026 will center on rebuilding programs, strengthening community connections, and increasing financial sustainability through a simple, relationship-based marketing approach.

Priorities

- Resume and fill remote 10-week Autumn programs (RKRF for children/families and Eat to Thrive for adults)
- Expand partnerships with schools and community organizations
- Increase sponsorship and donor support
- Strengthen alumni engagement through regular gatherings led by a volunteer organizer

Resources

RKRF will operate with limited but dedicated resources: a 30-hour/week volunteer Executive Director, 2 hours/week paid web support, \$3,000 in operating funds, and seven Development interns and two Instructor interns..

Plan for 2026

Spring:

Recruit and onboard volunteer instructors, clarify program offerings, reconnect with past participants, and begin outreach to schools, community partners, and potential sponsors.

Summer:

Build visibility through consistent email and social media (1–2 posts per week), share recipes and success stories, and relaunch alumni gatherings to strengthen community and engagement.

Fall:

Actively promote and launch the 10-week programs using testimonials, personal invitations, and partner networks. Emphasis will be placed on both health benefits and the power of a supportive community.

Year-End:

Gather feedback and testimonials, thank participants and supporters, invite donations, and evaluate outcomes to guide future growth.

Guiding Approach

With limited financial resources, RKRF will prioritize personal outreach, alumni relationships, and partnerships rather than paid advertising. By focusing on community connection and the proven benefits of plant-based nutrition, mindfulness, and healthy living, this plan supports sustainable growth while remaining aligned with the organization's mission.

Gratitude

We are deeply grateful to the many individuals and organizations who make the work of Real Kids Real Food possible. Our heartfelt thanks go to our board members, volunteers, speakers, vendors, donors, and community partners who generously shared their time, expertise, and encouragement. We especially thank the families and children whose enthusiasm for learning to prepare and enjoy healthy plant-based

foods inspires everything we do. Together, we continue building a community dedicated to nourishing the body, mind, and spirit.

Appendices

Appendix #1 - Wellness Fair Statement

BUDGET FOR 2025 WELLNESS FAIR		
INCOME	AMOUNT	
RAFFLE: HW, ADMISSION TIX, VENDORS	\$6,551.48	
- Including Juice and Food Expenses		
- Including Prophecy Chocolates		
- Pncluding Product Sales		
DAY OF THE FAIR - Cash	\$1,287.00	
Square	\$1,465.00	
TOTAL INCOME	\$9,303.48	\$9,303.48

NOTE: Regarding income from raffles, vendors, food, chocolates, water, and tickets, we could not divide the income into its own category. We had to lump it together because we used cash and Square the day of the fair, and Stripe through Donorbox online before the fair.

Appendix #2 - Real Kids Real Food

REAL KIDS REAL FOOD TREASURER'S REPORT				
INCOME				
		2023	2024	2025
Bank balance		\$202.00	no record	4738.98
Books sold		\$871.00	\$344.12	\$491.36
Donation & sponsors		\$3,658.00	\$10,812.37	\$2,700.00
Fair		\$0.00	\$0.00	\$234.00
	Total	\$10,915.00	\$11,137.00	\$7,830.38
EXPENSES				
Cost of Goods - Books		\$212.00	\$202.00	\$346.60
Health Fair		\$440.00	\$0.00	\$769.25
Insurance - Liability/Legal		\$785.00	\$785.00	\$324.00
IT Assistance		\$2,054.00	no record	\$2,262.00
Marketing		\$1,282.00	no record	\$1,943.66
Office/Admin Expenses		no record	\$1,389.00	\$624.16
Food and Equipment		no record	\$956.69	\$0.00
Web		\$1,749.00	\$2,000.00	\$1,999.98
	Total	\$6,522.00	\$5,332.69	\$8,269.65
	Profit/Loss	\$4,393.00	\$5,804.31	-\$439.27