



2022 Annual Report



Prepared by

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Executive Director



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Who We Are

The Ellyn Satter Institute (ESI) is a 501c3 not for-profit organization founded in 2007 by Ellyn Satter to further training and research of the Satter Feeding Dynamics Model and Satter Eating Competence Model. The Institute employs a part-time executive director and office manager and 15 highly experienced, volunteer professionals (faculty) with a passion for carrying on the feeding dynamics and eating competence work. Each ESI faculty member brings particular expertise in the areas of child nutrition, feeding and eating disorders, mental health, education and public health.

Vision

A world where everyone has a positive and trusting relationship with food.

Mission

To transform lives through joyful and confident feeding and eating.

Values

Trust, Sustainability, Respect, Collaboration, Excellence, Stewardship, Well-being & Joy

Our Leadership Team



ELLYN SATTER

FOUNDER

Elynn Satter, MS, MSSW, is a nutritionist, family therapist, and internationally recognized authority on eating and feeding. Satter pioneered the Satter Eating Competence Model (ecSatter), the Satter Feeding Dynamics Model (fdSatter), and the Satter Division of Responsibility in Feeding (sDOR). sDOR is accepted by a wide range of agencies as the gold standard for feeding children.



ANNE BLOCKER

EXECUTIVE DIRECTOR

Anne Blocker, MS, RDN, CSSD, LD, CEDS, CDCES is a dietitian, author and professional speaker. She has a masters degree in strategic leadership. She has been the executive director for the Elynn Satter Institute since 2016 and provides education programs for the organization. She also works with the wellness program at Luther College and sees patients in her private practice. Previously, she has managed hospital nutrition departments, led certified diabetes programs, consulted with health facilities and developed community health programs.



FRAN ZORN

BOARD PRESIDENT

Fran Zorn, MA is the past Regional Administrator for the USDA's Food and Nutrition Services Northeast Region. She also serves as the Treasurer for the Libby Garvey Arlington County Board and as a Board member for the North Old Town Independent Citizen's Association. Fran brings a wealth of administrative, financial and program planning skills to the ESI board. In her spare time, she is an avid bird watcher and enjoys birding excursions, travel and baking.

BOARD MEMBERS

Fran Zorn, Carol Danaher, Brian Carolson, Maya Murthy, Kerry Regnier and Anne Blocker

FACULTY MEMBERS

Anne Buffington, Anne Blocker, Carol Danaher, Peggy Crum, Jennifer Harris, Cristen Harris, Rebeca Hernandez, Eve Reed, Alexia Beauregard, Kerry Regnier, Keira Oseroff, Nancy Stoer, Sandy Maxwell, Candace Aqui, Kristen Schweers

Message From the Executive Director

As we wind down another year at ESI, I find myself thankful for the return of in-person events and interactions. While ESI has adapted to offering a range of virtual programs, we are thrilled to have met with organizations across the country and beyond, for in-person speaking engagements. My enthusiasm is bolstered by all of the life-changing work our faculty, board and staff do on a regular basis. Among these efforts are those we feature in our monthly newsletter, such as:

- Growing our organizational partnerships
- Expanding our faculty
- Developing a certification program
- Increasing ESI's financial stability

Financially, like many non-profits across the country challenged by economic uncertainties, ESI continued to examine the way it conducts business and ensure its viability through streamlined and sound fiscal practices. Through our collective efforts, ESI is poised for growth in 2023.

As we look ahead to next year, I am particularly excited about the opportunity to work with organizations and individuals to improve their nutrition education messages and policy. I invite you to help us change the nutrition education paradigm. Let us know if we can help to ensure your programs and materials are fully consistent with the Satter eating and feeding models. Together, we can help more people have a confident and joyful relationship with food and their bodies!

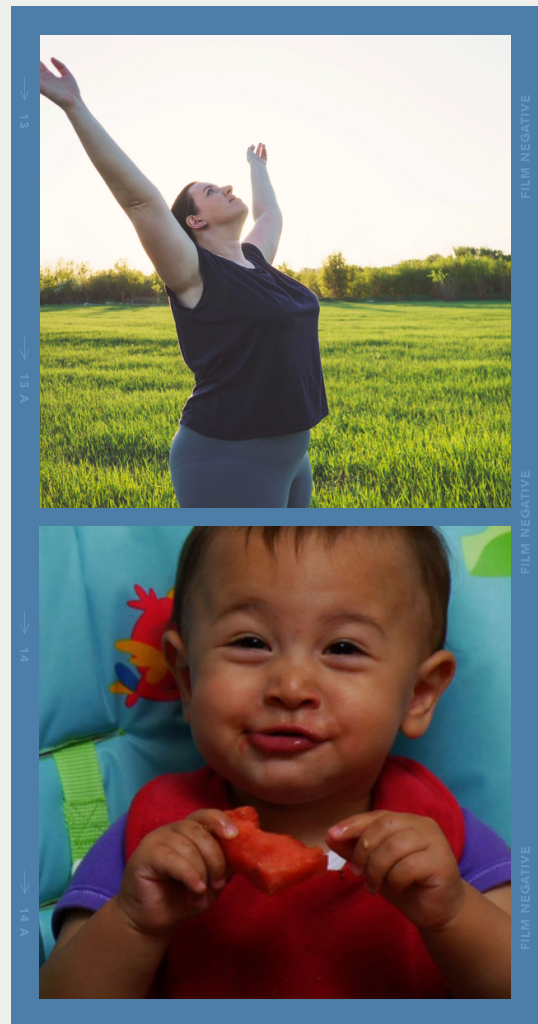
Sincerely,
Anne Blocker,
Executive Director



Year in Review Highlights

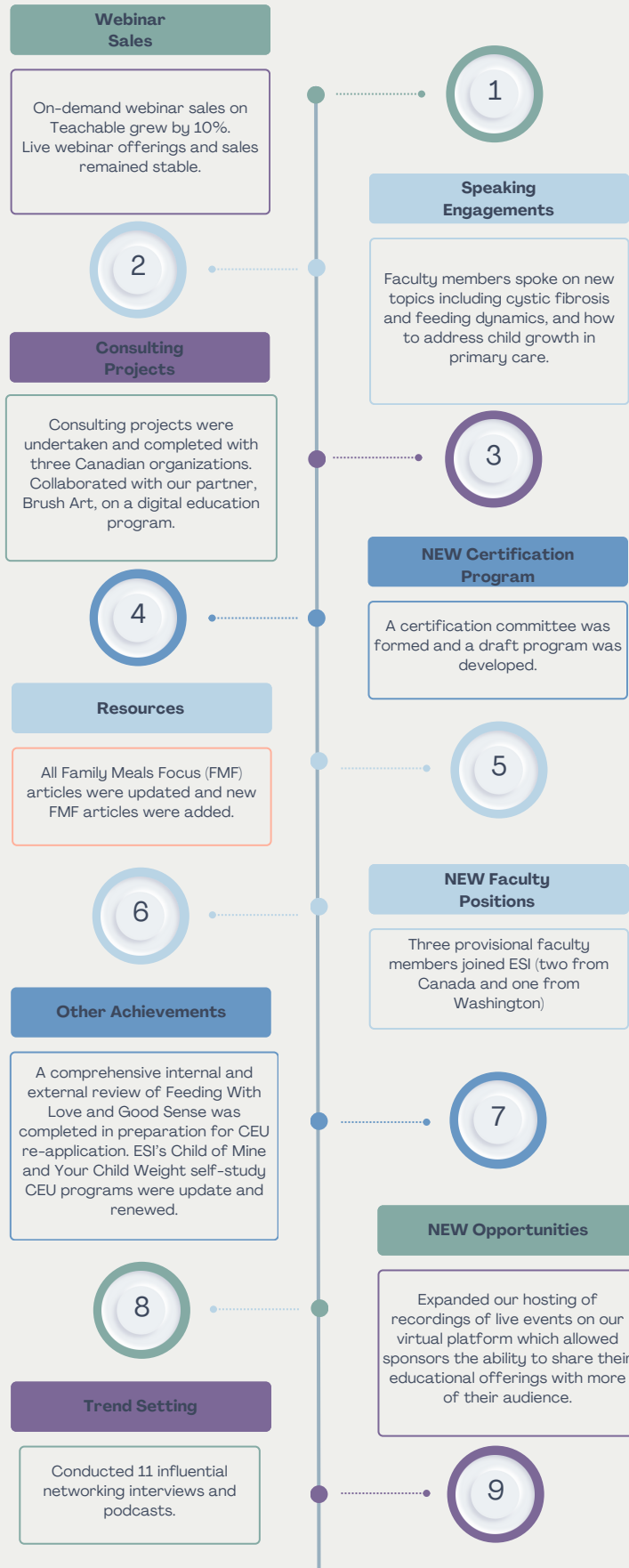
ESI continued to display resilience and innovation as we leaned into our strengths in delivering high quality presentations and workshops. In our second year of virtual VISION workshops, we saw a steady Increase in participants in TDC (Treating the Dieting Casualty) which is aimed at helping professionals increase eating competence in their clients. Between Feeding With Love and Good Sense (FWLGS) and TDC, we trained three new facilitators and were able to increase facilitator stipends.

ESI was approached by a handful of individuals and organizations for coaching, mentoring and consulting that garnered a total of \$9,730 in revenue. Those programs demonstrating consistency with the Satter models were awarded the ESI Seal of Approval.



Several other notable highlights are captured in the following infographic.

Year in Review - 2022





Year in Review

Limitations

This year came with its share of challenges, in part likely related to the transition out of the acute phase of the COVID-19 pandemic. Time constraints of faculty and staff meant that work required reprioritization. For example, the Executive Director was required to prepare and present at three live events.

There was also a drop-off in VISION workshop sales and material sales. This is likely related to the increase in digital learning that took place in the initial phases of the COVID-19 pandemic and to the shift from hard copy resources to digital PDF's, which are less profitable.

We were unable to hire program development specialist which meant that there were delays in the launch of new Teachable classes and the completion of the website refresh. There were delays in the Brush Art digital launch, however, they did launch an online version of the “Satter in Primary Care” handouts which made it easier for WIC organizations to share the material in a timely manner.

Life threw Ellyn and a number of ESI faculty members some curve balls making it necessary for people to step back from volunteering to tend to family and personal needs.



Financial Summary

Year Ending December 2022

	2021	2022
Current Assets Cash	\$173,059	\$170,824
Liabilities Accounts payable	\$5,653	\$4,443
Revenue Material sales Program income Direct support/donations Misc revenue Total Revenue	\$50,091 \$169,142 \$30,127 \$1,083 \$250,443	\$30,634 \$143,046 \$17,550 \$2,866 \$193,826
Expenses & Deductions Product expenses Program expenses Operational expenses Total Expenses	\$38,313 \$47,437 \$112,256 \$198,006	\$24,190 \$46,444 \$129,141 \$199,775

Impact Summary

ESI envisions a world where everyone has a positive and trusting relationship with food. In order for this vision to become a reality, professionals and organizations must be equipped and empowered to implement proven, evidence-based eating and feeding strategies with their clients/ audience. That is, the Satter Eating Competence Model and the Satter Feeding Dynamics Model.

To that end, ESI delivers high quality training for professionals, which impacts the way professionals approach eating and feeding in their practice, and ultimately improves the way individuals and families eat and feed their children.

Revenue generated from professional development opportunities and resources, helps ensure ESI's sustainability.

“ Very helpful in changing the mindset of a dietitian. ”

2022 Professional Webinars

9 new webinars



\$21,825 in revenue

Self Study



\$5,310 in revenue

Impact Summary Cont'

“ This conference exceeded my expectations in terms of information, interesting case studies and learning new things. ”

2022 Speaking Engagements

6 virtual
1 in-person



22% more
revenue than
in 2021

20% of
total
revenue



675
participants



NEW locations!
Michigan, Arizona
California Canada

“ Great program! It will completely convert you to another way of treatment. ”



Looking Ahead to 2023

Priority goals for ESI in 2023 include:

- Launch a refreshed website
- Hire a development coordinator
- Hire a marketing/web coordinator
- Add a new board member
- Review and revise FWLGS and renew CEU's
- Update "How to Eat" handout package for use in TDC
- Deliver new and updated monthly webinars
- Speak at six or more events
- Finalize ESI's certificate program
- Improve access to feeding dynamics and eating competence inventories



Acknowledgements

We want to acknowledge our gratitude for the contributions of the people who work towards ESI's mission of transforming lives through joyful feeding and eating. This is no small task as there are competing messages and societal pressures to eat and feed according to "rules".

We are grateful to all of you for your investment of time, talents and resources to support the advancement of the Satter models and the sustainability of ESI.

We embark on a new year with a renewed passion and commitment, in part because of your encouragement.

Thank you!!



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www.ellynsatterinstitute.org