



2023 ANNUAL REPORT

Prepared by

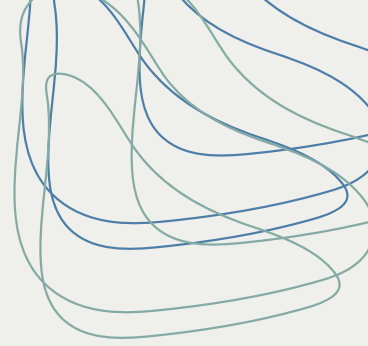
Anne Blocker, MS, RDN, CSSD, LD, CEDS, CDCES

Executive Director

TABLE OF CONTENTS

Who We Are	02
Our Leadership Team	03
Message from the Executive Director	04
Year in Review	05
Financial Summary	07
Impact Summary	08
Looking Ahead to 2024	09
Acknowledgments	10

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 has 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

Ellyn 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 been the executive director for the Ellyn Satter Institute since 2016. She also works with the wellness program at Luther College and sees patients in her private practice. Previously, she managed hospital nutrition departments, led certified diabetes programs, consulted with health facilities and developed community health programs.



KERRY REGNIER
BOARD PRESIDENT

Kerry Regnier, MPH, RDN, LD is a dietitian/nutritionist with a masters in public health. She serves as an ESI faculty member and has been an ESI board member since 2019. She currently is an administrator for a pediatric medical practice and is integrated into that primary care setting as a consulting dietitian. She has previously served as university adjunct nutrition faculty.

MESSAGE FROM THE EXECUTIVE DIRECTOR

In reflecting back on the year, I'm reminded of how fortunate I am to be in the company of such passionate and knowledgeable people. Whether it has been collaborating with the board, staff, faculty, partners, or supporters, I am truly grateful for your commitment to our mission of transforming lives through joyful and confident feeding and eating. Even more inspiring is the energy each of you continues to give in the face of so many of the nation's challenges with eating and feeding.

ESI's work is critically important: Child picky eating has reached such an extreme that it is now a diagnosable mental illness, and eating disorders are on the rise. And, the AAP child weight intervention guidelines put more pressure on feeding. Much of the research and policies aimed at preventing or correcting these problems, after decades of failure, still emphasize telling people what to eat, or telling them to eat less. Instead the Ellyn Satter Institute brings order and calm to feeding and eating to achieve desired health and wellness goals.

Financially, like many non-profits across the country challenged by economic uncertainties, ESI has been challenged by limited professional development budgets from organizations and individuals seeking training on the Satter Models.

Looking ahead to next year, we are poised to operationalize our strategic plan, increase our people power and increase our relevance in primary care which is expected to result in growth and increased financial stability.

We are also working diligently to increase access to Satter's validated feeding and eating competence inventories which assist clinicians with assessment and treatment while allowing researchers to further study the effectiveness of the Satter models. In a time where social media influencers offer all types of advice to the public, we aim to provide evidence-based feeding and eating strategies to the parents, adults and professionals we serve to help them implement the Satter models successfully and with confidence.

In closing, I wish to express my deepest gratitude for the tireless efforts of our board, faculty, staff and supporters. Thank you for your ongoing investment in our mission and vision to live in a world where everyone has a positive and trusting relationship with food that leads to improved health and well-being.

Sincerely,
Anne Blocker,
Executive Director

YEAR IN REVIEW

HIGHLIGHTS

ESI continued to be approached by individuals and organizations for consultation and training in the Satter models. Faculty members consulted on several organizational projects and provided coaching and mentoring services, which generated 22% of ESI's revenue. Demand for speaking engagements remained strong with 11 completed presentations, generating 20% of ESI's total revenue and garnering lots of positive feedback.

ESI was invited to deliver a keynote address to home visitors, nurses and dietitians at the Arizona Department of Health Service conference in September. The title of the talk was "Promoting Eating Competence in Community Nutrition Settings: Please Pass the Peas...Or Cookies." An Ink Factory artist created a unique rendering of the talk (see page 6) which can serve as an educational tool for Strong Families Arizona as well as ESI for years to come.

ESI faculty volunteered upwards of 2000 hours on a variety of initiatives including the ESI website revision project, diversity, equity and inclusion work, Eating Competence Professional certification project and more.

TRENDS

- ✓ 5-10% of the audience in the last 3 large offerings had not heard of the Satter models giving ESI an opportunity for more awareness raising.
- ✓ Primary care programs are looking for training on the Satter models but they have limited budgets. This gives ESI an opportunity to consider developing lower cost training options as well as looking for sponsors.
- ✓ Overall sales were stable for most products and services, which gives ESI an opportunity to evaluate changing needs of our clients.

Programming Income and Donations

\$37,537

Donations

\$29,571

Material sales

\$38,439

Speaking engagements

\$38,939

Vision workshops

\$20,830

Webinars

PROMOTING EATING COMPETENCE IN COMMUNITY NUTRITION SETTINGS:

PLEASE PASS THE PEAS...OR COOKIES



FINANCIAL SUMMARY

Year Ending December 2023

	2022	2023
Current Assets Cash	\$170,824	\$162,444
Liabilities Accounts payable	\$4,443	\$5,618
Revenue Material sales Program income Direct support/donations Misc revenue Total Revenue	 \$30,634 \$143,046 \$17,550 \$2,596 \$193,826	 \$29,571 \$125,143 \$37,537 \$2,388 \$194,639
Expenses & Deductions Product expenses Program expenses Operational expenses Total Expenses	 \$24,190 \$46,444 \$129,141 \$199,775	 \$19,628 \$49,321 \$130,322 \$199,271

IMPACT SUMMARY

Individual Impact

Helping families feed their children is rewarding and impactful work. Faculty members at ESI often help parents solve feeding problems through individual coaching. Rebeca Hernandez, ESI Faculty member and coach shared a success story about helping a family incorporate the Satter Division of Responsibility in Feeding. When Ella was two, her doctors labeled her as overweight and referred Laura (Ella's mom) to a dietitian who recommended portion sizes and less calories for Ella. Ella's weight dropped a little, but feeding became unpleasant, Ella was hungry and constantly begged for food, and the family became stressed.

That's when Laura reached out to ESI and connected with Rebeca. They worked together to get the structure of meals and snacks in place and eliminated the practice of restricting foods. It took a bit, but Ella's eating settled down, the family looked forward to meal time, and Ella's weight stabilized. There was no more crying, food fights or bad feelings about eating. This is an example of the power of regular meals for preventing weight dysregulation and eating difficulties in children.

Community Impact

We worked with an agency who was approached by a school division to co-create support materials for a weight-neutral wellness policy. It was extremely encouraging to have a school division incorporate the Satter Division of Responsibility in Feeding and endorse this approach with their parents!

The work incorporated a communication piece on how nutrition, weight and food neutral words, and feeding roles and responsibilities all matter in school settings. This project was awarded the Seal of Approval by the Institute and has the potential to impact thousands of children in the school district for years to come.



LOOKING AHEAD TO 2024



STRATEGIC PLAN

A key priority for ESI in 2024 is to finalize and operationalize our strategic plan, which will include:

- A review of ESI's goals and objectives
- A review of ESI's system for tracking and monitoring effectiveness
- New strategies for maximizing ESI's people power
- A workplan with activities and key performance indicators

Financial stability is necessary for ESI to continue to operate, grow and thrive in our efforts to achieve our vision and mission. To help ensure that ESI achieves and maintains financial stability, we will:

- Create and implement a plan to cultivate relationships with donors, foundations and sponsors to increase financial support
- Seek to grow ESI's annual giving campaign
- Build a consistent profit margin and operational fee into all quotes for products and services and ensure return on investment
- Review current practices and update the protocol for volunteer faculty hours
- Create and implement a policy and procedure for external volunteers

ACKNOWLEDGMENTS

We are proud of what we accomplished in 2023 and acknowledge that it was possible because of the commitment of our volunteers, donors, board members, staff, and a supportive community.

We simply could not do it without you. Thank you for standing with us in our efforts to transform lives through joyful and confident eating and feeding.

We look forward to continuing to partner with all of you in 2024 as we enable more people to have a positive and trusting relationship with food!

*"When the joy goes out of
eating, nutrition suffers"*
Ellyn Satter

GOT ANY
QUESTIONS?

Don't be shy! E-mail us at support@ellynsatterinstitute.org