

4 years of making a difference through food.  
It's so much more than cooking...  
Here's our story...

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**EMPOWER  
TO COOK!**



## **Humble beginnings...**

Empower to Cook CIC, born in a single idea  
based on the skills of chef and teacher,  
Michael Brown...



Launched October 2014  
a social enterprise to reconnect people with real food



Started with a single set of equipment donated from Bucks CC  
and volunteer support

Launch survey by students identified areas of greatest need...

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- Healthy eating cooking workshops
- Cooking on a budget
- Family cooking
- Basic cooking for independent living





school for  
social  
entrepreneurs

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Michael graduated from the SSE in 2015

“Social enterprises are businesses that are changing the world for the better. Like traditional businesses they aim to make a profit but it’s what they do with their profits that sets them apart – reinvesting or donating them to create positive social change. ”



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What differences are we trying to make?

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# Isolation

Lack of self-confidence

Families only eating ready-meals

Children who've never had the chance to cook

Children reluctant to taste new foods

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We help with all sorts of challenges...

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Poor physical and mental health

**No money to spare** – need to reduce spend on food

Not eating fruit and or vegetables

**Lack of cooking confidence and skills**



25th January

## REVEALED: More than 7,500 children living in poverty in Wycombe



By Stephanie Wareham |  @Stephanie\_BFP  
Audience and Content Editor



Published Jan 2018

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How do we make a difference?

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Empowering  
NOT catering

*"Tell me and I forget  
Teach me and I remember  
Involve me and I learn"*

Benjamin Franklin



Recently homeless



Young carers



Special needs children



In the 4 years we've helped many different groups

Families facing challenges



Children from low income households

...we've learned that it's so much more than cooking...





we don't just make food...  
we make impact...

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# Life skills

Impact target set 2018



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we make impact...

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# Confidence

Impact target set 2018





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# Awareness of healthy foods

Impact target set 2018





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# Trying new tastes

Impact target set 2018



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we make impact...

# Stronger connections

Impact target set 2018



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we make impact...

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# Eating well affordably

Impact target set 2018





we don't just make food...  
we make impact...

# Improving health

Impact target set 2018



It's about the difference it makes to individuals...

so we'd like to share some stories...







We are proud to be working with  
Chiltern Wood School

*"We've had a real breakthrough at home, with both children now trying more foods."*

*"He wants to help me cook more and we enjoy time together."*



24 Janssen staff volunteered on this programme



## Fit and Fed at Beechview Academy

Reducing isolation, promoting activity and helping families to cook healthy meals

"It has been a wonderful experience. Loved meeting other people"

To tell you a bit more about Fit and  
Fed here is a video from our  
partners, Wycombe Wanderers  
Sports and Education Trust

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218 children

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Classroom Kitchen Project:  
Bringing healthy eating and cooking  
workshops to primary schools in 2018

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40 workshops across 4 schools

"Has helped with eating veg more often."

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**Classroom Kitchen Project:**  
Bringing healthy eating and cooking  
workshops to primary schools in 2018

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"He doesn't want sugary drinks any more"

**96%** told us that their child is showing more of an interest in eating/drinking foods lower in sugar and/or an awareness of eating less junk foods since the programme

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**77%** said their child was more willing to try vegetables after the lessons.





Thank you to all those who inspire and support us including...



Community GROW





Charlton Manor School –  
a key inspiration

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Uniting social enterprise and corporate  
around the idea “that food can change  
peoples’ lives for the better”

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Secondment  
Volunteers  
Corporate workshops



Uniting social enterprise and corporate  
around the idea “that food can change  
peoples’ lives for the better”



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janssen 



"Fantastic, educational and fun!  
Great way to bring the team together" Sara

"Great day we have all learned a lot.  
Thank you!" Claudia



## Workshops for small corporate teams

"Everyone got opportunity to get stuck in and  
involved which was great" Ralph

"Thank you for a great time. I learnt lots and  
happy to help such a great business".







Huge thanks to  
Janssen –  
a friend and partner  
of social enterprise:

24 employees helped with community workshops  
for low income families...

85 volunteer hours

Steve Ross seconded as a Business Partner  
for 12 months

Over 200 volunteer hours

Advice and support from Simon White,  
Hibah Rehman, Kim Marsden and Michelle Lane...

30 volunteer hours

4 Janssen team workshops run ...

- ✓ Funding supports community activities
- ✓ 32 Janssen staff benefited

And, thank you all for supporting our journey

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