



Q3 2025 Report



CONTENTS

<u>Welcome</u>	3
<u>Offering Updates</u>	4
<u>Viewership & Reach</u>	5
<u>Shows & Marketing</u>	7
<u>Theory of Change</u>	8
<u>Upcoming Work</u>	9
<u>Supporting Us in Our Mission</u>	10



DEAR SUPPORTERS



As we close another remarkable quarter, I would like to express my heartfelt gratitude for your continued support and belief in our mission. Your support makes every milestone possible, and this quarter has been marked by significant progress.

Our education packages continue to expand in both reach and impact.

“Rethinking Food Waste: The Journey of Food” has been fully redesigned and is now available in Spanish, extending its relevance to new audiences worldwide.

We also launched “Heart Smart: Eating for Cardiovascular Health”, a collaboration with Doctors for Nutrition that delivers science-based, preventive education on one of the world’s most pressing health issues.

Our reach has grown significantly. **Viewership increased by 181% year over year, and teacher engagement sessions rose by 11.5%.** These numbers represent more than data; they reflect real classrooms, honest discussions, and real change taking place in 69 countries and territories, including new viewers this quarter from Taiwan and Slovenia.

We have strengthened our visibility and educator connections through new initiatives, including **“Teaching Educated Choices” social channels dedicated to teachers**, which have already garnered more than 400 followers and 35,000 impressions since their launch in July. **Our “We’re Here to Help” billboard campaign continues to shine in 45 U.S. cities, garnering over 4 million impressions**, while our renewed **“We Are Teachers” feature now reaches elementary educators through our Bite-Sized Learning series.**

Looking ahead, we are preparing to launch two important new packages: **“Unlocking Diabetes,” another collaboration with Doctors for Nutrition, and “Pioneering Proteins,” developed in partnership with the Good Food Institute** as part of our Food Innovation Series. **This year’s end-of-year campaign will invite donors to contribute to the creation of a new education package on ocean health**, an exciting first for ECP.

None of this would be possible without you. Every contribution, partnership, and word of encouragement fuels our ability to educate and inspire a more compassionate, sustainable, and healthier world.

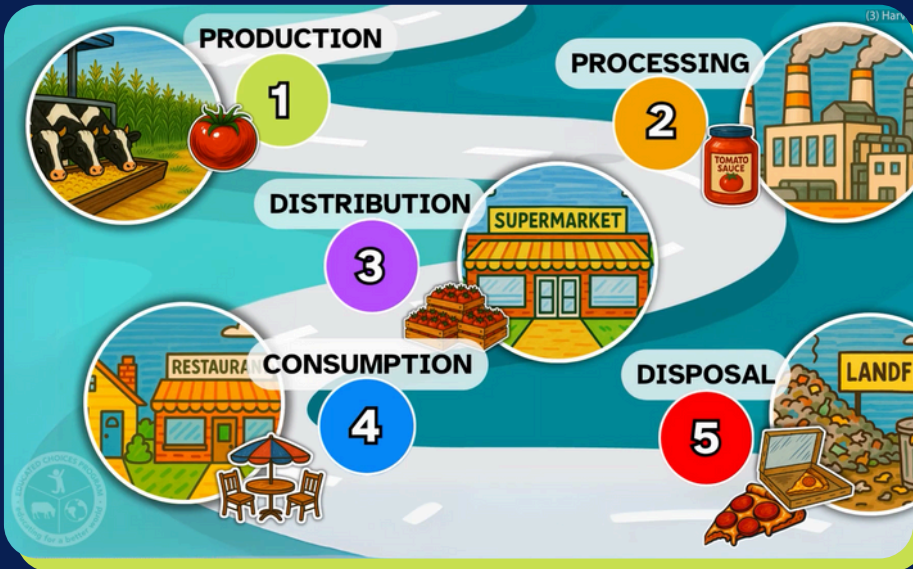
Thank you for standing with us and helping us educate for a better world.

With gratitude and optimism,

A handwritten signature in black ink that reads "Lorena M." with a stylized flourish at the end.

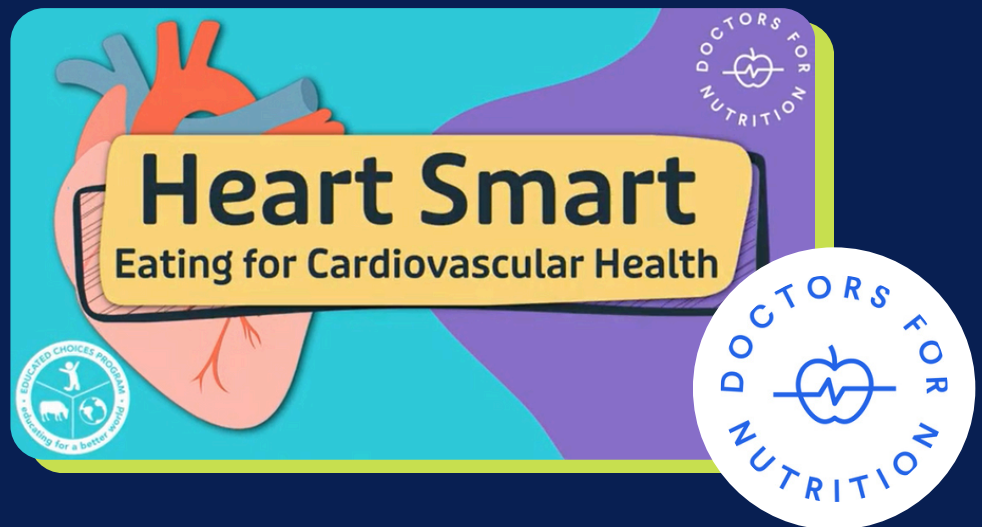
Lorena Mucke
Founder and CEO

OFFERING UPDATES



Our popular "**Rethinking Food Waste: The Journey of Food**" education package has been redesigned with a fresh, custom look ahead of the new school year. We are also excited to announce that a **Spanish-language version** launched this quarter, making this vital content accessible to even more learners.

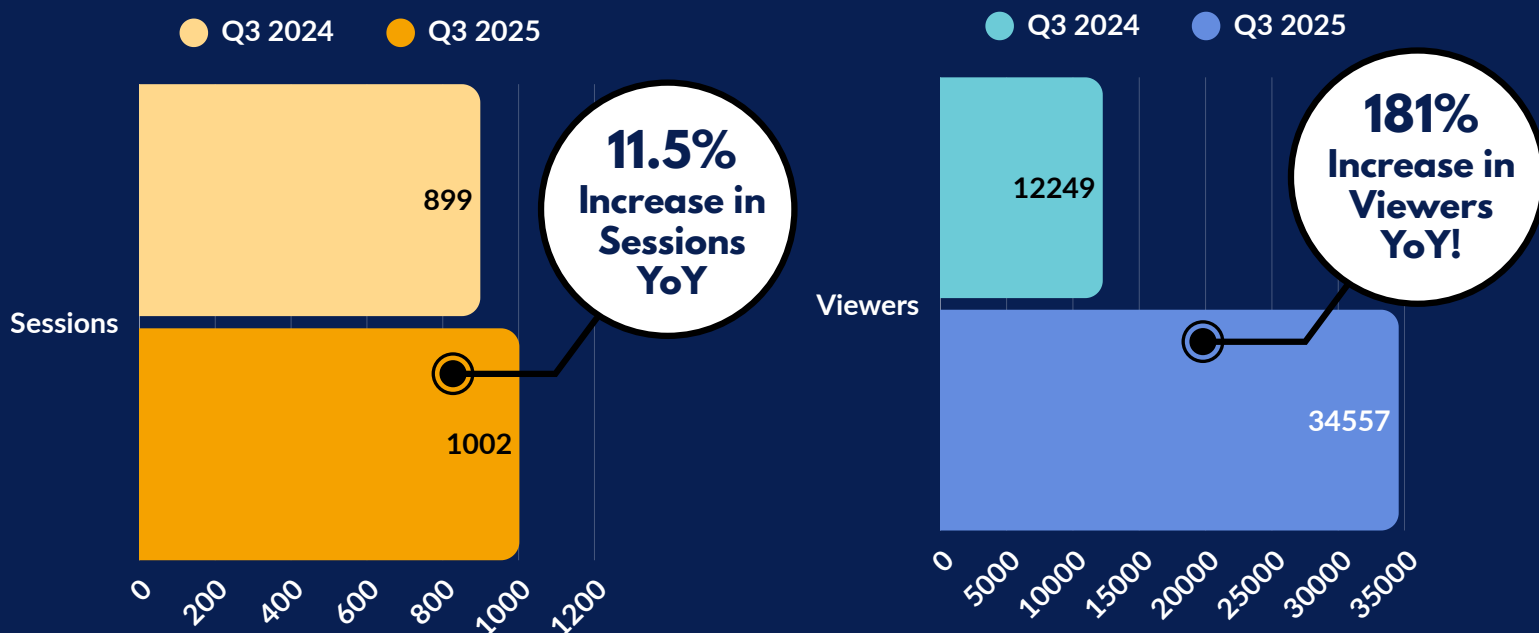
In our ongoing commitment to providing comprehensive health education, we are thrilled to announce the upcoming launch of "**Heart Smart: Eating for Cardiovascular Health**," an education package focused on cardiovascular disease prevention developed in partnership with Doctors for Nutrition.



Doctors for Nutrition is an Australasian-based organization focused on plant-based nutrition. This collaboration allows us to bring expert-backed, science-based information to a global audience. This package is currently available in English, with a Spanish version to follow.

VIEWERSHIP & REACH

We continue to work diligently every day to increase our viewership and secure a larger number of interested and potential organizers. We are seeing great results from the intentional, dedicated work of our internal team here at ECP.



To better serve and attract teachers as organizers of our materials, we launched social media channels dedicated to teachers in late July 2025. For the remainder of Q3, **"Teaching Educated Choices" channels on Facebook and Instagram** gained...

Over 400 new followers

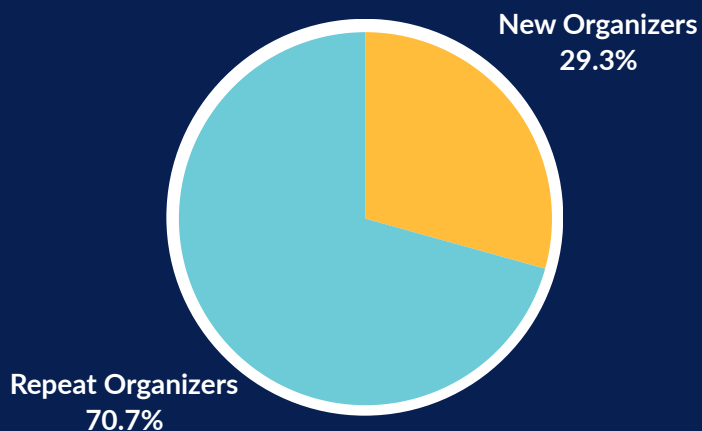
Nearly 10k page visits

Over 35k impressions

...in addition to the reach we are already having on our main channels! Not only does this help us better serve teachers, but it opens up our main channels for more fundraising and development.

VIEWERSHIP & REACH

Sessions by Organizer Type:



Top Countries by Viewers (of 32):



We are pleased to have welcomed viewers from **Taiwan** and **Slovenia** this quarter, bringing our total countries and territories count to **69**.



69

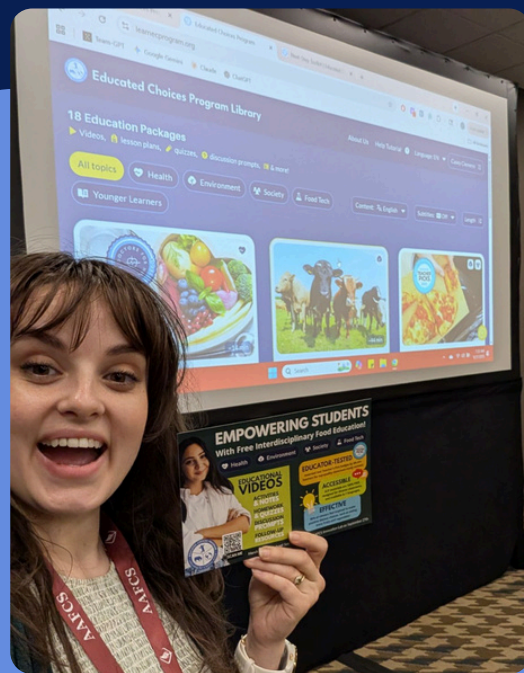
**Countries, Territories,
and Dependencies**

(as of September 2025)

[Find the full list on our website.](#)

SHOWS & MARKETING

The “We’re Here to Help” billboard campaign continues to shine in over **45 U.S. cities**, reaching an **estimated 4 million impressions** since its launch earlier this year. We are thrilled about the continuation of these billboards, which draw significant visibility to our work in providing free food impact education.



Following our successful participation in the American Association of Family and Consumer Sciences (AAFCS) Annual Conference in June, we continued to engage with educators at the **AAFCS Leadership Summit in Louisville, KY**, sharing our mission and resources with key leaders in the field.

Our [article with We Are Teachers](#), a respected and recognized resource by teachers, was renewed, updated, and expanded to remain through Summer 2026. Importantly, we are now able to reach elementary school teachers through this article, thanks to our [Bite-Sized Learning series](#) for students ages 8+.

EDUCATION RESOURCES
SPONSORED

Know Where Your Food Comes From! 7 Free Nutrition Education Video Lessons for Your Classroom

Meet educational standards for science, social studies, language arts, and more with these engaging programs.

SPONSORED BY THE EDUCATED CHOICES PROGRAM





THEORY OF CHANGE

Our "**Theory of Change**" document outlines the core belief that education is one of the most effective tools for creating lasting, positive change in the world. We believe that by providing accessible, evidence-based education, we can empower a global community of critical thinkers who are motivated to create a more compassionate, sustainable, and healthier world.

[Click here for a larger version of this image](#)



**EDUCATED
CHOICES
PROGRAM**

THEORY OF CHANGE

2025

Educational Programming

- Create high-quality, standards-aligned educational packages in various age groups, available in multiple languages globally
- Provide free access to a digital library featuring engaging videos and supporting materials (lesson plans, activities, quizzes, etc.)
- Support long-term learning with follow-up resources like recipes, further reading, contests, and nonprofit volunteer opportunities
- Offer guides and training to help teachers effectively integrate ECP content into their classrooms
- Launch marketing campaigns to inform educators and the public at large of our free educational resources

Partnership Development

- Collaborate with schools, districts, and educational, health, and environmental organizations to expand reach
- Partner with nonprofits (from a local to a global level) and community groups to disseminate resources

Evaluation and Feedback

- Collect data on engagement, learning outcomes, and behavior change
- Incorporate feedback from educators, students, and partners to improve and adapt programming

Key Assumptions

Information leads to action

Viewers have opportunities to make decisions about their food

Teachers and schools are open to incorporating third-party educational content

Short-Term

Students and educators gain knowledge about the health, environmental, and societal impacts of food choices

Teachers trust and value ECP's curriculum and integrate it into their lessons

Increased engagement with ECP's digital library and educational tools, including through local and global partnerships

Increased efficacy of education packages to remain relevant and relatable to a variety of audiences

Mid-Term

Students begin making healthier, more sustainable food choices and community awareness around food systems grows

More schools adopt ECP's education packages as part of their official instruction

Consumer demand for healthier, more sustainable food options increases, signaling to suppliers that stock and variety should increase as well

Educators advocate for food systems education as a core component of academic programs

Long-Term

The food system evolves to support longer health spans, environmental resilience, and responsible relationships with farmed and wild animals

Widespread shifts in dietary behavior toward health, society, and planet-promoting food choices

Generations of consumers and leaders emerge with a systems-level understanding of food, health, and the environment

Local, state, and national policies begin to reflect greater alignment with health and sustainability

An informed global population emerges, particularly students and future leaders, empowered to make food choices that promote human health and protect the planet. Through effective education, ECP aims to catalyze a shift toward a food system that supports longer health spans, reduces healthcare burdens, preserves and restores ecosystems, and fosters a more harmonious relationship between people and the natural world.



UPCOMING WORK



New Education Packages

We are excited to announce that, in addition to our ["Heart Smart"](#) collaboration, we are working with Doctors for Nutrition to develop an education package on diabetes prevention titled ["Unlocking Diabetes,"](#) which we plan to release in November to coincide with Diabetes Awareness Month.

["Pioneering Proteins"](#) is the final installation in the ["Food Innovation Series"](#) developed in partnership with the Good Food Institute, featuring interviews from amazing individuals throughout the alternative protein field. Look for this new education package in Q4 2025.



DONATE

Upcoming Fundraiser

We are hard at work solidifying the details for our end-of-year fundraising campaign. For the first time ever, donors will be contributing to the creation of a brand-new education package related to ocean health, ["Sea the Impact,"](#) with exciting perks and opportunities along the way. Keep an eye out for our campaign launch in November!



Join Our Board

Interested in making a positive difference in the field of food impact education? Join our [Board of Directors](#). We are actively seeking new members to contribute to development and education. Additionally, we have open positions on our [Advisory Board](#) for those looking to get involved in other ways.

We are pleased to have recently welcomed Divya Ramaswamy, JD, and Nathan Nobis, PhD, as Board Members, along with Scott Shetler, NSCA-CPT, to our Advisory Board as a Health & Fitness Advisor.

SUPPORTING US IN OUR MISSION



Spread the Word

Share our mission with your network. Follow us on social media, and help us reach more people who can benefit from our educational resources. [Facebook](#) - [Instagram](#) - [LinkedIn](#)

Word of mouth and referrals are among the **primary avenues educators find reliable, trustworthy services to try**. Please consider sharing [our library](#) with the educators and community organizers in your life to help spread recognition.

Financial Contributions

[Your donations](#) help fund our programs, expand our reach, and develop new educational materials. As an organization that is entirely funded by donations and private grants, every contribution, no matter the size, makes a difference.



Join our group of monthly donors, ECP Champions, who receive early announcements on new developments. Plus, generous companies provide discounts on mission-aligned products to thank our ECP Champions! [Join today here](#).

Partnership Opportunities

We are always looking to [collaborate](#) with organizations that share our vision and values. If you are interested in partnering with us to promote science-based food education, please reach out to us - we would love to hear from you!

Get In Touch

For more information on how to support us, please contact us:

- **Email:** info@ecprogram.org
- **Website:** <https://www.ecprogram.org/contact>

Together, We Are Educating For A Better World



Thank You For Your Support!

www.ecprogram.org