



TRANSFORMING TEENAGE LIVES THROUGH FOOD



MISSION
VISION
VALUES



MISSION

Our purpose and the change we create.



VISION

The future we're building together.



VALUES

The principles that shape everything we do.



TRANSFORMING TEENAGE LIVES THROUGH FOOD

OUR MISSION

To build healthier,
happier futures
through cooking
and nutrition
education



WHY IT MATTERS

66% of teenagers' diets are
ultra-processed

Nearly half leave school unable
to cook a simple meal

Poor nutrition is affecting
young people's physical and
mental wellbeing





TRANSFORMING TEENAGE LIVES THROUGH FOOD

COOK5 with CRUNCH

Our flagship programme equips teenagers with the skills and knowledge to cook **FIVE** healthy meals from scratch



Practical cooking skills



Nutrition knowledge



Confidence and independence



Healthy lifelong habits





TRANSFORMING TEENAGE LIVES THROUGH FOOD

OUR
VISION
A National Movement



CREATING
COOK 5
CITIES
ACROSS THE UK



AND AIMING TO
REACH



50,000
TEENAGERS
EVERY YEAR





TRANSFORMING TEENAGE LIVES THROUGH FOOD

OUR VALUES



COMMUNITY

We believe in the power of connecting communities and sharing ideas. Together we can spark lasting impact



COMPASSION

Embedding kindness, empathy, fairness and inclusion in everything we do
Everyone's invited to our table!



INTEGRITY

Leading by example, with honesty and accountability, and being evidence-led in our decision-making



EMPOWERMENT

Teaching real skills, real food, real-life solutions - no fads, no fluff - to build confidence, capability and choice to help everyone thrive.



INNOVATION

We're here to shake things up, embracing creativity, curiosity and energy to drive positive change.



POSITIVITY

Food should be joyful. We combine energy, humour and fun with physical, emotional and cultural safety in everything we do.

