

The El Cajon Project

You are what you believe...



**A 501C3 NON-PROFIT
CULINARY TRAINING PROGRAM
FOR AT-RISK YOUTH**

Mission and Vision



- **Our Mission:** helping students graduate from high school through innovative culinary arts training
- **Our Vision:** developing multi-faceted relationships among youth, families, schools, businesses and dedicated individuals to help students

Betty Ewing, Founder and Director



- Began career in the restaurant business in 1977 with the Peach Cottage.
- In 1989, she opened and operated the Blue Sky Café and Flower Bar in Mountain View, California.
- Former Culinary Arts instructor for the Mountain View-Los Altos Union High School District.
- Current Full-time Culinary instructor at Gilroy High School.

Betty Ewing, Founder and Director



- In 1993, Betty founded the El Cajon Project
- Covered by over 50 news articles and reviews.
- Over 600 (and growing) youth entering and completing the program.

Betty Ewing, Awards and Articles



- **June 2012: Betty awarded with CBS Jefferson Award, an honor for local heroes making huge impacts in the community.**



- **CBS featured a news segment, KCBS radio feature and article, “Winning Chef Helps Students Gain Seasoning in Restaurant Industry”**
- **The Gilroy Dispatch featured Chef Betty and her Gilroy High School students in their annual “Aluminum Chef Challenge”**

History



- In 1993, Betty established ECP as a way to help a handful of students in her classroom. As a restaurant-owner, Betty was able to employ the students in her kitchen. By working with the school district, Betty was able to have the students earn credits toward graduation.

... They proved successful in the program, graduated from high school, and are now active board members of El Cajon Project!

Bay Area Partnerships



- **Local businesses :** Executive Chefs and general managers are requested to participate in ECP
- **Schools:** Public high school teachers and school administrators who identify at-risk students
- **Parents:** Parents and Guardians remain in communication loop from start to end
- **El Cajon Project Staff:** maintains weekly site visits and monitors academic and kitchen progress

Who do we help?



**BAY AREA YOUTH, INCLUDING
AT-RISK YOUTH**



At-risk students deal with an array of factors, including:

- **Pregnancy**
- **History of physical and/or mental abuse**
- **Developmental disabilities, Autism, Asberger's**
- **Substance abuse**
- **Gang affiliation**
- **Bullying**

What does it mean to be “at-risk?”

- **'At-risk' is used to identify students who are more likely to drop out of high school due to a variety of demographic, socioeconomic, and institutional characteristics.**

Who we serve



- **Age 16-19**
- **In 4 California counties, 6 unified school districts, 8 public high schools, 1 foster center**
- **ROP programs to supplement academic activity**
- **50% male, 50% female**
- **Public high school sophomores, juniors and seniors**



Students who are not deemed at-risk are also welcome into the El Cajon program.

Some high schools do not have pathways to develop culinary pathways, such as Monterey High School .

Reach as many students as possible including those at-risk, not at-risk, in between and just interested in the hospitality industry.

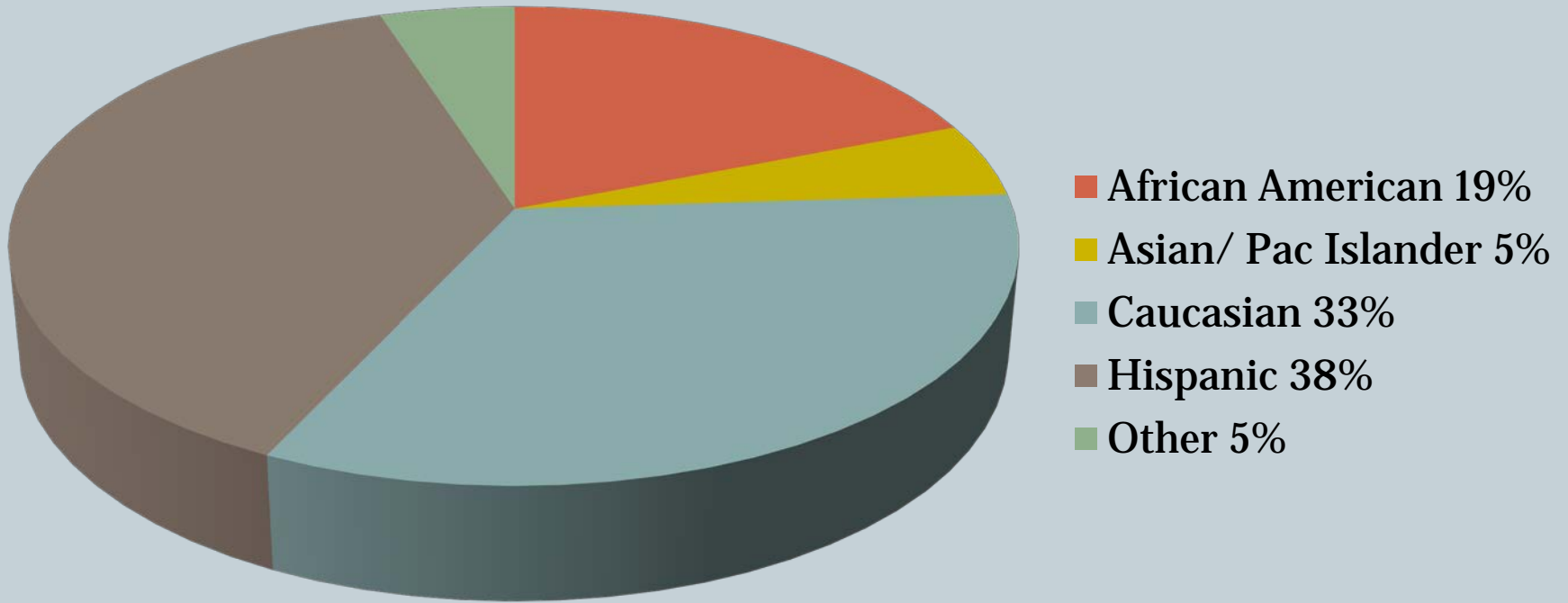


Monterey High School students placed in Restaurant 1833 in Monterey, CA.

Who we serve



ECP Ethnicity



The Complement



**FOOD PREPARATION
AND
ACADEMICS**

The Complement: Food Prep and Academics



- **Students learn an employable trade**
- **1 high school credit per 18 hours worked**
- **Work 2-3 days per week, 3-5 hours per day**
- **Builds self-esteem**
- **Confidence works way into other realms, including academics**

The Role of the Chef



- **Mentor**
- **Job Coach**
- **Male or female adult role model**
- **Community service leader**

Acquired Skills



- ***Discipline:*** Must listen and take directions to succeed in a fast-paced, safety-conscious environment
- ***Event planning and support:*** Students help with special occasion, weekend and holiday events
- ***Marketability:*** Learn a skilled, employable trade that leads to job preparedness

Acquired Skills



Soft-skills

- **Resume-writing**
- **Interview skills**
- **Customer service**
- **Overall presentation**

Practical Academic Application

- **Reading**
- **Writing**
- **Comprehension**
- **Organization**
- **Math**
- **Computer skills**

How do we know it's working?



- Bi-weekly student site visits
- Bi-weekly reports with teachers and administrators
- Academic grade maintenance tracking
- Disciplinary activity monitored
- One-on-one conversations
- Exit interview with parents and student

... Constant communication is key!

Expected Results



**WHEN STUDENTS SUCCEED IN THE
EL CAJON PROJECT...**

Expected Results



- Earn max 19 credits toward graduation
- 30 % decrease of disciplinary actions
- 30% offered employment at restaurant
- 100 % learn soft-skills for employment
- Math, reading and writing skills improve
- 83% complete 280 hours

... and graduate with their peers!

Chef Betty's Role



- **Teacher & Chef: credibility in educational and culinary world**
- **Meets with school district administrators and teachers**
- **Meet with students and parents for enrollment and orientation process**

Benefits for Participating Restaurants



- **No monetary cost to restaurant to participant**
- **Additional staff available during peak times and special events**
- **Integrate community/ public service without disrupting business**
- **Budding culinary professionals offered to continue as paid employees**

Benefits for School Districts



- **Raised class attendance**
- **Lower dropout rates**
- **Higher academic achievement**
- **Cost-effective option compared to other ROP (Regional Occupational Program) options**

Who benefits the most from El Cajon Project?





The Question of Funds

Cost per student for 1 year in ECP: \$2500

School district contracts with us to pay \$1200 per student

ECP must raise 52% of remaining cost (\$1300) per student



Future Goal: Sustainability



- **Foundation and Corporate Grants and Donors**
 - \$20,000 from Newman's Own Foundation
 - \$5,000 from Green Mountain Coffee Roasters
- **Fundraising**
 - 20th Year Anniversary in 2013 Fundraiser
 - Locomotion Wine Train Fundraiser
 - Online Auction
- **Train the Trainer**
- **½ and ½ Café: social-purpose business**
- **Student-run food truck**

Community Exposure



- **TV Pilot to showcase students and program benefits**
- **Educational documentary to spread the word to schools, teachers and restaurants**

What Will it Take?



- **Opportunity to present to additional school districts**
 - Nearly every public high school in America has students who are at-risk
- **Local restaurants opening doors to our students**
 - Exposure to benefits of employing ECP students
- **Parents looking to take results-oriented action**
 - Option for students in academic decline and disciplinary issues

Contact Information



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The End
(or The Beginning...)



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