

Do you want to make a real, tangible difference for your family and friends' health?

Be our champion. Talk about Food Heroes to key influencers, parents, and schools!

Your wallet is the fastest way to make an impact.

We are grateful for all monetary contributions, big or small, to help us develop and scale the use of our Food Heroes curriculum faster.

Are you a parent?

- Buy and test our Food Heroes games for your kids and schools.
- We are recruiting kids and moms to appear in instructional videos.
- Show us the best edu-tainment items your kids love. We'll adapt them for food education.

Do you have a company?

- Sponsor our printing of curriculum materials.
- Hold employee family day with a Food Heroes Fun Fair.
- Create Food Heroes branded merchandise and education products.
- Donate stock images in graphic libraries.

Are you a photographer or videographer?

- Take photos and videos of Food Heroes classes and food.
- Create instructional videos, record classes, B-roll for documentaries.
- Donate old AV equipment.

Are you bilingual?

- Help us with translation into various languages.

Are you a teacher?

- Help us create curriculum.
- Bring Food Heroes programming into your schools.
- Help us create a teacher training program.
- Help us teach a class.

Are you a designer?

- Help us with illustration and graphic design
- Design our library of educational activities and game materials.

Are you a storyteller?

- Help us write children's books.
- Help us add narrative to our classes.
- Help us write Wechat posts for parents.
- Help us develop our Food Heroes adventure stories.

Are you good with games?

- Join our hackathons to make our games engaging and addictive.

Are you a frequent traveller?

- Donate air miles to help us meet with key partners around the world and globalize Food Heroes.

Better food choices is the key to personal, planetary, economic, societal health.

“Improving diets can improve development pathways of entire countries. It is the single golden lever to achieve all 17 Global Goals.”

- David Nabarro,

UN Special Adviser on 2030 Agenda for Sustainable Development Goals.



Look inside to see how you can be a part of the movement to bring food education into society!

Partner with us by scanning the following QR code, or send us an email at volunteer@foodheroes.org



food heroes
彩虹特工队



Food Heroes Helps Kids to Become Better Eaters with Healthy Bodies and Minds

"This food education program could be the single most impactful intervention on children's health."

— Brett Rierson
World Food Program Representative in China

Food Heroes is a play-based, food education program empowering kids 3-9 years old and their families to make smart food decisions.

Our audacious goal is to help people eat in a way that is good for them and good for the planet.

Food Heroes is developed with the world's leading experts across nutrition, medicine, agriculture, cooking, food production, sustainability, gamification, and storytelling.

We help kids and parents master healthy food choices both in classroom and home settings by engaging them in play-based, kid-tested activities that help retain learning.

Ultimately, we aim to include Food Heroes curriculum in mandated nationwide food extracurricular education.

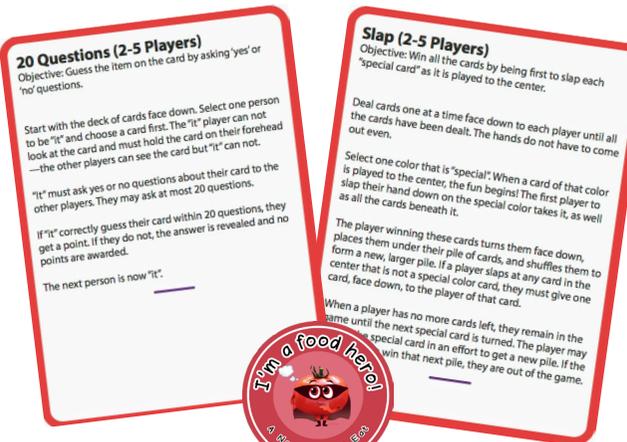


Flashcard games teach bilingual food literacy to the whole family.

A perfect gift for friends and relatives with kids!



¥60



Obesity and diabetes are draining our healthcare system. Better food choices are key to personal and planetary health.

According to the World Health Organization, a "shift to population-wide obesity is occurring with terrifying speed."

2 Billion people are now overweight, compared to 1 Billion underweight. That is a whopping 27% of the world's population as of April 2017, and it is growing

In China, the fifth cause of death is obesity. China also has an alarmingly disproportionate number of diabetic patients. It has 1/5 of the world's population, but 1/3 of the world's diabetic patient. These are completely preventable lifestyle choices.

In one generation, 20% of China's children have become overweight. 15% are already pre-diabetic.

Better food choices can prevent these rising epidemics.

Yet most countries have no food education program.

健康中国 2030 "Healthy China 2030" is a national strategy calling for food choices that promote a healthier culture. Food Heroes provides a comprehensive curriculum developed for China's kindergarteners and their families.

