



# An Introduction to MaxLove Project

2023-2024





# Introduction

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**MaxLove Project empowers children and families overcoming health risks with evidence-based culinary medicine programs designed to enhance quality of life, reduce health risks, and foster whole-body wellness. Our programs are available online and in-person, both in the community and hospital-based settings. Our nationwide online platform and physical locations in California and Georgia provide accessible support, while clinician and provider education ensures lasting impact.**





# Our Initiatives

MaxLove Project organizes its programs within three initiatives, each representing a group of priorities, all housed underneath the MaxLove Project umbrella. It's our aim to improve quality of life and reduce health risks for kids and families facing health risks in a variety of settings within the communities we serve. We do this through tailored cooking classes; wellness resources and therapies; targeted peer social support; provider education and training; and professionally designed, facilitated, and researched wellness programs that focus on all aspects of health and wellbeing.

## **Culinary Medicine for All**

We offer a suite of evidence-based culinary medicine programs designed to support families facing health risks in the communities we serve. We also deliver expert-led culinary medicine programs to all families with our innovative subscription-based Fierce Foods Academy platform.

## **Thrive Against Cancer**

MaxLove Project is dedicated to improving the quality of life of families facing childhood cancers, pediatric rare diseases, and chronic hospitalizations with evidence-based culinary medicine, integrative care, and emotional health.

## **Culinary Medicine Collaborative**

We're bringing our innovative and evidence-based culinary medicine curriculum to providers across the nation. Our rigorously tested programs are tailored for the healthcare setting.



# Culinary Medicine for All



## Fierce Foods Academy (Community-Based)

- Began in SoCal in 2012
- Farm-to-table, evidence-based and expert-led
- Tailored curriculum
- Family-centered care
- Culinary skill building plus therapeutic social support
- Served over 1000 families



## Fierce Foods Academy (Hospital-Based)

- Began with CHOC Children's in Orange County in 2017
- We have our own evidence-based curriculum, a first-of-its-kind for pediatrics
- We've delivered over 200 classes at 3 hospitals since 2017

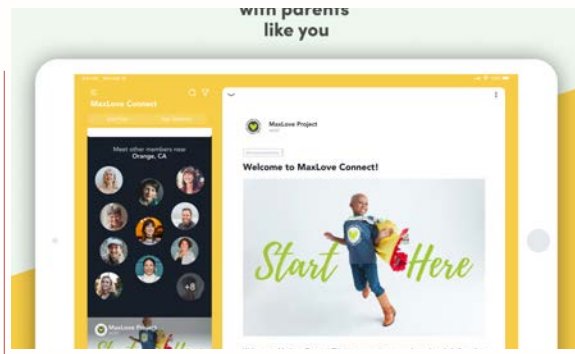


## Fierce Foods Kitchen Cookbook

- The Fierce Foods Academy curriculum is the foundation for the cookbook
- Each recipe has been rigorously tested
- Recipes are therapeutic for lowering inflammation & metabolic health
- The cookbook contains delicious recipes with amazing health benefits for everyone.



# Thrive Against Cancer



## MaxLove Project Connect App

Providing families with a safe space to connect in care, wherever they are. Our private online platform connects families facing childhood cancers and related rare diseases nationwide and provides expert-backed integrative health support, nurse coaching, education, and resources.



## Ohana Family Days

The Ohana Family Day program combines integrative therapies such as acupuncture, with in-person and online peer support and preventive health behavior education. The program is designed to bring families together in small groups to engage in activities that improve quality of life and reduce long-term health risks for childhood cancer survivors.

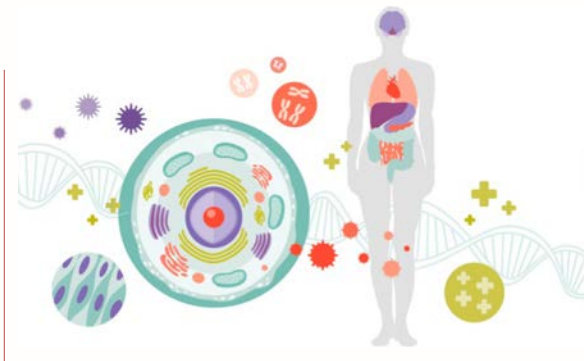


## Holistic Wellness Retreats for Mothers

The “Reconnect to Self” holistic wellness retreat for MaxLove Mommas is a day-long event filled with loving social support, energy work, grounding activities, yoga, nature walks and Ayurvedic cuisine. The expert MLP team is honored to hold the space for mommas’ health, wellbeing, and blossoming self-care.



# Thrive Against Cancer



## Nutrigenomic Precision Nutrition

An 8-week program to identify individualized nutrition that can influence genetic expression

- Expert-led by Alexia Hall, RDN.
- Cohort-based
- Peer-supported
- Partnership with 3x4 Genetics
- Online



## Turning Towards Grief

A guided peer-support group for grief self-expression and care

- Expert-led by Veronica DeRosa, R.N.
- Online care for 3-months
- Capstone in-person retreat for all participants



## Parents Rising Online Emotional Health

A 4-week container for parent emotional healing, support, and clarity

- Expert-led by Justin Wilford, PhD & Alicia Wuth, PsyD
- Online weekly group meetings, e-learning, and 1:1 coaching calls



# Culinary Medicine Collaborative



## Hospital Provider Education

MaxLove Project is the only organization that offers evidence-based, tailored, expert-led culinary medicine classes for children and families in the hospital and in the community. We're also the only organization that specifically targets pediatrics, building bridges between community-based and hospital inpatient care. One of our most innovative program delivery methods is direct education and culinary medicine programming support to healthcare providers.



## Community Partnerships

Similar to our work with healthcare providers, we provide culinary medicine education, program support, facilitation and mentorship to community-based partners. We work with children's museums, community organizations serving at-risk kids and families, K-12 schools and institutions of higher education offering both hands-on educator training and internships.

**Grow your BRAIN!  
Super Guacamole**

Guacamole is GREAT for you brain because avocados are high in fat! Did you know that your brain is the fattest organ in your body? Your brain needs great fats to thrive! Also, avocados contribute to healthy blood flow, and your brain needs blood to thrive!

**What you'll need**

- 2 ripe avocados
- 1 clove of garlic
- 5 stems of cilantro
- 1 lime
- Salt and pepper

**Directions**

- Open the avocado (have a grown-up help if you have small hands)
- Scoop out the super center and place into a bowl!
- Chop the garlic and add to the avocado
- Split the lime and squeeze out the juice into the bowl!
- Pick the cilantro leaves off of the stem and add to the bowl!
- Mash it all together!
- Okies, now it's time to taste! Add some salt

## Curriculum Design & Testing

MaxLove Project has been building, testing, implementing and assessing our own culinary medicine curriculum for the past ten years. This is the curriculum that we use in the hospital and community-based settings. By early 2025 it's our goal to publish this curriculum for all of our partners to use to grow their own culinary medicine programs.



# The Fierce Foods Kitchen

Farm fresh, live culinary medicine @ the Farm + Food Lab in Irvine, CA







# MaxLove Project Savannah

MaxLove Project has been active in partnerships in the Savannah area since 2017 and officially opened for operations in 2022. We're excited to expand our programs and services in 2023-2024.



We're partnering with The Salvation Army of Savannah to build a Fierce Foods Kitchen and culinary medicine garden to serve our local community, from the hospitalized families we serve to those served by The Salvation Army and partnering organizations. Centrally located in the city, it's going to be an incredible hub of health & wellness for our community!

In 2024 we'll begin to offer support to families who face food insecurity and chronic hospitalizations.

We currently offer twice monthly culinary medicine classes at the Dwaine and Cynthia Willett Children's Hospital of Savannah and we plan on expanding our offerings to Savannah Children's Museum in 2024.



# Savannah Culinary Medicine Garden

We're partnering with The Salvation Army of Savannah to build a Fierce Foods Kitchen and culinary medicine garden near Daffin Park.



Similar to our partnership with the Farm + Food Lab and Solutions for Urban Agriculture in Irvine, CA we're thrilled to bring the Fierce Foods Kitchen culinary medicine center & garden to Savannah.

The project will consist of:

- A community garden with garden beds available for rent
- A communal garden to feed those in need in our community
- The Fierce Foods Kitchen culinary medicine center which includes a shipping container to house the mobile teaching kitchen, solar power, tables and seating for 200 people, audio-visual equipment, rainwater capture, 3-compartment sink, running water, and a garden to support the kitchen's activities.
- A community composting center
- Bees, bees and more bees!
- Fruit orchard
- Event space for farm-to-table dinners



# How to Help

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Building MaxLove Project is a grassroots effort. We need your help! Please reach out to [carrie@maxloveproject.org](mailto:carrie@maxloveproject.org) if you'd like to get involved.

## Volunteer

If you'd like to roll up your sleeves and volunteer on an occasional or regular basis, please let us know. We have a variety of opportunities available to serve and support. We'd love to have you on board!

## Donate

Directly support our programs and services with a gift of funds. YOU are the golden ingredient in our wellness recipe to allow our children and families to thrive against the odds of cancer. Whether through personal giving, corporate sponsorship, IRA, a dinner party to benefit MLP, or any and all of the above, every dollar counts and directly improves lives. Give at [maxloveproject.org](http://maxloveproject.org).

## Advocate

We offer many opportunities each year to team up with us to raise awareness and funds to support our programs and services. From hosting your own campaign or joining one of ours, to bringing us to your social groups to inform and invite participation, we'd love to have you on our team! Reach out to Carrie at [carrie@maxloveproject.org](mailto:carrie@maxloveproject.org) to learn more and brainstorm.



## Testimonials

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**"We don't feel lost and alone in this anymore."**

"I love being part of the MaxLove Project community where everyone understands what we are going through. We all feel appreciated."  
— Mother of a child with a brain tumor

"The knowledge and support I get from MaxLove are irreplaceable."  
— Father of a child with brain tumor

"MaxLove Project has been our saving grace! Being recently diagnosed, they helped bring us out of our DARK place."  
— Mother of a child with a brain tumor



*Helping SuperKids  
Thrive Against the Odds*

## Contact

Thank you for supporting MaxLove Project and, most importantly, the families we serve!

### **MaxLove Project**

**California:** PO Box 105, Tustin, CA 92781

**Georgia:** 3601 Montgomery Street, PO Box 23176

Savannah, GA 31403, USA

888-399-6511

[www.maxloveproject.org](http://www.maxloveproject.org)

[info@maxloveproject.org](mailto:info@maxloveproject.org)

@maxloveproject

California Tax ID: 45-3752057

Georgia Tax ID: 88-1938585

