

To: Kimbal Musk [REDACTED]
Cc: TKC Team [REDACTED]
Bcc: jeevacation@gmail.com[jeevacation@gmail.com]
From: Kimbal Musk
Sent: Mon 12/17/2012 6:32:35 PM
Subject: Fwd: NATO summit cash to fund vegetable gardens at 60 city schools - Chicago Sun-Times

Dear friends of The Kitchen Community:

We have amazing news to share. Mayor Emanuel in Chicago has committed to provide \$1MM towards Learning Gardens in Chicago in 2013. It represents not only an incredible endorsement of our program by a national figure, but also a major step towards the customer (i.e. the government/school district) paying for the product. Up until now, most of our Learning Gardens were entirely funded by donors. In Chicago in 2013, up to 50% of the cost will be paid for by the city.

<http://www.suntimes.com/news/metro/17055522-418/nato-summit-cash-to-fund-vegetable-gardens-at-60-city-schools.html>

We are working on similar plans in Colorado and Los Angeles. It is a core goal of ours to become customer driven. No one is better than the customer at telling us what we should do to improve, or how we might change our offering to be more impactful. It might take a few years, but this step in Chicago is an incredible step in the right direction.

A great end to a great year. Happy holidays to all.

Kimbal

----- Forwarded message -----

From: Peter <[REDACTED]>
Date: Mon, Dec 17, 2012 at 12:16 AM
Subject: NATO summit cash to fund vegetable gardens at 60 city schools - Chicago Sun-Times
To: Team Tkc Team <[REDACTED]>

<http://www.suntimes.com/news/metro/17055522-418/nato-summit-cash-to-fund-vegetable-gardens-at-60-city-schools.html>

Peter Vitale
The Kitchen Community
[REDACTED]