

COOK WITH KASPER

A COOK FOR CHANGE CASE STUDY

Cook with Kasper is on a mission to support parents to feed their babies and young children healthy, home-cooked food. Founded by me, Rebecca Wieckowska, the organisation offers a trusted programme for families seeking confidence and inspiration in the kitchen.

Through the Cook for Change programme, I have explored ways to scale our impact beyond direct community delivery. A key outcome has been starting to develop a corporate benefits package, designed to help employees access Cook with Kasper's services as part of parental leave or wellbeing support. Revenue from these contracts would directly subsidise free or low-cost classes for families who need them most.

Some steps I've taken to launch this new offer are:

- increasing the capacity of our current class offer by launching a new venue
- developing a parental leave package and pricing offer to pitch to corporate partners
- developing a web-based offering that corporate employees will be able to access remotely
- starting discussions with potential corporate partners
- starting a conversation with Peabody (brokered by Cook for Good), to explore using a new community space, so I can bring my services directly to families in social housing.



Cook for Change has clarified my thinking on how to develop my business and increase my social offer. It has been invaluable to meet the team at Cook for Good, to access a wealth of information and broaden my understanding of different funding models and opportunities to grow.

It has given me the opportunity to share ideas with the Cook for Good cohort, and to have the space to step away from the day to day running of my business and focus on strategy and growth. And it has allowed me to understand the importance of bringing people with different skills on board; since the bootcamp, I have taken on a partner/co-founder to support me with growing Cook with Kasper.