

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.

Prior to starting Cook for Change, I was struggling to find time to work on strategy for growth. I was unsure about legal frameworks, or how to generate the revenue to provide social impact. I now have a better understanding of the financial side to my business, and understand that diversification of funding will be key to our sustainability and ability to deliver impact.

A key decision has been to convert to a Community Interest Company, which will allow me to explore alternative funding streams. Additionally, we are planning a corporate benefits package, 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 low-income families.

I have also:

- Established a board with two other directors, with corporate connections and social impact measurement experience.
- Launched a new venue, providing both marketed and social spaces.
- Launched a gift voucher for B2C and B2B markets that covers a course of weaning sessions, and funds a social place on the course.

The Cook for Good team introduced me to Peabody and Salisbury Manor Primary School in Chingford. I launched classes there in January 2026, and the school are funding a staff member to work alongside me and, eventually, run them. This will support us to develop our staff training package and our planned model.

They have also given me access to a wealth of information, clarified my thinking on how to develop my business and increase my social offer, and broadened my understanding of different funding models and growth opportunities.

And the programme has given me the chance to share ideas with other social founders, and the space to step away from the day to day running of my business and focus on strategy and growth.

