

**eGullet Society for Culinary Arts & Letters Annual Report**

*(fiscal year beginning 1 October 2004 and ending 30 September 2005)*

Dear eGullet Society Members, Staff and Friends,

It's a great pleasure to deliver the first annual report of the eGullet Society for Culinary Arts & Letters.

Jason Perlow and I, along with a small group of founders, started the eGullet.com online food discussion forums in August of 2001. Over the next three years, we experienced expectation-defying growth not only in quantity but also in quality, reach, range of offerings and relevance. There came a point when we had to choose a future for the organization: would we eventually sell out to a commercial entity (the venture capitalists were knocking at our doors), dumb it down and perhaps kill the goose that laid the golden egg; or would we make plans to guarantee that the entity would outlive the founding generation with its integrity and quality intact?

We chose to dissolve the eGullet.com, Ltd., corporation and establish the eGullet Society for Culinary Arts & Letters as a 501(c)(3) not-for-profit public charity. We felt the not-for-profit form of organization best represented what we as a community were about: the pursuit of culinary knowledge. And we felt it would allow for us to grow into what we could be: not just an organization dedicated to the knowledge of its members, but also to the knowledge and well-being of the community at large.

We've made great strides in our first year, as the attached summary indicates. Thank you for your support last year, this year and beyond.

With relish,



Steven A. Shaw, Executive Director



## **2004-2005 HIGHLIGHTS**

- Incorporated as a not-for-profit corporation in New York State, USA.
- Received 501(c)(3) tax exemption and public charity determination from the US Internal Revenue Service.
- Established the eG Scholarships program with three culinary scholarships, each a \$5,000 cash grant: one for a culinary student, one for a culinary writer and one for a professional chef.
- Created an emergency humanitarian scholarship, also a \$5,000 cash grant, for a victim of Hurricane Katrina to attend culinary school, as well as a program of information and cooperation with other culinary nonprofits engaged in relief efforts.
- Pursued an ambitious program of online services including eG Forums culinary discussion, eG Spotlight special appearances, eGullet Culinary Institute (eGCI) online learning, the *Daily Gullet* literary journal and more.
- Held fundraising events in the New York/New Jersey metro area (Chinese New Year fundraising dinner) and in North Carolina ("Varmint's Pig Pickin").

## **GOALS FOR 2005-2006**

- Expand the eG Scholarships program to repeat the previous year's three scholarships and the humanitarian award, and to add an additional scholarship for a total of five recurring scholarships.
- Pursue, in addition to all current online services, a web audio service (eG Radio).



- Grow the Society's volunteer staff to 100+ and hire two paid staff (Executive Director and Assistant Secretary).
- Establish an advisory board composed of members of the culinary, business and technology communities.

### **MISSION, PURPOSE AND BELIEFS**

The purpose of the eGullet Society for Culinary Arts & Letters is to increase awareness and knowledge of the arts of cooking, eating and drinking, as well as the literature of food and drink. We carry out this purpose in many places and in many ways, but primarily through internet food media. We seek to appeal to a diverse group covering professional and amateur cooks, producers, writers and consumers. The arts and crafts connected with food and drink take place in a wide variety of settings. We believe that:

- Good food doesn't have to be expensive or esoteric – just good. Good food and drink aren't exclusive to the rich and well-traveled;
- People throughout the world and in all economic circumstances can be healthier, wealthier and happier by learning to eat well and cook well, and by thinking and speaking more clearly about their food and drink;
- Professional cooks and passionate amateur cooks, professional producers and hobbyists of food and drink, professional food and beverage writers and passionate amateur writers each have something special to bring to the table. The conversation is richer and more interesting when the worlds of the professional and the amateur are brought together;
- Food can both satisfy physical needs and engage the highest functions of intellect. It can be a commodity, a craft, an art.



Though a source of bodily pleasure, food and drink are also worthy subjects for discussion, at practical, aesthetic and philosophical levels;

- The media do much to shape our perceptions about food and drink. We are better off when the media covering food and drink are informed, honest and passionate about their subject. Like all arts, food writing is worth doing well.

The Society's activities are determined by its Board, which is authorized to pursue any program of activity that is aligned with the Society's purpose. Our geographic scope is global. Activities of the Society include:

- Encouraging the development of talented writers on food and drink, through competitions, awards, fellowships and internships;
- Encouraging the development of quality food and beverage media, particularly internet media, through direct publication and broadcast, printed new media collections, journalistic coverage of food media, competitions and awards;
- Encouraging the development of talented chefs and producers of food and drink, through competitions, awards, scholarships and internships;
- Developing and offering educational programs, including the eGullet Culinary Institute, an online learning program; and outreach programs about food and cooking to schools and underprivileged adults;
- Operating the eG Forums, which we aim to make the internet's most compelling, exciting and technologically advanced interactive conversation about food, drink, and everything related to them.



## **2004-2005 FINANCIAL SUMMARY (All amounts in USD)**

### REVENUE

Direct contributions: \$10,929

Membership dues: \$21,650

Investment income: \$2

Gross revenue from events: \$2,938 (not including \$3,762 contributions)

Gross receipts: \$35,519

### EXPENSES

Grants paid: \$15,000

Utilities and maintenance: \$194

Printing, postage and shipping: \$1,316

Other expenses (web hosting, equipment, fees, other): \$6,606

Direct event expenses: \$3,621

Total expenses: \$23,116

### BALANCE

Net assets/balance at end of year: \$8,782

## **FORM 990**

The eGullet Society is making its 2004 IRS Form 990 and New York State Form CHAR500 available for public inspection online at [www.eGullet.org](http://www.eGullet.org) and also at [www.GuideStar.org](http://www.GuideStar.org).



## **DIRECTORS AND OFFICERS**

Steven A. Shaw, Director and Executive Director

Jason Perlow, Director and Founder

Paula Wolfert, Director

Dave Scantland, Director

Jonathan Day, Director

Steve Klc, Director

Stanley Santos, Treasurer

Dean M. McCord, Secretary and General Counsel