



MaxLove Project's Programs and Initiatives

2024-2025





Introduction

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, emotional health support, expert-driven health education, and therapeutic community.

MaxLove Project equips families to thrive within the pediatric healthcare system of today – where the standard of care for most life-limiting illnesses does not include essential integrative therapies – as we work to change the system of tomorrow. We do this through our support of pioneering cancer research, innovative culinary medicine programs, family-centered initiatives, easy-to-understand health education, and support for complementary and preventive therapies in healthcare settings.





Our Priorities

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

MaxLove Project offers culinary medicine cooking classes and nutrition support – what we call our Fierce Foods Academy – both online and in-person, in the community, hospital, and within our mobile app.

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.

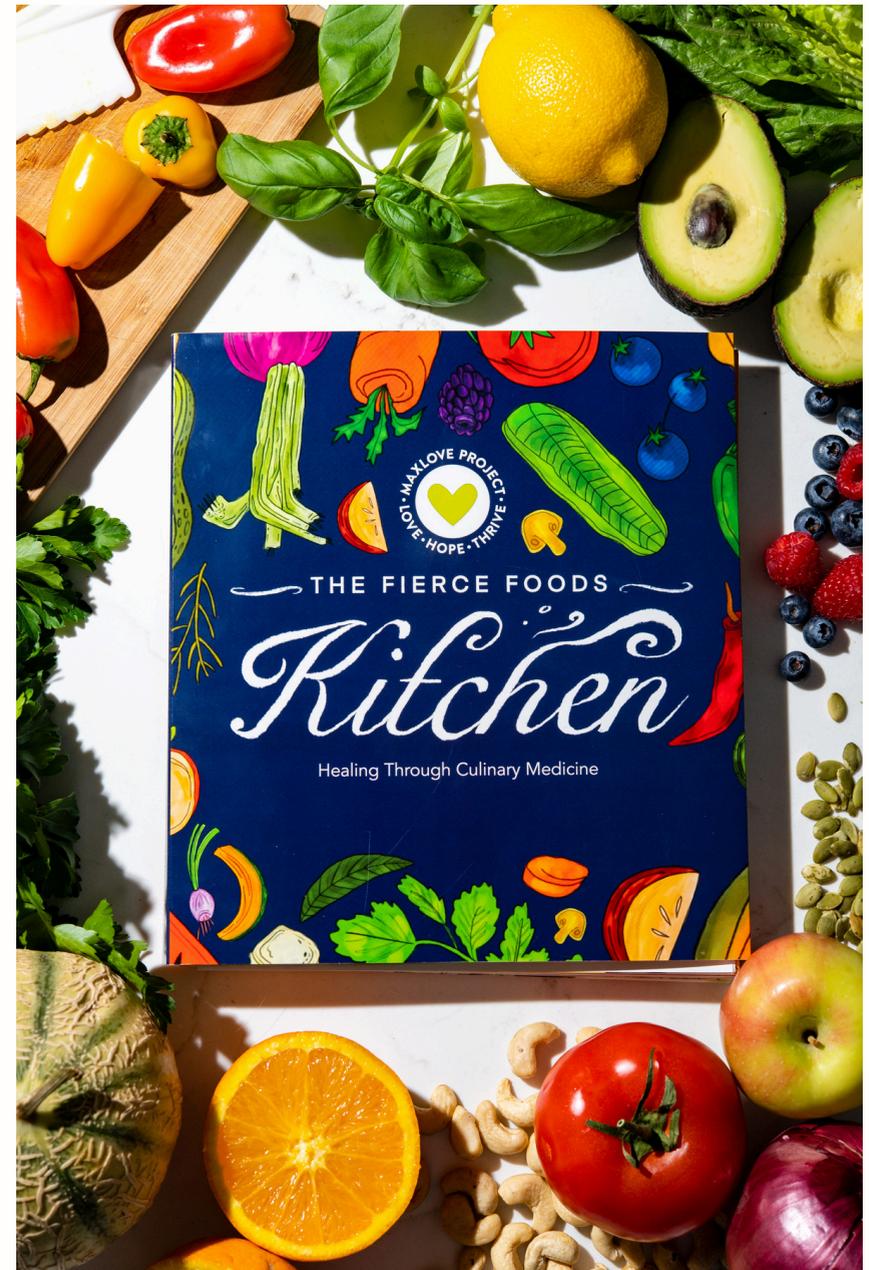
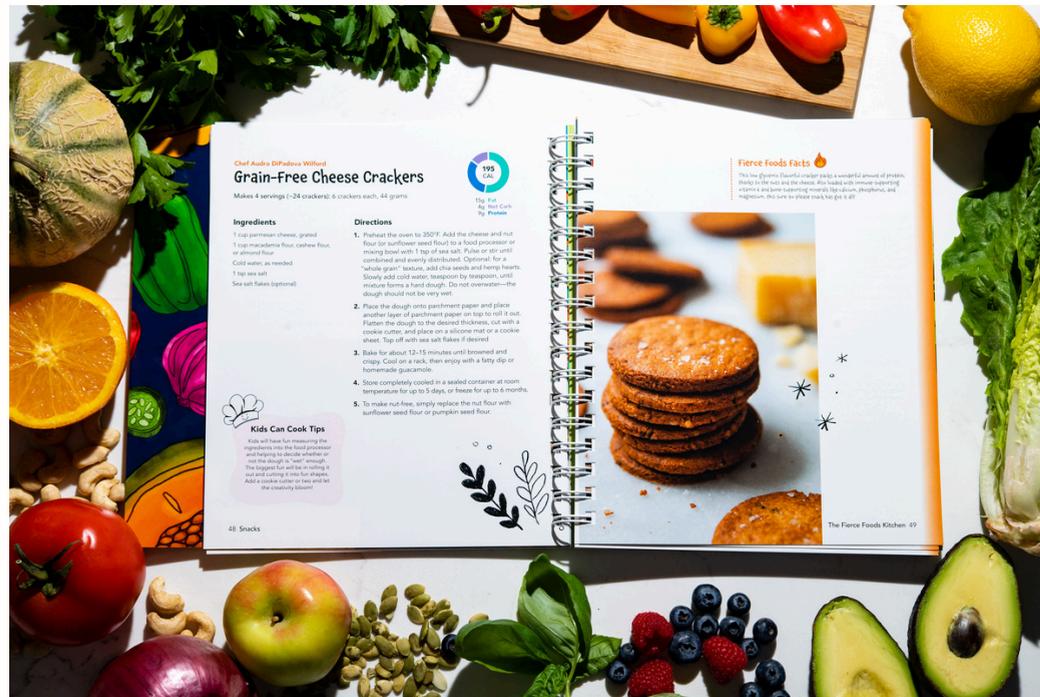


Our Programs



Fierce Foods Kitchen Cookbook

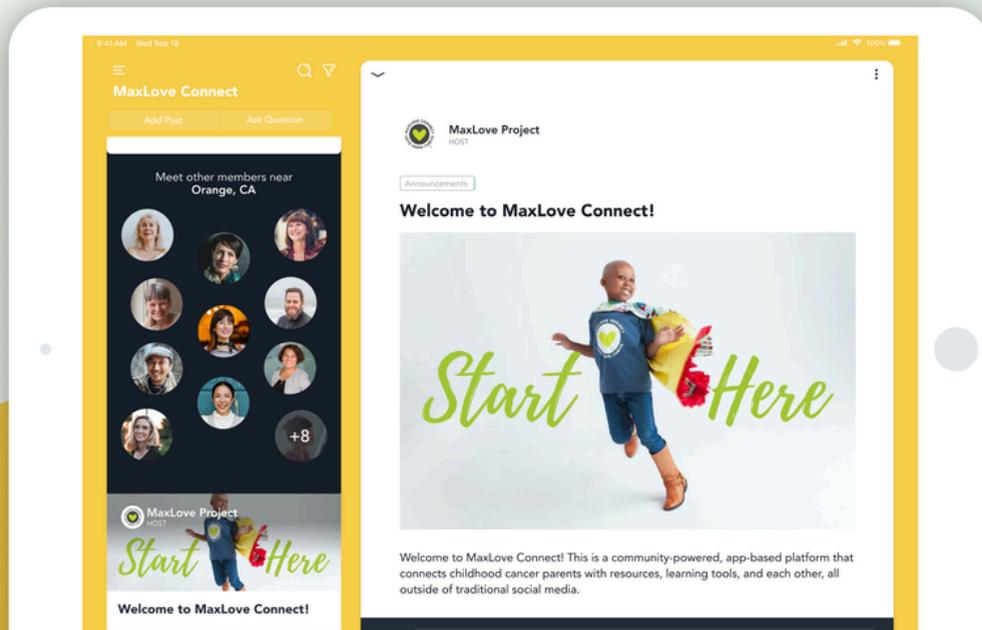
The long-awaited MaxLove Project “Fierce Foods Kitchen” cookbook is finally here! Our very first cookbook is 220 pages of recipes, tips, tricks and evidence-based anticancer nutrition information designed to support families in adopting a “Fierce Foods” approach at home. Cookbooks will be distributed to hospital partners, MaxLove Families, and sold to raise funds.



MaxLove Project Connect: E-Learning & Community

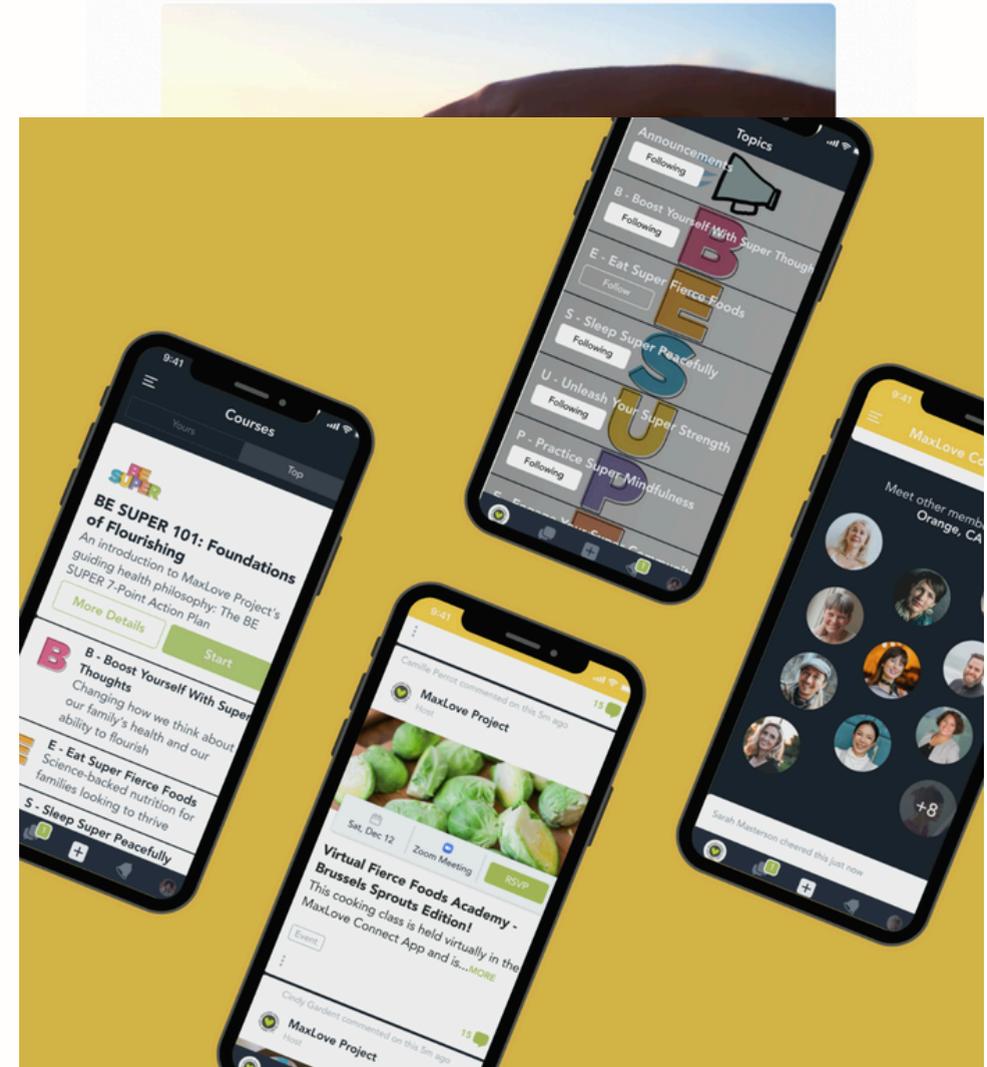
Our private online platform connects families facing childhood cancers and related rare diseases nationwide and provides expert-backed integrative health support, nurse coaching, education, and resources.

Connect
with parents
like you



Event Emotional Trauma

Momma Trauma: Q&A Event with Dr. Nadia Torres Eaton, PsyD, ABPP



Fierce Foods Academy Ohana Day Events

We gather with our MaxLove Project families quarterly at Tanaka Farms for a day filled with community and fun! We offer a culinary medicine class and wellness activities such as acupuncture.



Emotional Health & Wellness Retreats

Our retreats for mothers and grieving parents are designed to support participants with emotional health and wellness tools that are useful on a daily basis. We use modalities such as guided meditation, breathwork, and culinary medicine followed by weekly online support group for transitioning back to daily life post-retreat.



MaxLove Project Savannah

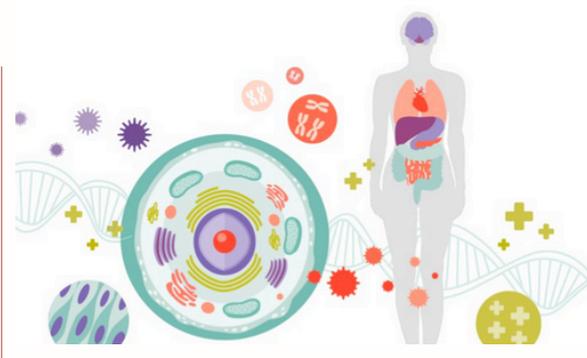
Culinary Medicine in the hospital and community.

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 2025! Savannah is the home to our hospital-based culinary medicine program.





Our Programs



Personalized Fierce Foods (Nutrigenomics Program)

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 (Online + Retreat)

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



Our Programs



SuperMax the Turtle Hospital Outreach

Super Max the Turtle is Back!! In 2023 MaxLove Project sent over 1000 units of Super Max the Turtle to children's hospitals across the U.S. In partnership with SuperKids and their families, MaxLove Project ships these therapeutic nightlights to children's hospitals across the country.



MaxLove Project Podcast with Audra & Samantha

In 2024 MaxLove Project launched its first podcast on YouTube. The MaxLove Project Podcast has a goal of bringing important quality of life conversations, resources, and tools to as many families facing a childhood cancer diagnosis, or rare disease, as possible – in a transparent, honest, and authentic way.

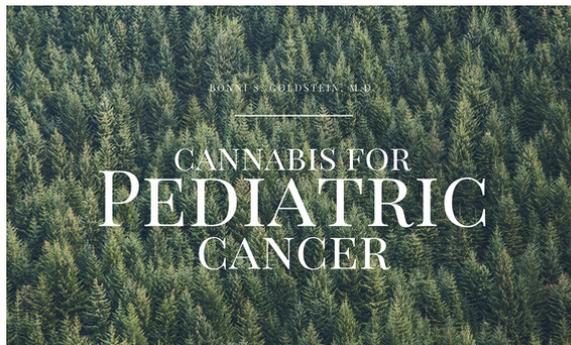


Peer Support Coaching with Jeni Rhodes

Jeni Rhodes is a MaxLove Mommas and social work graduate student who offers 1:1 peer support coaching sessions to all members of our MaxLove Project community. Jeni welcomes new members and also shows them how to get the most out of MaxLove Project's resources.

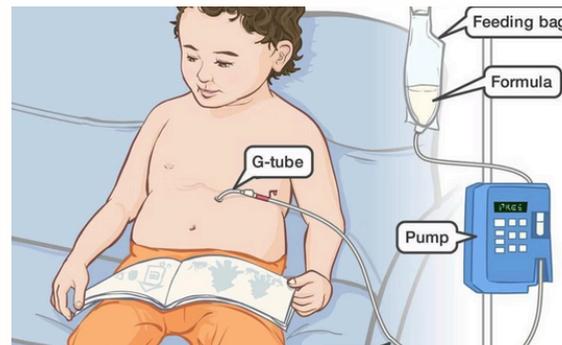


Our Programs



Medical Cannabis for Cancer Online Course

An expert course, "Medical Cannabis and Cancer" offered by the renowned pediatrician, Bonni Goldstein, MD.



Thriving with Tube Feeding Online Course

Making the most of tube feeding by using real, nutrient-dense, blended foods. This is an expert course designed by Registered Dietitians to empower families to utilize real, whole foods with tube feeding.



MaxLove Keto Online Course

MaxLove Keto is an expert-designed course that explores the science and practice of using a low-carbohydrate, high-fat nutrition to improve outcomes in cancer treatment.



Our Programs



BE SUPER Action Plan Online Course

Our goal is to radically improve quality of life and significantly lower lifelong health risks for childhood cancer patients and survivors through our evidence-based BE SUPER 7-Point Action Plan. The plan is centered on healing nutrition, sleep, physical activity, stress reduction, positive mindset, supportive community, and limiting exposure to harmful chemicals.



Research: Ketogenic Diet for Brain Tumors

We're thrilled to welcome Dr. Adrienne Scheck to the team as our Director of Translational Research. We're working hard with Dr. Scheck to fund her research on the Ketogenic Diet and DIPG.



MaxLove Project Culinary Medicine Internships

MaxLove Project is proud to support the next generation of culinary medicine advocates! We offer incredible internships to local high school and college students interested in culinary arts and nutrition science.



Our Impact

We support over 1000 families in treatment, survivorship and grief with direct care and education each year, both online and in person. It costs us \$450 on average to serve one family for one year. In total, over 2500 families are served with at least one MLP touchpoint each year. Learn more at <https://www.maxloveproject.org/impact>.

Since 2011

Since 2011 MaxLove Project has served over 35,000 families with at least one of our health promoting interventions. From Super Max the Turtle to the Ohana Project to Fierce Foods and MaxLove Connect, we've supported families across the U.S. and around the world with an empowering community and quality of life care.

30+ Partners

MaxLove Project is proud to partner with over 30 children's hospitals and nonprofit organizations to bring quality of life care to all families facing childhood cancer and related rare diseases.

12+ Years

We've grown from our founders' kitchen table into a thriving grassroots, community-based nonprofit organization. In 2021 we celebrated our first ten years! That's a big deal, it's not an easy road for any nonprofit to persist past a decade.

Fundraising & Community





Fundraising & Community



Farm to Fork App-Off at Tanaka Farms

The Farm to Fork App-Off is an innovative, team-based, fundraising culinary challenge where our donor champions team up with our Gold Apron Society chefs to raise money, friends, and partners for MaxLove Project. The challenge consists of both a fundraising goal and a judged culinary competition finale event. Join us and help families thrive against cancer, rare diseases, and medical trauma.



Walk for Kids at Tanaka Farms

Our Walk for Kids is an immersive, interactive event for families and our whole community to take action in support of those facing childhood cancers and pediatric rare diseases. The event features a 1.5 mile farm walk with U-Pick stations, live music, premiere food & wine tastings, plus kid-friendly snacks and hydration from top wellness-focused partners. Picnic and take in Tanaka Farms from our venue on the hillside. It can't be beat!

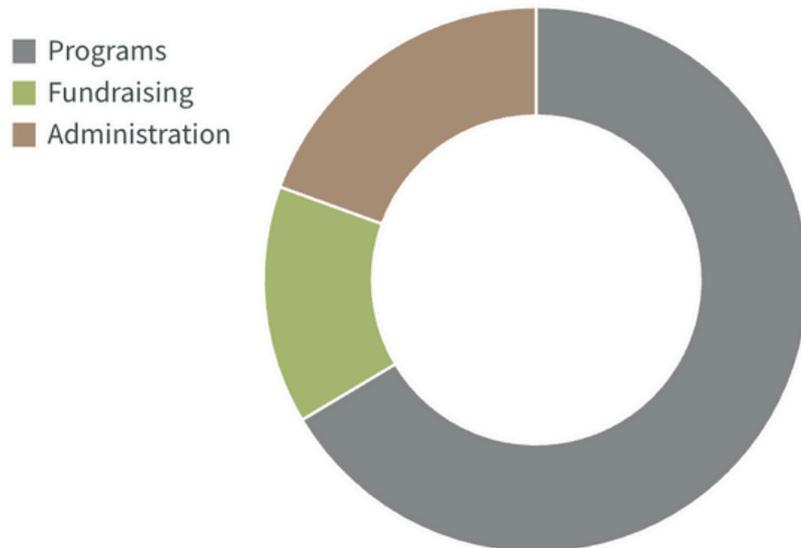


MaxLove Project Junior Board Pickleball

The MaxLove Project Junior Board is a group of young leaders committed to raising funds and spreading awareness for MaxLove Project in our community. Twice a year we host a pickleball beginner clinic, cornhole boards, a silent auction, and much more.

Where the money goes.

MaxLove Project is small but mighty. The vast majority of funds raised support our programs and services. It's our goal to match donor gifts directly with their area of interest. Some donors prefer to support programs directly, while others know the power of investing in our infrastructure. You can learn more about our organizational reporting on [Candid](#).



How We Invest

MaxLove Project is a service and support focused nonprofit organization. We invest in amazing personnel – staff, experts, etc. – to directly support the families we serve. Research foundations raise money to give to researchers and institutions. They don't generally invest in personnel other than fundraising and administrative staff. MLP, on the other hand, is an organization that offers direct care *and* fundraises to support its work. We both raise and utilize funds on our programs and services.

Cost of Service

MaxLove Project's annual budget hovers around \$500,000 a year. This is a small budget for the number of programs, impact, and geographic area we serve. As one donor put it, we work miracles with such a small budget! We support over 1000 families in treatment, survivorship and grief with direct care and education each year, both online and in person. It costs us \$450 on average to serve one family directly for one year. In total, over 2500 families are served with at least one MLP touchpoint each year.

Personnel

People are the heart and soul of MaxLove Project. Our 10 staff members, multiple interns, Board members and over 250 volunteers create the ecosystem of care and support that holds our families in a safe, affirming and empowering environment. We stand by our model that employs amazing people to do good work.



Get Involved!

Building MaxLove Project is a grassroots effort; we need your help! Please reach out to Audra (audra@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.

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 to learn more and brainstorm.



Testimonials



"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, 27, 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!

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