



# Nourishing Recovery

Fit To Recover  
and  
Food To Recover  
with  
Red Barn Farms

Ian Acker, Founder  
Fit To Recover

[www.fit2recover.org](http://www.fit2recover.org)

# Our Ask

- **\$7,500** to take our Food To Recover Recovery Bar to production scale.
- **eCommerce/Marketing expertise** to take FTR from a local to a state to a national organization supporting recovery.
- **More Partners**- join us, Red Barn Farms, treatment centers, Vet programs, at-risk youth groups, low-income advocates to fight addiction.

# Fit To Recover

**How did FTR go from a boombox in the park to a thriving recovery gym and community center?** The answer is in our people and in the pillars that support our mission.

## Our people are our greatest strength:

FTR sprang from Ian's vision but it grew into a center thanks to a community of vibrant, passionate, dedicated, creative and supportive people. FTR belongs to us all, is nurtured by us all, is celebrated by us all. We are all FTR.

## Our four pillars:

We practice the key components that help build a strong community that supports its members in long-term recovery. We call them pillars, because together, they give us the strength and foundation to maintain recovery.



### **Pillar 1: EXERCISE**

Some gyms train to get bigger, smaller, faster, or leaner. At FTR we focus on strength because we know that to become physically stronger, we build our spiritual, emotional, social and mental strength. We also believe in the healing powers of cardio exercise, so bootcamps and runs are a part of our regular gym routine. Our indoor climbing wall supported by the Petzl Foundation builds strength and focus and is the gateway to the beautiful granite walls of the canyons outside Salt Lake City. Check the [Calendar page](#) of the FTR website for times and class descriptions.

### **Pillar 2: NUTRITION**

In the recovery process, proper nutrition is as important as physical activity. Quality food and good nutrition habits not only improve workouts, but overall focus, energy, and the quality of daily life. Food to Recover, FTR's nutritional component that is led by licensed dietitians, provides meal ideas, the latest in evidence-based nutrition research, and "nutrition challenges" to get FTR members eating healthy. Taste treats from the Food To Recover Garden and creative recipe ideas are delicious perks enjoyed by the FTR community. Check the [Food2Recover blog](#) for more.



### **Pillar 3: SERVICE**

Giving of self is an important part of emotional and spiritual wellness and FTR believes it's essential to the recovery process. Last year, FTR members contributed 1500 volunteer hours to efforts including outreach to homeless populations, the Salt Lake City Marathon, the Recovery Day Celebration, planting bulbs at City Hall, conducting YWCA outreach for mothers and children, and staffing events sponsored by NAMI Utah and Safe Kids Salt Lake County, among many others.

### **Pillar 4: CREATIVITY**

People who struggle with addiction are often very talented and just need avenues of expression in order to flourish. That's why at FTR our walls are filled with color and wonder, and our space is filled with music. We paint, write, rap, compose and share our creative expressions through our audio and art studios and in our creative writing classes. Check out the [Facets link](#) on our website to see and hear examples from the FTR community.

# Food To Recover



Registered dietitians who:  
Grow  
Demonstrate  
Teach  
Feed, and  
**Formulate Recovery Bars**



## NUTRIENT-RICH!



### Cherry Oatmeal

**INGREDIENTS:** Organic Almond Butter, Pea Protein, Organic Coconut Nectar, Non-GMO Soluble Tapioca Fiber, Cherries, Whole Rolled Oats, Organic Whole Grain Quinoa, Sunflower Lecithin, Cinnamon, Organic Vanilla Extract,

CONTAINS: TREE NUTS, May contain traces of PEANUTS, EGG, SOY, MILK, WHEAT.



**FTR**  
FOOD TO RECOVER  
NOURISHING RECOVERY

## POWER-PACKED!



**Every recovery is unique, and so are the Food to Recover Nutrition Bars. Specially formulated to serve the needs of those in recovery and power-packed to replenish your daily workout needs!**

Our Recovery bars Nourish the Body. Read our amazing story at

**[www.fit2recover.org](http://www.fit2recover.org)**

*Our FTR Recovery Bar is a simple, healthy, tasty mix of organic ingredients intended to nourish any recovery—be it an intense workout, or the long-term recovery from drugs and alcohol.*

*I am in recovery and know the importance of nutrition and exercise. That's why I founded the nonprofit gym Fit To Recover, and why proceeds from the sale of our recovery bars go to support FTR.*

*~ Ian Acker, Founder, Fit To Recover*

### Nutrition Facts

Serving Size - 1 bar (44g)  
Servings Per Container 1

Calories 160  
Calories From Fat 50

Amount Per Serving	% DV*	Amount Per Serving	% DV*
Total Fat 6 g	9%	Total Carb 21 g	7%
Sat Fat 0.5 g	3%	Fiber 7 g	29%
Trans Fat 0 g	0%	Sugars 8 g	0%
Cholesterol 0	0%	Sugar Alcohol 0 g	0%
Sodium 100 mg	4%	Protein 10 g	20%

\*Percent Daily Values are based on a 2,000 calorie diet

Enjoy By: 12/16/2016

**FTR**  
FIT TO RECOVER  
FOOD TO RECOVER

All proceeds go to support Fit To Recover

**10g of Protein per serving**

**NO Artificial Flavors**

**GMO Free**

**Gluten Free**



# More Numbers

- We have invested
  - \$15,000 to formulate, develop and pilot (1,000 bars)
  - Taste and market tests have been very positive
- Our \$7,500 Ask
  - To hit production economies of scale (5,000 bars)
    - Produce @ \$1.21 per bar (5,000) vs. \$1.71 per bar (1,000)
    - Sell @ \$2.50 per bar for gross sales profit of \$6,450 on 5,000 bars
  - eCommerce/marketing consultancy and guidance
- Our Accountability
  - Sales and income reports
  - Scholarships supported
  - Survey of nutrition's role in members' recovery

# Why We Are Doing This

- To help those in recovery combine exercise and nutrition to maintain their recovery.
- To increase our income to expand our scholarship base.
- To build a sustainable, social enterprise business model we can share across the state and then nationally.
  - Balance grant incomes with fee-for-service income
  - Grow business to rely on local suppliers (Red Barn Farms) and broaden distribution channels.
- To further our service to those in recovery.

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# Contact/Media Links

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  - [acker0012@gmail.com](mailto:acker0012@gmail.com)
  - (801) 410-8988/(614) 975-5689 (cell)
  - <https://fit2recover.org>
- Selected Media
  - **FTR celebrates its 1<sup>st</sup> Anniversary Channel 4 Good4Utah** (1/17/16) <https://youtu.be/6FCefn56X5lsary>
  - **Fit To Recover: A Safe Place to Recover** (August, 24 2016). Salt Lake Magazine (Sonja Blackham).  
<https://saltlakemagazine.com/fitness-to-recover/>
  - **How the Fit To Recover organization in Salt Lake City is helping change last.** <http://www.healthy-utah.com/2015/11/30/fit-to-recover-salt-lake-city/>