



Nourishing Recovery

Fit To Recover
and
Food To Recover
with
Red Barn Farms

**Ian Acker, Founder
Fit To Recover**

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.



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

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

10g of Protein
per serving

NO Artificial
Flavors

GMO Free

Gluten Free



Nutrition Facts		Amount Per Serving	% DV*	Amount Per Serving	% DV*
Serving Size - 1 bar (44g)		Total Fat	6 g 9%	Total Carb	21 g 7%
Servings Per Container 1		Sat Fat	0.5 g 3%	Fiber	7 g 29%
Calories 160		Trans Fat	0 g	Sugars	8 g
Calories From Fat 50		Cholesterol	0 0%	Sugar Alcohol	0 g
• Vitamin A: 0%		Sodium	100 mg 4%	Protein	10 g 20%
• Vitamin C: 1%		*Percent Daily Values are based on a 2,000 calorie diet			
		• Calcium: 4%			
		• Iron: 5%			
		Enjoy By: 12/16/2016			



All proceeds go to support Fit To Recover



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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www.fit2recover.org



Contact/Media Links

- Ian Acker, Founder and CEO, Fit To Recover
 - acker0012@gmail.com
 - (801) 410-8988/(614) 975-5689 (cell)
 - <https://fit2recover.org>
- Selected Media
 - **FTR celebrates its 1st 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/>